

A man with a beard and a backpack is holding a young child, both looking up at a large, multi-tiered waterfall cascading down a rocky cliff. The scene is framed by lush green foliage and trees, creating a sense of being deep in a forest. The waterfall is the central focus, with water spraying and creating mist at the base. The overall atmosphere is serene and natural.

EXPLORE GEORGIA®

2023 Owned Media Advertising Opportunities

Miles Partnership is the partner for all Explore Georgia owned media properties.



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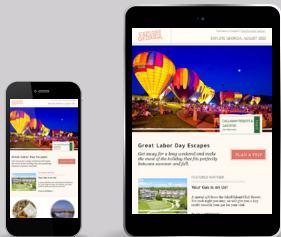
EXPLORE GEORGIA DRIVES VISITORS

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.

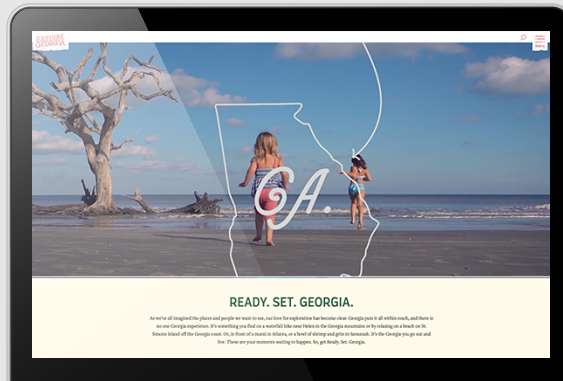
This strategy targets an incredibly qualified travel-planning audience, leading them directly to ExploreGeorgia.org, the Official State Travel Guide, our social channels, email program and more.

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

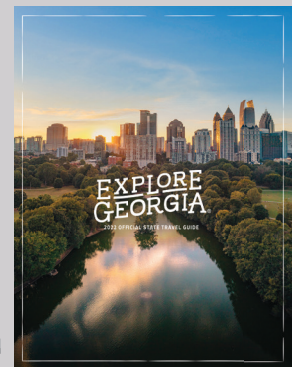
eNewsletter:
218,000 subscribers



Web: 9.1M



Print: 750,000



488k



298k



24k, 3.3 million
monthly views

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.

2022 GUIDE



OFFICIAL STATE TRAVEL GUIDE



INSPIRATIONAL CONTENT WILL INCLUDE

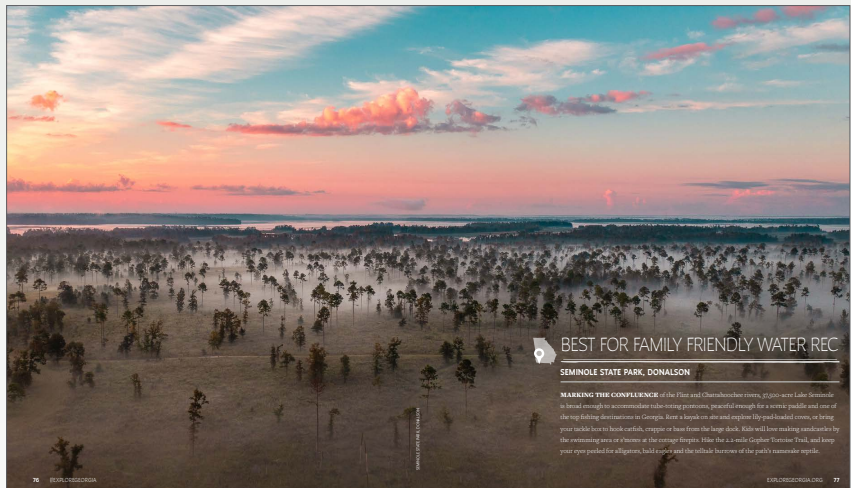
- ◆ **12 Best Trips**
Next year's must-do experiences
- ◆ **Seasonal Travel**
Highlighting the very best Georgia has to offer in fall, winter, spring, and summer
- ◆ **Tripadvisor Reviews**
Real ratings of top Georgia attractions
- ◆ **Top State Parks**
A handful of favorite natural and historic spots
- ◆ **Accessible Georgia**
Places that are truly inclusive
- ◆ **Destination Profiles**
From beaches to mountains, cities to small towns

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.



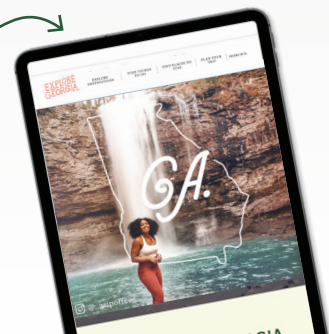
MOCK-UP ONLY



MOCK-UP ONLY

BEYOND THE BOOK

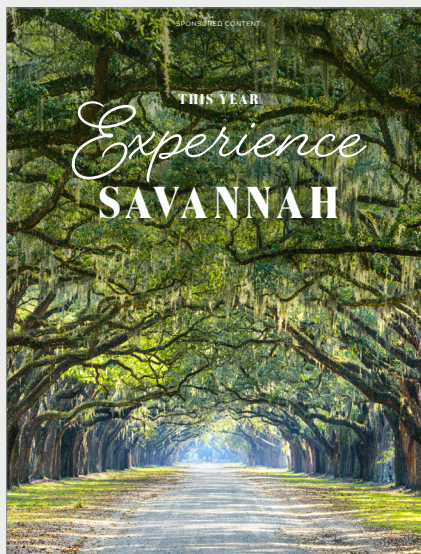
In conjunction with the print piece, a digital version of the travel guide will be available on the Explore Georgia website offering readers the opportunity to directly engage with partner ads. In addition, video elements will complement the guide's editorial content.



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.



SPONSORED CONTENT SPREAD

750,000
PRINT
CIRCULATION
50% INCREASE
FROM 2022



SPREAD DISPLAY AD

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.

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.



FULL PAGE DISPLAY AD (MOCK-UP ONLY)

*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.

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

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"



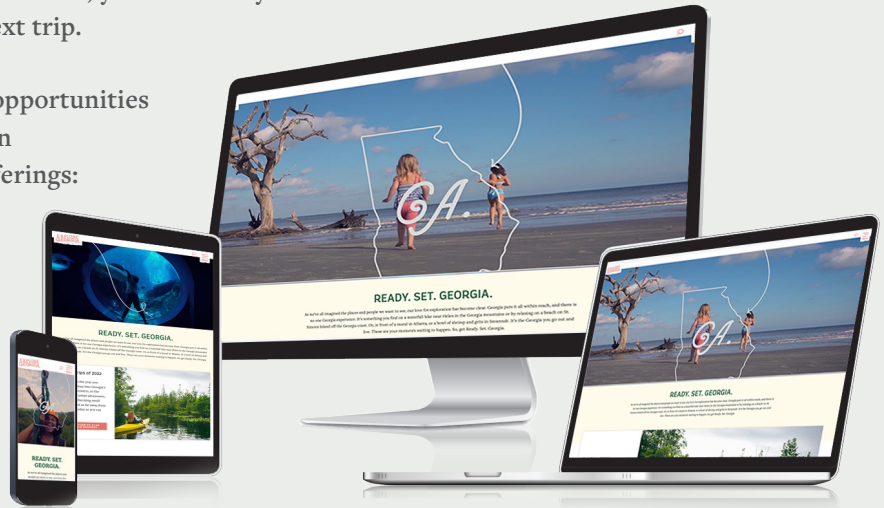
EXPLOREGEORGIA.ORG

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

**NEW!
2023**



QUICK STATS

11.5 Million Sessions	9.1 Million Users	2.6 Million Partner Referrals	52% In-State Visitors
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Top Domestic Markets: Georgia, Florida, Illinois, North Carolina, New York, Alabama, Tennessee, Texas, Washington, D.C., California



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.

Click to view

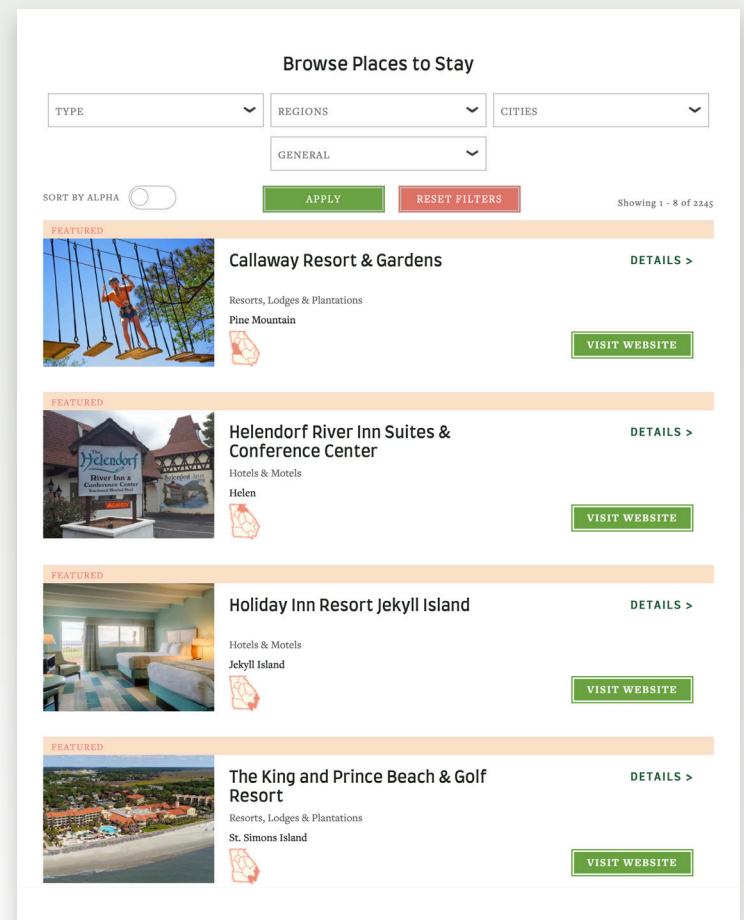
 <p>PLACES TO STAY exploregeorgia.org/ places-to-stay</p>	 <p>ATTRACTIONS & ENTERTAINMENT exploregeorgia.org/ attractions-entertainment</p>
 <p>OUTDOORS & ADVENTURE exploregeorgia.org/ outdoors-adventure</p>	 <p>FOOD & DRINK exploregeorgia.org/ food-drink</p>
 <p>EVENTS & FESTIVALS exploregeorgia.org/ events-festivals</p>	 <p>TRANSPORTATION exploregeorgia.org/ transportation</p>

Frequency:

Featured listings are live for 12 consecutive months.

Pricing: \$1,200

Reflects an annual commitment.



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.

TOTAL IMPRESSIONS	RATE	CPM
50,000+	\$900	\$18
100,000+	\$1,600	\$16
200,000+	\$2,800	\$14
500,000+	\$7,000	\$14

Minimum buy-in: 50,000 impressions

Units:

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

NEW IN 2023: LARGE LEADERBOARD AD FOR INCREASED VISIBILITY!

MONET BRIDGE AT GIRRS GARDENS, BALL GROUND, GA.

Put together your own "must-see" and "must-do" list from among Georgia's varied attractions. Discover what travelers love about the state's top-rated attractions, from the Savannah Historic District to Back City Gardens in Lanier Mountain and Wild Adventures Theme Park in Valdosta. Explore historic sites and natural wonders at state and national parks from the mountains to the coast. Enjoy Georgia's agricultural bounty at the peak of freshness with hands-on experiences at family-owned farms.

Have your favorite bands perform at music festivals and concerts. Shop for one-of-a-kind gifts at small-town boutiques, sample wine, craft beer and spirits at breweries, wineries and distilleries throughout the state from Thomasville and Greensboro. Play golf on courses designed by the pros, and cheer for your favorite teams at professional and college games. For all the great things to do when you visit Georgia, browse the categories below.

NEW! LARGE LEADERBOARD

8 ONE-OF-A-KIND WAYS TO EXPERIENCE THE GOLDEN ISLES

EXPLORE GEORGIA EXPERIENCES

Attractions & Entertainment >

The varied attractions in Georgia offer endless hours of entertainment and unforgettable experiences for everyone.

Arts & Culture >

Have a precursor for the artist in the classroom? Be sure to spend time.

Film & Television >

Explore Georgia's booming entertainment industry and walk in the footsteps of your favorite television stars.

History & Heritage >

History buffs will find plenty to see and do in Georgia, including historic landmarks and historic sites.

Music >

From gospel music and country to rock and roll, Georgia has a variety of musical genres.

Georgia Shopping >

Georgia shopping options range from antique and vintage stores to high-end retail and outdoor gear.

Spas & Wellness >

Indulge in a little Southern luxury with a relaxing spa treatment at a local spa.

Uniquely Georgia >

Discover one-of-a-kind places you'll find only in Georgia.

Events & Festivals >

Georgia events are known for their fun atmosphere, great food, entertainment, shopping and activities. Check...

IT'S TIME TO TRAVEL

BE CURRENT TRAVEL

10 SURPRISING THINGS ABOUT LAGRANGE

EXPLOREGEORGIA.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

TACTIC	FORMAT	TIMING	CPM	IMPRESSIONS	TOTAL COST	NOTES
Display & Native	IAB Approved Banner Sizes & Native Banners	30 days	\$7.00	250,000	\$1,750	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.
Totals			\$7.00	250,000	\$1,750	

\$5,200 PACKAGE

Display & Native	IAB Approved Banner Sizes & Native Banners	30 days	\$6.50	800,000	\$5,200	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.
Totals			\$6.50	800,000	\$5,200	

\$10,200 PACKAGE

Display & Native	IAB Approved Banner Sizes & Native Banners	60 days	\$6.50	800,000	\$5,200	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.
Pre-Roll* Video	:15 or :30 Video	60 days	\$15.75	317,460	\$5,000	
Totals			\$9.13	1,117,460	\$10,200	

\$12,312 PACKAGE

Display & Native	IAB Approved Banner Sizes & Native Banners	60 days	\$6.00	2,052,000	\$12,312	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.
Totals			\$6.00	2,052,000	\$12,312	

*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.

EXPLOREGEORGIA.ORG WEBSITE OFFERINGS

Lead Generation

Gain exposure in front of our most qualified audience and grow your opt-in database with our lead-generation program.

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.

**TRIPLE
QUALIFIED**

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.

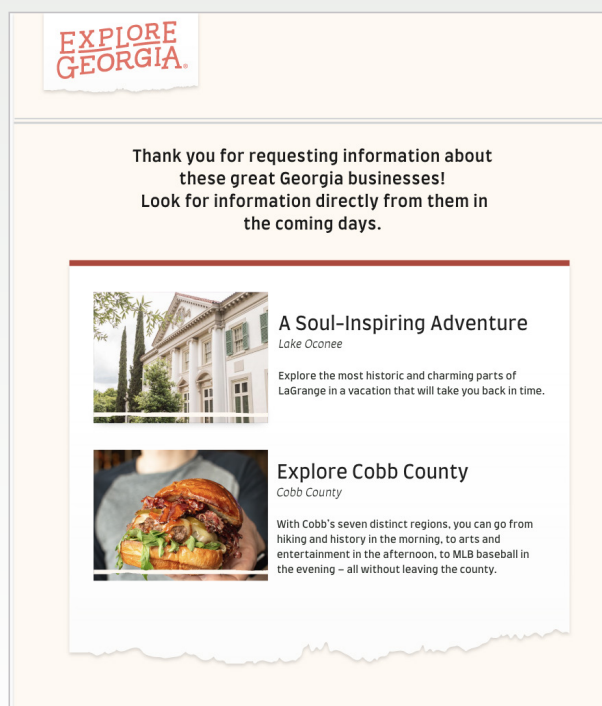
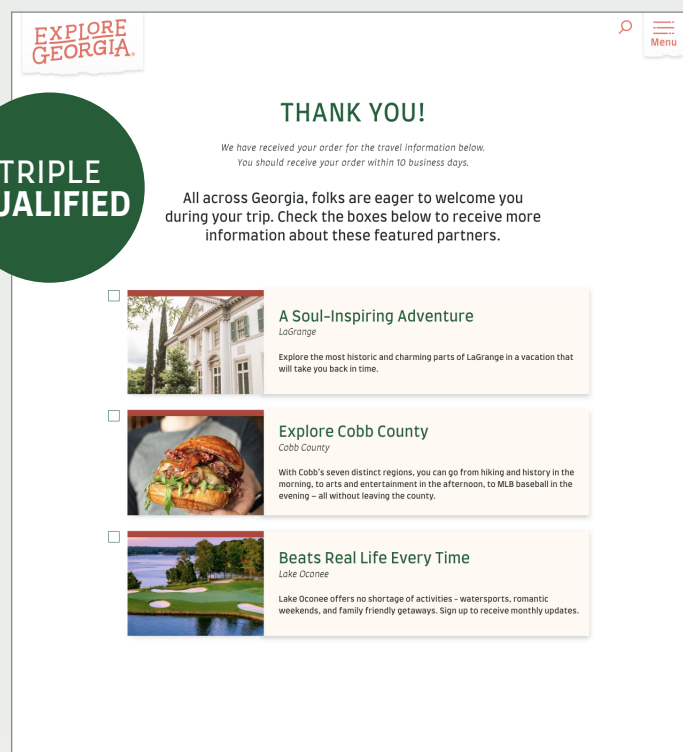
UNLIMITED LEADS

CONTRACT LENGTH

PRICE

12 MONTHS

\$5,000



CONFIRMATION EMAIL

EXPLOREGEORGIA.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*

EXPLORE
GEORGIA

EXPLORE DESTINATIONS | FIND THINGS TO DO | FIND PLACES TO STAY | PLAN YOUR TRIP | SEARCH Q



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 Note 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.

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:

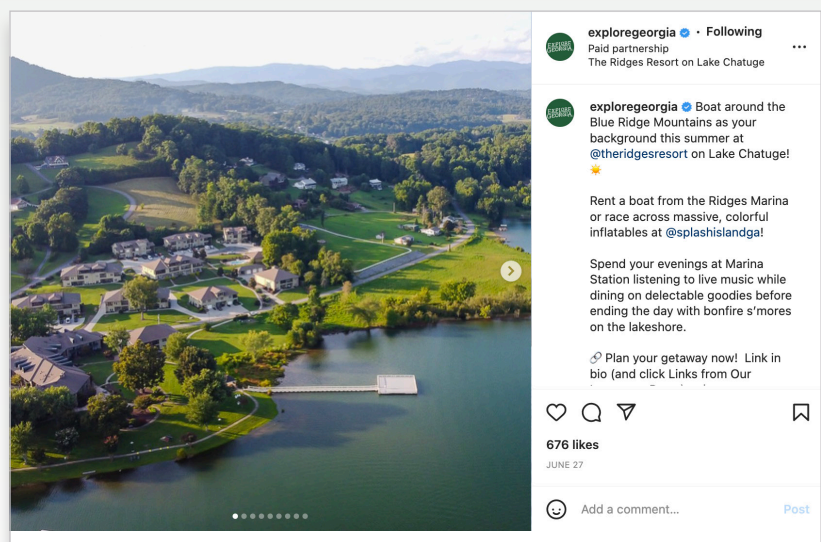
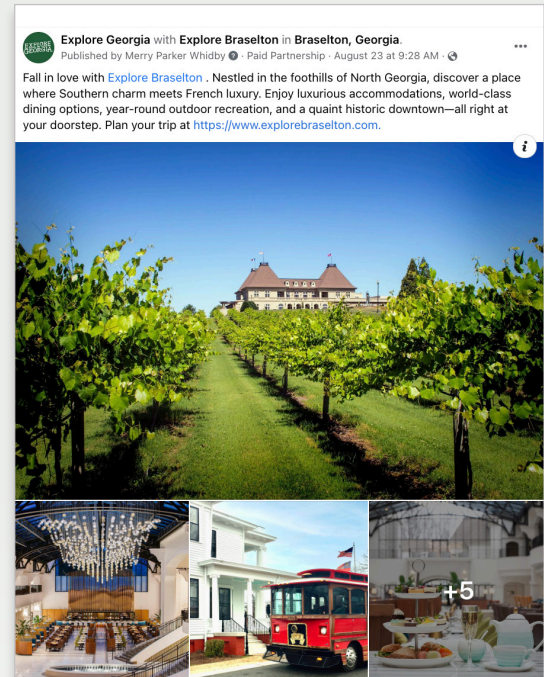
Two (2x) sponsored social media posts available per month.

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

**NEW!
2023**



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

NEW!
2023

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

NEW!
2023

Pricing:

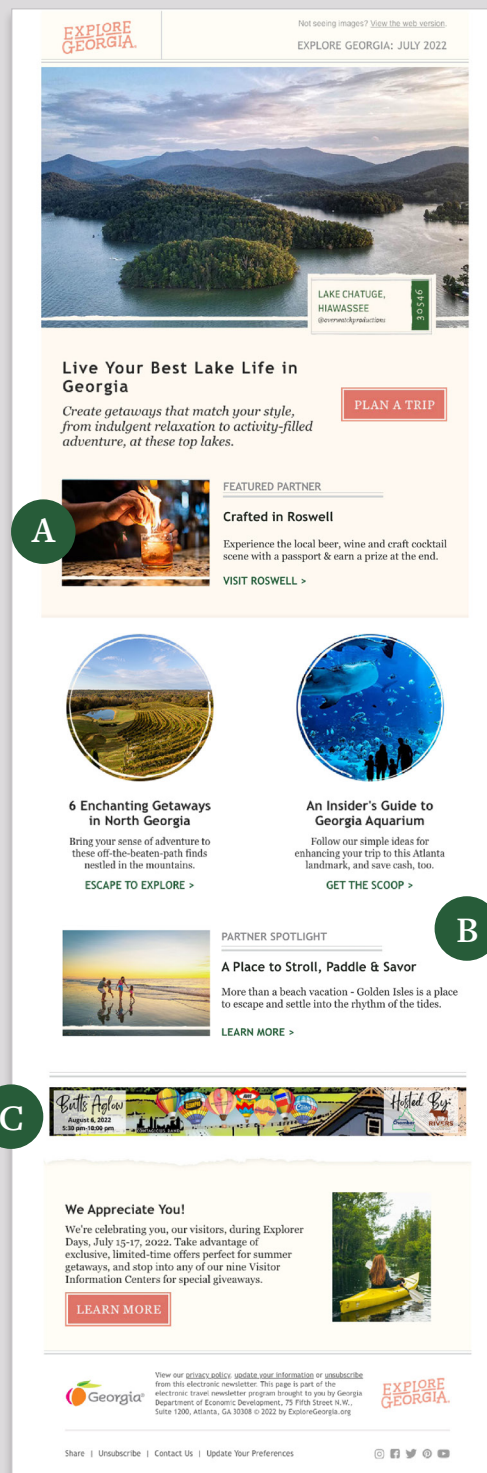
- **Featured Partner:** \$1,500/email
- **Footer Display Banner Ad:** \$300/email

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.

218,000 SUBSCRIBERS

26% OPEN RATE

IN 2023, INCREASING
TO 2 EMAILS PER
MONTH!



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.

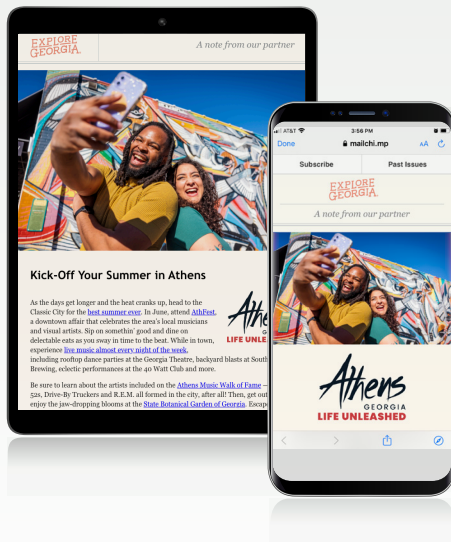
Participation limited to one time per quarter and excludes consecutive-month purchases.

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.

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.



EXPLORE
GEORGIA.®