2023 Owned Media Advertising Opportunities

Miles Partnership is the partner for all Explore Georgia owned media properties.
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EXPLORE GEORGIA DRIVES VISITORS

Explore Georgia executes a robust paid and earned media strategy on a national scale to drive brand awareness and consideration of Georgia, thus increasing positive economic impact for the state. We invite all travelers, from around the world and around the corner, to explore our state.

This strategy targets an incredibly qualified travel-planning audience, leading them directly to ExploreGeorgia.org, the Official State Travel Guide, our social channels, email program and more.

REACH OVER 10 MILLION QUALIFIED LEISURE VISITORS ACROSS GEORGIA’S OWNED LEISURE CHANNELS

eNewsletter: 218,000 subscribers

Web: 9.1M

Print: 750,000

488k

298k

24k, 3.3 million monthly views

For more information, please contact: Carly Stedman Norosky - Travel Media & Marketing Executive
Carly.Stedman@MilesPartnership.com | (202) 681-8169 or your Explore Georgia Regional Marketing Manager.
OFFICIAL STATE TRAVEL GUIDE

NEW IN 2023

Exciting things are on the horizon

The 2023 Explore Georgia Official State Travel Guide will encourage travel to all corners of the state—from beloved mainstays to hidden gems. From cover to cover, the visitor is at the forefront, with all content driven by traveler sentiment and visitor data. The removal of listings and the increase in inspirational editorial content set next year’s travel guide apart even more. All ads will have edit adjacency, ensuring your ad will be seen by readers.

For more information, please contact: Carly Stedman Norosky - Travel Media & Marketing Executive
Carly.Stedman@MilesPartnership.com | (202) 681-8169 or your Explore Georgia Regional Marketing Manager.
A reimagined look and feel

Expect large and vibrant photography, thoughtful feature stories (short and smart), and a cleaner and more consistent layout, all of which is designed to inspire visitors as they plan their trips.

BEYOND THE BOOK

In conjunction with the print piece, a digital version of the travel guide will be available on the Explore Georgia website offering readers the opportunity to directly engage with partner ads. In addition, video elements will complement the guide’s editorial content.
OFFICIAL STATE TRAVEL GUIDE

NEW SPONSORED CONTENT OPPORTUNITIES

The 2023 guide will treat advertising like content, with the goal of making this book as usable—and appealing—as possible and representative of the best of Georgia travel. Sponsored-content opportunities provide a way for advertisers to combine resources and work with Miles Partnership (Services included in advertising cost.) to create a well-rounded advertorial piece that will better serve readers. Sponsored content allows advertisers to do more storytelling, which will inspire travelers to visit their destinations, attractions, and businesses. Full-page display ads (as well as spreads) are another way that advertisers can ensure an impactful spot in the book.

DISTRIBUTION INFORMATION

- Direct requests on ExploreGeorgia.org: 41,678 travel guide orders and 41,678 online travel guide views in FY21
- Explore Georgia Visitor Information Centers (VICs): nine locations throughout the state
- Regional Visitor Information Centers: More than 60 locations throughout Georgia operated by local CVBs and Chambers of Commerce
- Georgia State Parks and Lodges
- In partnership with the Georgia Tourism Foundation Board of Directors, Explore Georgia is working to enlist several private-sector partners in an enhanced distribution strategy that will get the guide into the hands of proven travelers.

For more information, please contact: Carly Stedman Norosky - Travel Media & Marketing Executive
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OFFICIAL STATE TRAVEL GUIDE

ADVERTISING RATES AND SPECS

Advertisers are given the opportunity to work with the Miles team on editorial and design of sponsored content pages (included in advertising cost). Additionally, full-page display ads and spreads are another way advertisers can ensure an impactful spot in the guide.

*Sponsored Content

2-Page Spread ........................................ $35,000

PREMIUM AND RUN OF BOOK DISPLAY ADS

Back Cover ............................................. $29,000
Inside Front Cover ................................. $25,000
Inside Back Cover ................................. $24,000
Opposite Table of Contents ............... $19,995

2-Page Spread
(Display or Sponsored Advertorial) ........ $35,000

Full Page ............................................. $18,475

DISPLAY AD SPECS

Full Page Trim Size ......................... 8” x 10.5”
(with bleed) ............................... 8.25” x 10.75”
(live area) ............................... 7.25” x 9.75”
Spread Trim Size ......................... 16” x 10.5”
(with bleed) ............................... 16.25” x 10.75”
(live area) ............................... 15.25” x 9.75”

ADVERTISING DEADLINES

SPACE CLOSE
October 25
(Sponsored Content)
November 22
(Display)

MATERIALS DUE
December 9

SPONSORED CONTENT

2-Page Spread ........................................ $35,000

PREMIUM AND RUN OF BOOK DISPLAY ADS

Back Cover ............................................. $29,000
Inside Front Cover ................................. $25,000
Inside Back Cover ................................. $24,000
Opposite Table of Contents ............... $19,995

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*Can only be purchased as 2-page spreads, multiple spreads allowed, can be shared among a group of advertisers. Speak to your sales rep for more details.

For more information, please contact: Carly Stedman Norosky - Travel Media & Marketing Executive
Carly.Stedman@MilesPartnership.com | (202) 681-8169 or your Explore Georgia Regional Marketing Manager.
EXPLOREGEORGIA.ORG

ExploreGeorgia.org promotes travel ideas and inspiration to more than 9 million users annually. By tapping into this audience of engaged website visitors, contributing to nearly 12 million sessions, you'll ensure your brand is top of mind when travelers plan their next trip.

Explore Georgia offers five different paid opportunities to promote your business or destination on ExploreGeorgia.org, including two new offerings: Retargeting and Welcome Leads

- Featured Listings
- Display Banners
- Sponsored Content
- Retargeting
- Welcome Leads

QUICK STATS

| 11.5 Million Sessions | 9.1 Million Users | 2.6 Million Partner Referrals | 52% In-State Visitors |


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EXPLOREGEORGIA.ORG WEBSITE OFFERINGS

Featured Listings
Featured listings offer a top-tier sort of all listings. This opportunity offers partners a cost-effective, annual presence on ExploreGeorgia.org and helps drive qualified traffic to your site through your partner profile.

Available Categories:
Category purchased should be directly associated with your listing type on ExploreGeorgia.org. Your featured listing will show up on the main featured listing category page purchased and the sub-pages as they apply.

Frequency:
Featured listings are live for 12 consecutive months.

Pricing: $1,200
Reflects an annual commitment.

For more information, please contact: Carly Stedman Norosky - Travel Media & Marketing Executive
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EXPLOREGEORGIA.ORG
WEBSITE OFFERINGS

Display Banner Program

Nine million users visit ExploreGeorgia.org each year to find travel inspiration to all of the state’s diverse offerings. Increase your brand’s exposure on our highly visited site through a targeted display banner package. Using a tiered approach of guaranteed impressions delivery, partners can select the package best suited to meet your business and budget goals. Impressions will be served run-of-site – rotating with two unit sizes – and be optimized across the site throughout your campaign’s flight. Campaigns are priced on a CPM model, with discounts triggering at defined impression levels.

<table>
<thead>
<tr>
<th>TOTAL IMPRESSIONS</th>
<th>RATE</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>50,000+</td>
<td>$900</td>
<td>$18</td>
</tr>
<tr>
<td>100,000+</td>
<td>$1,600</td>
<td>$16</td>
</tr>
<tr>
<td>200,000+</td>
<td>$2,800</td>
<td>$14</td>
</tr>
<tr>
<td>500,000+</td>
<td>$7,000</td>
<td>$14</td>
</tr>
</tbody>
</table>

Minimum buy-in: 50,000 impressions

Units:
- 970 x 250 Leaderboard Ad
- 300 x 250 Rectangle Ad

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# EXPLOREGEOGRAPHIA.ORG WEBSITE OFFERINGS

## RETARGETING

Partner with the Explore Georgia team and receive premium space in digital advertisements targeted to highly qualified audiences of travelers at an affordable cost.

Using Explore Georgia’s first-party data combined with custom audience-building tactics, you can reach users who have previously visited ExploreGeorgia.org and retarget them with meaningful messaging about your business.

Packages include a mixture of display, native and/or video ad units, and can be sold in flight lengths of 30 or 60 days.

### $1,750 PACKAGE

<table>
<thead>
<tr>
<th>TACTIC</th>
<th>FORMAT</th>
<th>TIMING</th>
<th>CPM</th>
<th>IMPRESSIONS</th>
<th>TOTAL COST</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display &amp; Native</td>
<td>IAB Approved Banner Sizes &amp; Native Banners</td>
<td>30 days</td>
<td>$7.00</td>
<td>250,000</td>
<td>$1,750</td>
<td>This package would provide exclusive access to ExploreGeorgia.org’s first-party audience, through site retargeting and look-alike modeling for a full funnel approach.</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td></td>
<td></td>
<td>$7.00</td>
<td>250,000</td>
<td>$1,750</td>
<td><strong>TOTALS</strong></td>
</tr>
</tbody>
</table>

### $5,200 PACKAGE

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<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display &amp; Native</td>
<td>IAB Approved Banner Sizes &amp; Native Banners</td>
<td>30 days</td>
<td>$6.50</td>
<td>800,000</td>
<td>$5,200</td>
<td>This package would also provide exclusive access to ExploreGeorgia.org’s first-party audience, through site retargeting and look-alike modeling for a full funnel approach PLUS Prospecting, Contextual, Demo, Behavioral targeting.</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td></td>
<td></td>
<td>$6.50</td>
<td>800,000</td>
<td>$5,200</td>
<td><strong>TOTALS</strong></td>
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</table>

### $10,200 PACKAGE

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<th>IMPRESSIONS</th>
<th>TOTAL COST</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display &amp; Native</td>
<td>IAB Approved Banner Sizes &amp; Native Banners</td>
<td>60 days</td>
<td>$6.00</td>
<td>2,052,000</td>
<td>$12,312</td>
<td>This package would also provide exclusive access to ExploreGeorgia.org’s first-party audience, through site retargeting and look-alike modeling for a full funnel approach PLUS Prospecting, Contextual, Demo, Behavioral targeting.</td>
</tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Pre-Roll* Video</td>
<td>:15 or :30 Video</td>
<td>60 days</td>
<td>$15.75</td>
<td>317,460</td>
<td>$5,000</td>
<td>This package would also provide exclusive access to ExploreGeorgia.org’s first-party audience, through site retargeting and look-alike modeling for a full funnel approach PLUS include pre-roll video for high-impact advertising.</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td></td>
<td></td>
<td>$9.13</td>
<td>1,117,460</td>
<td>$10,200</td>
<td><strong>TOTALS</strong></td>
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</tbody>
</table>

### $12,312 PACKAGE

<table>
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<tr>
<th>TACTIC</th>
<th>FORMAT</th>
<th>TIMING</th>
<th>CPM</th>
<th>IMPRESSIONS</th>
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<td>2,052,000</td>
<td>$12,312</td>
<td><strong>TOTALS</strong></td>
</tr>
</tbody>
</table>

*Contingent on overall participation levels. Priority will be on display advertising. Ask your rep for updated reach calculation.

**All costs are net.

## AVAILABILITY

4-6 week production time ahead of campaign start. Availability based on inventory.

## REPORTING

At the end of the campaign, you will receive detailed performance metrics.

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For more information, please contact: Carly Stedman Norosky - Travel Media & Marketing Executive
Carly.Stedman@MilesPartnership.com | (202) 681-8169 or your Explore Georgia Regional Marketing Manager.
Lead Generation
Gain exposure in front of our most qualified audience and grow your opt-in database with our lead-generation program.

CONSIDER THIS:
This program not only grows your database; it also drives traffic to your site!

TIPS FOR FULFILLMENT:
1. Use the automated email as a thank you for requesting information with a brief note that more information will be coming OR use this as fulfillment.
2. Either way, be specific. By including specific words and contextual links, users will navigate from your thank-you email and continue their planning on your website or social media page.
3. Include options. Don’t shy away from including a diverse range of topics, but provide specifics.

HOW IT WORKS

STEP 1
Visitors sign up to receive information from the state and can request to receive information directly from you.

STEP 2
Upon requesting info from you, visitors receive an immediate, auto-generated email written by you.

STEP 3
You receive triple-qualified travel planners’ contact information weekly.

UNLIMITED LEADS

<table>
<thead>
<tr>
<th>CONTRACT LENGTH</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 MONTHS</td>
<td>$5,000</td>
</tr>
</tbody>
</table>
EXPLOREGEOGLA.ORG WEBSITE OFFERINGS

Sponsored Content
Elevate your brand’s presence on ExploreGeorgia.org with this professionally written content opportunity. Your brand’s content – developed in conjunction with you, Explore Georgia, and Miles Partnership – will live on ExploreGeorgia.org, gaining the audience of our widely visited site. Your article will have 100% share-of-voice, all ad units on this page, and priority sorting in related content throughout the site. Included with your sponsored content is a guaranteed 10,000 impression* banner ad package.

Additionally, your sponsored content may be promoted when space is available in Explore Georgia social posts and/or within Explore Georgia e-newsletter ad positions. If any of these spaces are available, you will be contacted with the materials needed to enact this offering.

This opportunity is limited to 25 total partners per 12-month window.

Frequency:
Sponsored Content is live for 12 consecutive months.

Pricing: $5,000
Cost reflects all development and production of sponsored content.

Sponsored Pin on Pinterest available at an additional cost. Contact our team to learn more.

*Subject to change based on available website inventory

For more information, please contact: Carly Stedman Norosky - Travel Media & Marketing Executive
Carly.Stedman@MilesPartnership.com | (202) 681-8169 or your Explore Georgia Regional Marketing Manager.

7 REASONS WHY ALPHARETTA’S MUSIC SCENE CAN’T BE BEAT
From world-class music festivals to famous venues, it’s no mystery why this Atlanta ‘burb is known for its vibrant music culture.

Music is in Georgia’s DNA, but Alpharetta has staked a claim as one of the most dynamic music destinations in Georgia. Located about 20 miles north of Atlanta, Alpharetta has everything from the Wire & Wood Music Festival to the iconic Velvet Nite jazz club, plus a huge amount of concerts throughout the year – many of them free and family-friendly. Whether you’re into pop, country, rock, or just appreciate great lyrics and a catchy tune, here’s your guide to the best of Alpharetta Music City.

For more information, please contact: Carly Stedman Norosky - Travel Media & Marketing Executive
Carly.Stedman@MilesPartnership.com | (202) 681-8169 or your Explore Georgia Regional Marketing Manager.
EXPLORE GEORGIA SOCIAL MEDIA

Explore Georgia has a strong social media following across all social platforms. On Instagram, @ExploreGeorgia is the seventh most followed state DMO account in the U.S. Each quarter, social metrics continue to exceed growth and engagement industry benchmarks. Activity across @ExploreGeorgia platforms also drives website sessions and conversions, supporting ExploreGeorgia.org. Reach our engaged audience of inspired travelers with your content, drive traffic to your site, and navigate visitors to your location, attraction, or event.

Followers as of September 2022

488k

298k

Sources: Explore Georgia

Sponsored Social Media Posts

Take advantage of the reach on Explore Georgia’s social media channels. Showcase your destination and increase awareness through partner social posts.

Participation is limited to one time per quarter, and excludes consecutive-month purchases.

Frequency:

Two (2x) sponsored social media posts available per month.

Pricing:

All costs include the development and production of partner social content.

- Facebook + Instagram In-feed: $1,000 per post
- Facebook In-feed only: $650 per post
- Instagram Story: $650 per post

For more information, please contact: Carly Stedman Norosky - Travel Media & Marketing Executive
Carly.Stedman@MilesPartnership.com | (202) 681-8169 or your Explore Georgia Regional Marketing Manager.
EXPLORE GEORGIA EMAIL

Explore Georgia's subscribers are ready to dive into captivating content, so don't miss the chance to promote your business to such a qualified and targeted audience. Newsletter themes/topics provide opportunity to tailor your business or destination to the content users are already tuned into.

Monthly Newsletters (two per month)
Explore Georgia sends travel ideas and inspiration to its robust database. Include your message in one of two exclusive ad units in one of our monthly e-newsletters. Choose from the Featured Partner content or the Leaderboard Display Banner included in the footer of the email.

Frequency/Pricing:
Deploys two times each month; partner gets one email ad placement per purchase.

- **A - Featured Partner:** $1,500/email
- **B - Partner Spotlight:** $1,150/email
- **C - Footer Display Banner Ad:** $300/email

Seasonal Newsletters
Five times per year, Explore Georgia spotlights the state’s best and most interesting seasonal activities. Choose from the Featured Partner content or the Leaderboard Display Banner included in the footer of the email.

Frequency:
- **Winter:** deploys December 2022, featuring January and February content
- **Spring:** deploys January 2023, featuring March and April content
- **Summer:** deploys April 2023, featuring May, June and July content
- **Fall:** deploys July 2023, featuring August, September and October content
- **Holiday:** deploys October 2023, featuring November and December content

Pricing:
- **Featured Partner:** $1,500/email
- **Footer Display Banner Ad:** $300/email

Explore Georgia reserves the right to cancel any scheduled email for a full refund to partner should circumstances warrant going dark or limiting messaging on social, e.g., travel restrictions during pandemic or due to natural disaster.

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Carly.Stedman@MilesPartnership.com | (202) 681-8169 or your Explore Georgia Regional Marketing Manager.
EXPLORE GEORGIA EMAIL

Dedicated Partner Emails
Promote your tourism product with this 100% SOV custom email offering. Your brand’s content – developed in conjunction with you, Explore Georgia, and Miles Partnership – will be sent to Explore Georgia’s database.

Participation limited to one time per quarter and excludes consecutive-month purchases.

**Frequency:**
Monthly

**Pricing:** $5,000
Cost reflects all development and production of email.

Explore Georgia reserves the right to cancel any scheduled email for a full refund to partner should circumstances warrant going dark or limiting messaging on social, e.g., travel restrictions during pandemic or due to natural disaster.

For more information, please contact: Carly Stedman Norosky - Travel Media & Marketing Executive Carly.Stedman@MilesPartnership.com | (202) 681-8169 or your Explore Georgia Regional Marketing Manager.
VISITOR INFORMATION CENTERS

Georgia's visitor information centers (VICs) are the first point of contact for travelers to and within Georgia. Our nine centers provide a variety of ways to connect with visitors. Raise your visibility among the traveling public and extend the reach of your marketing dollars.

COMING SOON

Take advantage of these special advertising opportunities:

- **Digital Advertising**: Showcase advertising messaging on digital screens within the interior walls of highly trafficked Georgia Visitor Information Centers.
- **Pop-Up Banners**: Showcase your destination or product with a free standing or hanging banner placed in a VIC for optimum exposure.
- **Window Clings**: Reserve window space at the entrances to our buildings to promote your destination.

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