



EXPLORE GEORGIA®

Explore Georgia-Tripadvisor Recovery Marketing Co-op

With **463 million monthly active** users, presence in over **190 countries** and displayed in **28 languages**, Tripadvisor is the world's preferred travel guidance company. Tripadvisor provides the **scale** and **trust** to drive impactful awareness through high impact placements, powered by data to ensure relevance. Trusted by hundreds of destinations globally, Tripadvisor will put your message in front of travelers actively seeking to travel.

Timing

Informational Webinar: May 17th, 11am Eastern
 Open Date: May 24th
 Program Begins: June 1
 Program Ends: December 31

		Ad Impressions	Ad Sizes	Targeting	Runs on	Reporting & Insights	Partner Investment	Explore Georgia Match	Total Value
Tier 1	Managed through Tripadvisor Media Manager	250,000	728x90, 300x250, 320x50*, or Native	Georgia Travel Researchers + travelers in key markets	Desktop, Tablet, and Mobile	Impressions, Clicks	\$2,500	\$2,500	\$5,000
Tier 2	Managed through Tripadvisor Media Manager	500,000	728x90, 300x250, 320x50*, or Native	Georgia Travel Researchers + travelers in key markets	Desktop, Tablet, and Mobile	Impressions, Clicks	\$5,000	\$5,000	\$10,000
Tier 3	Managed directly by Tripadvisor	1,025,000	728x90, 300x250, 320x50, 300x600 or Explorer Carousel	Regional Travel Researchers + travelers in key markets	Desktop, Tablet, and Mobile	Impressions, Clicks, Campaign Impact**	\$10,000	\$10,000	\$20,000
Tier 4	Managed directly by Tripadvisor	2,630,000	728x90, 300x250, 320x50, 300x600 or Explorer Carousel	Regional Travel Researchers + travelers in key markets	Desktop, Tablet, and Mobile	Impressions, Clicks, Campaign Impact + Destination Site Trend Dashboard Access for 1 year**	\$25,000	\$25,000	\$50,000
Tier 5	Managed directly by Tripadvisor	5,479,000	728x90, 300x250, 320x50, 300x600 or Explorer Carousel	Regional Travel Researchers + travelers in key markets	Desktop, Tablet, and Mobile	Impressions, Clicks, Campaign Impact + Destination Site Trend, Location & Property, Ratings & Reviews Dashboards Access for 1 year**	\$50,000	\$50,000	\$100,000

* Tripadvisor can create banner ads for your campaign for a cost of \$1000 for up to 3 sizes. Allow 2-3 weeks from receipt of assets for banner creation.

** Campaign Impact, Trends, Location, Property, Rating, and Reviews Dashboards are for DMO participants only.



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Please note:

Programs are based on a first-come, first-served basis.

All details subject to change. Ideas are the property of Tripadvisor.

Billing will be monthly.

