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Timeline

- Publish Grant eligible media programs: 07/01/11
- Grant awards to RTAs: 07/08/11
- Co-Op Programs Announced: 07/15/11
- Grant Showcase/Grant orders: 07/28/11
- FY12 Marketing Plan Published: w/o 08/01/11

Campaign Time Frame
September, 2011 -November, 2012

Summary of Options

Option	Print Partner	Available Timing	Partner Minimum	Partner Rates	
				Full Pg	1/2 Page
1	Better Homes & Gardens	March/April	1	\$59,151	\$34,308
2	Ladies Home Journal	March/April	1	\$33,357	\$19,709
3	Family Circle	March/April	1	\$24,327	\$15,213
4	Georgia Insert (BH&G, LHJ, FC)	May	3 1/2 pg Equivalent	\$19,500	\$13,860
5	Southern Living	November	1	\$52,658	\$30,075
6	Southern Living	March, April, May, June	1	\$55,291	\$31,579
7	Collinson: America's Best Vacations	Fall	1	\$22,500	\$14,750
8	Collinson: Custom Georgia Insert	Spring	1	\$27,632	\$16,737
9	Atlanta Magazine	Fall/Spring	1	\$6,557	\$3,937
10	Golf Digest	April	1	\$16,450*	\$13,960
11	Group Travel Leader	Fall/Spring	1	\$3,530	\$2,355
	Outdoor			Partner Rates	
12	Billboards	Fall/Spring	1	\$386 - \$5,200	
13	MARTA	Fall/Spring	1	\$1,000 - \$16,000	
	Digital Partner			Minimum Investment per Partner	
14	SAY Media	Spring Opt 1	9	\$2,500	
15	SAY Media	Spring Opt 2	3	\$2,500	
16	ValueClick	Spring Opt 1	3	\$15,000	
17	ValueClick	Spring Opt 2	1	\$15,000	
18	WeatherBug	Fall/Spring	5	\$5,000	
19	TripAdvisor	Spring (two options)	1	\$7,500	\$3,500
	TV			Partner Rates	
20	Better Destinations TV	TBD	2	\$10,500	

*1/2 page ad with 1/2 page advertorial

Print & Cross Platform

Meredith Opportunities

- Regional Print Ads Options 1-3
 - Options 1 Better Homes & Gardens
 - Option 2 Ladies Home Journal
 - Option 3 Family Circle
- Georgia circulation insert: Option 4
- Better TV: Option 20

Meredith Regional Print

- Branding ads in Better Homes & Gardens, Ladies Home Journal, and Family Circle magazines in the Travel South region
 - Provides high coverage of target audience within key geographic area
- Added value opportunities:
 - In-book and online reader service

Rates

Book	Circulation*	Full PG	1/2 PG	Months
Better Homes & Gardens	1,777,000	\$59,150.70	\$34,307.70	March April
Ladies Home Journal	763,300	\$33,357.45	\$19,708.50	March April
Family Circle	801,600	\$24,327.45	\$15,213.45	March April
*Travel South Region				

Meredith

Georgia Circulation Insert

Genuine Georgia Insert

- High impact multi-page insert focusing on the authentic Georgia experiences and getaways.
 - Run in-book in Better Homes & Gardens, Ladies Home Journal and Family Circle magazines
 - Includes custom e-newsletter sweepstakes guaranteed to generate 10,000 inquiries.
 - In addition, Meredith will reach out to appropriate Georgia corporate sponsors to help further co-brand the section
 - Partners could potentially include Wendy's, Nature's Own etc. pending Georgia's approval and direction
- Minimum Requirements: must have at least 3 1/2 pages of partners

Rates

Book	Circulation*	Full PG	1/2 PG	Months
Georgia Insert	417,000	\$19,500.00	\$13,860.00	May

*Better Homes & Gardens, Ladies Home Journal, Family Circle

*Individual GA Circs: BHG – 234,000; FC – 92,600 LHJ – 90,100

** Net = (net + 5%)

Meredith

TV: Better Destinations

- Minimum requirement of \$21,000 (net + 5%) for one two-minute segment.
 - Tourism Region Pricing- \$10,500 net per region for two region minimum participation
- Promotional Elements include:
 - Full production of client's two minute travel segment with CBS Atlanta
 - Host Client's 2 minute TV segment will air eight (8) times in CBS Atlanta programming:
 - 6x Better Mornings Atlanta from 5:00-7:00am
 - 2x Better Atlanta from 12:30-1:30pm
 - Extensive Web presence on Better Destination Section (cbsatlanta.com)
 - Featured Top Story for a week; archived within headlines
 - 2 minute TV segments will run online on cbsatlanta.com
 - Slideshow of Destination (photos can be provided by sponsor)
 - Sponsorship recognition throughout section and content elements
 - 100,000 Leaderboard/Display Ads running throughout cbsatlanta.com
 - Total Cost \$21,000*
 - Added Value
 - Consumer Sweepstakes can be activated within Better Mornings Atlanta
 - Television segment uploaded to CBS Atlanta YouTube Channel



Southern Living Regional Print

- Run of book placements within relevant editorial reaching key target audience in highest indexing magazine
 - Circulation: GA, FL, TN, SC AL = 985,000 (GDEcD Tourism Advertising only)
- 2011 Rates:
 - Full Page: \$52,658
 - ½ page: \$30,075
- 2012 Rates:
 - Full Page: \$55,291
 - ½ page: \$31,579
- Added Value
 - Bonus Advertising Exposure in SIP
 - In book service listing, national circulation
 - Online service listing on SoutherLivingVacations.com

Southern Living SIP

- Bonus Advertising Exposure in SIP
 - Southern Living can extend exposure with bonus advertising space in our popular special interest publication:
 - THE BEST OF SOUTHERN LIVING
 - Idea and inspiration driven, this newsstand publication will feature our editors' choices and staff picks for the year, covering travel, foods, homes, gardens and healthy living.
 - In Travel, we'll share best tips and trips from our editors:
 - 10 Best Weekend Escapes
 - Road Trips Around the South
 - Must-see Small Southern Towns

Collinson Opportunities

- America's Best Vacations Insert/Banner Network: Option 7
- Georgia Custom Newspaper Insert/Banner Network: Option 8

Collinson

America's Best Vacations Insert

- Insert will feature a Georgia co-op section in the regional travel newspaper insert, America's Best Vacations in the Fall of 2011
 - America's Best Vacations is the perfect publication for Georgia's partners to reach travelers in their key markets. Whether it's a relaxing shopping trip, a family beach trip, a golf-getaway, or an action-packed vacation filled with zoo trips, hiking, fishing and camping, Georgia is the destination that people want to get away to and America's Best Vacations is helping them plan a fun-filled vacation designed to please everyone in the family.
- Market: Southeast, Circulation: 700,000 (Alabama, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia)
- Georgia Partners will receive in America's Best Vacations:
 - An ad within the Georgia section
 - Listing on the reader response card
 - Banner impressions on the Collinson Travel Ad Network (amounts detailed below)
 - Online lead generation (amounts detailed below)

Grant Partner Pricing

Ad Size	Partner Rate (Net)	Ad Network Impressions	Lead Counts
Full PG	\$22,500	4 MM	3,000
½ PG	\$14,750	3 MM	2,000

Collinson

Custom Georgia Newspaper Insert

- Distribute customer insert to a circulation of 800,000 in Georgia's core states
- Reach target audience who doesn't typically read the newspaper, however, it's their most trusted source of information and are highly likely to read inserts/circulars
- Provides the opportunity to run within a Georgia-branded, dedicated state co-op including editorial
- Banner impressions on their ad network and an online lead generation program
- **Markets: 800 Circulation**
- Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Texas and Virginia (adjustable)
- **Dates:**
 - Spring 2012 Issue
 - Space: 9 weeks out
 - Materials: 8 weeks out

Georgia Custom Newspaper Insert

- **Georgia Partners will receive:**
 - An ad within the Georgia section
 - Matching advertorial for full or half page advertisers
 - Clients will supply their advertorial and can choose from standard edit, event calendar, map or hotel special listing formats. We will work with each client to help them achieve the look they want while keeping the book consistent.
 - Listing on the reader response card
 - Banner impressions on the Collinson Travel Ad Network (amounts detailed below)
 - Online lead generation (amounts detailed below)

Grant Partner Pricing

Ad Size	Partner Rate (Net)	Ad Network Impressions	Lead Counts
Full PG	\$27,632	4 MM	3,000
½ PG	\$16,737	3 MM	2,000

Atlanta Magazine Opportunities

- Print/Digital combined discount program: Option 9
- 4X Frequency Package
 - Full Page
 - ½ Page

Atlanta Magazine

- Cross Platform Program with Print and Digital
- A thorough and sustained recommendation of seven issues of Atlanta Magazine in during key seasons; Sept – Nov 2011 and Feb – May 2012, Georgia sections when sufficient participation allows
- A customized and Georgia-themed online experience encompassing online newsletters, feature channel, landing pages, embedded video and sweepstakes
- Opportunity to participate in the highly successful 2012 Best of Atlanta within the Georgia Pavilion and “Taste of Georgia”
- Opportunity for the RTAs and partners to receive opt in leads from both a print and online component
- Highly creative and engaging special advertising sections providing partners with advertorial inclusion and turnkey creative services
- Grant Pricing
 - Full Page, 4-color: \$6,557 gross (net + 5%)
 - ½ Page, 4-color; \$3,937 gross (net + 5%)
 - RTA’s are receiving a 41% discount off of the open rate for the full page and 52% discount off of the open rate for the ½ page

Atlanta Magazine: Added Value – Full Page

- With minimum commitment of 4x between September 2011 and May 2012 the RTA will receive the following value add components:
 - A custom landing page within atlantamagazine.com with ability to embed videos, photos and links from member partners.
 - Advertorial inclusion in Georgia-themed special sections.
 - Inclusion in up to three online Georgia Travel Newsletters sent to the opt in email database of Atlanta Magazine Insiders. These newsletters will be sent between September 2011 and May 2012.
 - A 10 x 10 exhibit at the 2012 Best of Atlanta Party within the Georgia Pavilion.
 - A Bonus full page ad to run at the end of the above 4x commitment in June 2012
 - Inclusion on bound in Reader Service Card and online Reader Service page for lead generation.
 - Inclusion and opt in leads for up to two online Sweepstakes through atlantamagazine.com.
 - A 10% discount off the 2012 Georgia Travel Guide full page rate.
- Total Added Value Benefit: \$21,485

Atlanta Magazine: Added Value – ½ Page

- With minimum commitment of 4x between September 2011 and May 2012 the RTA will receive the following value add components:
 - A custom landing page within atlantamagazine.com with ability to embed videos, photos and links from member partners.
 - Advertorial inclusion in Georgia-themed special sections.
 - Inclusion in up to three online Georgia Travel Newsletters sent to the opt in email database of Atlanta Magazine Insiders. These newsletters will be sent between September 2011 and May 2012.
 - A bonus ½ page ad to run at the end of the above 4x commitment in June 2012.
 - Inclusion on bound in Reader Service Card and online Reader Service page for lead generation.
 - Inclusion and opt in leads for up to two online Sweepstakes through atlantamagazine.com.
 - A 10% discount off the 2012 Georgia Travel Guide full page rate.
- Total Added Value Benefit: \$12,206

Golf Digest Opportunities

- Print advertising – Option 10
 - Print advertising with advertorial
 - Print advertising only

Golf Digest

- Utilize Golf Digest to reach the avid golf travel enthusiast through print/online initiatives, a key segment of Georgia revenue
- Leveraging leading promotional assets, the program is built to also generate awareness for the state co-op partners via in-book, electronic, and online
 - Golf Digest Facebook Page
 - Golf Travel Show Support: Custom Email Blast
 - GDPTravelCaddie.com
 - E-Scapes – Travel Newsletter
- Golf Digest will also customize opportunities to best meet co-op partner objectives

Golf Digest: Proposed Partner Pricing

- Region 3 (South): circulation of 358,292
 - AL, AR, FL, GA, LA, MS, NC, OK, SC, TN, East TX
- Unit: ½ page ad with ½ page advertorial
 - Partner Rate: \$16,450 net
 - Issue: April, 2012 (Masters Issue)
- Unit: ½ page ad
 - Partner Rate: \$13,960 net
 - Any issue
- Added Value:
 - 2 months readers service listing (national: 1.65MM)
 - One (1) month on GolfDigestTravelCaddie.com

Golf Digest: Added Value

Golf Digest Facebook

- Golf Digest can offer co-op partners increased exposure through Golf Digest's Facebook Fan Page, reaching almost 20,000 fans each day.
- A one-month listing on our Promo Tab can highlight special golf & travel offers exclusively from co-op partners.

Golf Travel Show Support: Custom Email Blast

- Golf Digest will work with co-op partners to create a custom email blast that will reach a select group of 7,500 subscribers located in targeted DMAs to help drive traffic to Georgia Tourism booth at a specific golf travel show/shows.

GDPTravelCaddie.com

- A two-month listing on GDPTravelCaddie.com promotes unique aspects of Georgia's co-op partners, including videos, ad units, Featured Destinations, Hot Deals and more!
- Consumers can either click through directly to the ExploreGeorgia website or request printed collateral

E-scapes

- Monthly e-blast sent to 50,000 GDP database names promoting great golf travel destinations.
- E-scapes is the perfect venue to highlight current travel packages & opportunities to GDP readers, and includes a link to the website.
- Co-op partners will receive Featured Spot exposure in two upcoming editions of E-scapes: Spring timing TBD.

Out of Home Billboard MARTA

H2O with a twist • Wildlife with a twist • Nightlife with a twist • Rock with a twist • Gravity with a twist • Star gazing with a twist • Nightlife with a twist • Star gazing with a twist • Nightlife with a twist • Rock with a twist H2O with a twist • Wildlife with a twist • Nightlife with a twist • Rock with a twist H2O with a twist • Wildlife with a twist • Nightlife with a twist • Rock with a twist • Gravity with a twist • Star gazing with a twist • Nightlife with a twist • Star gazing with a twist • Nightlife with a twist • Rock with a twist H2O with a twist • Wildlife with a twist • Nightlife with a twist • Rock with a twist • Gravity with a twist • Star gazing with a twist • Nightlife with

CBS Outdoor Regional Billboards

Boards purchased/located in the Atlanta Metro market

Media Form	Per Period	Showing Level	# of Units	Per Period Circulation/ Impressions	4- Wk Per Period Investment Cost
Atlanta Metro Market – Traditional					
High Profile Digital Rotary Network					
DIGITAL BULLETINS-LED Rotary	4 Week	SPECIAL	6	N/A	\$3,150
High Profile Digital Rotary Network - One Wk Digital Filler - \$525/Wk					
Bulletin Rotary					
Bulletins	4 Week	ROTATE	1	880,000 Imp.	\$1,050
Bulletin Rotary Filler - \$525 per Rotary board					

Location Description	Inventory #	Copy Size	D.E.C. (000's)	E.O.I. 4-Week	4- Wk Per Investment Cost
I-85 Perms targeting Hartsfield Jackson Airport					
I-85S & Willingham Dr W/S F/S	07200	21'x68'	102.55	1,808,988	\$5,250
I-85S S/O Virginia Ave W/S F/N	4630	20'x60'	112.3	1,823,912	\$3,150
I-85S N/O Virginia Ave E/S F/N	4660	20'x60'	102.55	1,636,704	\$3,150
I-85S & Central Ave W/S F/S	5290	20'x60'	102.55	1,636,704	\$4,200

Production costs are not included; locations are subject to prior sale

CBS Outdoor Regional Billboards

Boards purchased/located within Northeast GA Mountains region, including in Franklin, Jackson, Hall, Forsyth or Barrow County

Media Form	4-Wk Per Period Investment Cost
Static Rotary	\$735-\$1050 SAB unit for every 2 purchased

Boards purchased/located within Historic Heartland region, including Rockdale, Morgan, Monroe, Bibb, Houston, Peach, or Clark County

Media Form	4-Wk Per Period Investment Cost
Static Rotary (14'x48')	\$735-\$1050
Static Rotary (10'x40')	\$735 - \$840

Boards purchased/located within Magnolia Midlands region

Media Form	4-Wk Per Period Investment Cost
Static Rotary on I-75 (10'x40')	\$735 - \$840

Production costs are not included; locations are subject to prior sale

CBS Outdoor Regional Billboards

Boards purchased/located within Presidential Pathways region

Media Form	4-Wk Per Period Investment Cost
Columbus, GA	
14x48 Perms	\$1,654
14x48 Rotary/Filler	\$1,103
Digital Bulletin	\$1,838
Digital Bulletin/Filler	\$525/Wk
Posters	\$552
Posters/Filler	\$386
LaGrange, GA	
Interstate Bulletin	\$1,654
Posters	\$553
Phenix City, AL	
14x48 Perm	\$1,654
Rotary/Filler	\$1,103
Posters	\$553
Poster/Filler	\$386

Production costs are not included; locations are subject to prior sale

CBS Outdoor Regional Billboards

Boards purchased/located within Plantation Trace region

Media Form	Per Period Circ./Imp.	4- Wk Per Period Investment Cost
Tifton, GA		
Bulletins: 10'6"H X 36'W	32,500 Imp.	\$788 - \$840
Valdosta, GA		
Bulletins: 10'6"H X 36'W	32,500 Imp.	\$788 - \$840

Boards purchased/located within Athens

Media Form	4-Wk Per Period Investment Cost
Static Rotary	\$1,460

CBS Outdoor Regional Billboards

Boards purchased/located within Historic High Country region

Media Form	4-Wk Per Period Investment Cost
Pickens Co Perm (14'x50')	\$1,260
Static Rotary (Includes Carroll, Paulding, Bartow & Cherokee Counties)	\$840 - \$945
Static Rotary on I-75 (includes Catoosa, Gordon & Whitfield Counties)	\$630 - \$735
Chattanooga, TN Rotary	\$1,050
Filler Bulletins	\$525

Production costs are not included; locations are subject to prior sale

CBS Outdoor Added Value

- For year long or longer contracts signed, CBS Outdoor will pay for the production of the vinyl for the billboards and or posters. This includes all regions.
- For every two rotary bulletins purchased with a contract of 12 weeks or longer, CBS Outdoor will bonus one bulletin (space available bonus). Boards located within the Northeast Georgia Mountains, Historic High Country, and Historic Heartland regions only.
- For every three rotary bulletins purchased with a contract of 24 weeks or longer, CBS Outdoor will bonus one bulletin (space available bonus). Boards located within the Atlanta Metro region only.

CBS Outdoor MARTA Package

- The CBS Transit portion of the Atlanta Metro Region is designed to saturate the Atlanta market, delivering reach and frequency to the commuter and general Atlanta population, with a multi-platform approach.
 - From bus exterior, Georgia Dome, airport station saturations, transit shelters on major thoroughfares, TV Screens on 200 Marta railcars, to Ride Team Event Personnel, this facet of the campaign will bring the message to the Atlanta resident and commuter and provide continuity to the Campaign.
 - It also adds “Motion to the Message” and targets visitors to Atlanta as well as the active Atlanta population.

CBS Outdoor MARTA Package

Media Form	Per Period	Showing Level	# of Units	Per Period Circulation/ Impressions	Per Period Ratecard Value	Per Period Net Investment Cost	Production Estimate	Materials Re-usable
Atlanta, GA Commuter Rail								
Exterior Train Kings 30"h x 144"w	4 Week	PACKAGE	80	General Exposure	\$24,000	0**	\$8,000	NO
Illuminated Piers	4 Week	SPECIAL	4	Station Specific	\$4,000	\$1,000	\$2,000	YES
Dioramas 43"H X 62"W	4 Week	HALF	20	7,053,000 Circ.	\$9,500	\$4,000	\$2,000	YES
Atlanta, GA Exterior Bus								
Ultra Super King/Kongs 40"H x 250"W	4 Week	#25	40	61,089,000 Circ.	\$32,000	\$16,000	\$10,000	NO
Atlanta, GA Rail Network: 30 units								
Rail Digital Displays	4 Week	HALF	560	38,149 Circ.	\$11,600	\$2,000	Client Supplied	YES
Station Saturation - Airport	4 Week	1	1	Station Specific	\$20,000	\$10,000	\$3,000	YES
Station Saturation - GA Dome	4 Week	1	1	Station Specific	\$30,000	\$20,000	\$6,000	YES
Transit Shelters	4 Week	#25	46	7,727,816	\$27,600	\$12,000	\$2,500	YES
<p>*Production is included for an annual contract. Please see Production Estimate column for flighted schedules (Train King production is not included as space is bonus).</p> <p>**2 Ride Team Events are included with annual contract (value \$7,000)</p>								

SAY Media

- Package includes banner rotation on an ad network
- AdFrame: high engagement unit that allows for multiple partner involvement at an affordable rate
- Purchased on a CPE model, only pay for engagements
- SAY Media will develop creative at no additional charge

Sample Ad Unit

GEORGIA TOURISM - ADFRAMES DISPLAY



CUSTOM INVITATION

Entice Georgia Tourism's audience with tailored messaging. Pay only for qualified consumers through SAY Media's 3-2-1 countdown and Cost Per Engagement pricing model.

CONTENT RICH TAKEOVER

Maximize time spent with Georgia Tourism by offering multiple layers of content within the unit.

- 1 Georgia Tourism Player:** Video or rich media experience begins upon takeover expansion from user initiation.
- 2 Supplemental Engagement:** Drive engaged users to view additional Georgia Tourism videos by region, explore vacation deals, travel directory, visit GA Tourism website, etc.
- 3 Social Share Bar:** Promote viral communication in-unit within a variety of social media channels.

Sample only, final will be revised based on total partners and Spring or Fall

SAY Media: Option 1 All Regions

GEORGIA TOURISM - ADFRAMES DISPLAY (OPTION 1)



takeover 1

EXPLORE GEORGIA MAP

Engage the qualified user upon engagement by providing an Explore Georgia map with dynamic hotspots of information.

STRONG CALLS TO ACTION

Hover over a region to learn more, and click to subsequent takeovers corresponding to each region.

VIDEO PLAYER

Each region contains its own video content for the consumer to spend time with.

TRAVEL DIRECTORY

Increase consideration and purchase intent through a travel directory to browse through/click out to places to stay, attractions, etc. specific to each region.

SAYMEDIA.COM / ENGAGING PEOPLE



takeover 2

Flight Dates	Ad Unit	Placement	Targeting + RFP Geo Markets	Guarenteed Engagements	Est. Impressions	Price	Net Cost	Monthly Per Partner
April - May 2012	AdFrames Display single unit	Grant Program	W25-54	35,971	3,597,122	\$1.39	\$45,000	\$2,500

All 9 Regions must participate at \$2,500 per month each in order to execute Option 1

SAY Media Option 2

GEORGIA TOURISM - ADFRAMES DISPLAY (OPTION 2)



takeover 1

EXPLORE GEORGIA IMAGE SLIDESHOW

Engage the qualified user upon engagement by providing an Explore Georgia image slideshow that showcases key events, contests, attractions, etc. The consumer can spend time with the slideshow before clicking through to featured regions on the right hand side panel.

VIDEO PLAYER

Featured regions contains their own video content for the consumer to spend time with.

TRAVEL DIRECTORY

Increase consideration and purchase intent through a travel directory to browse through/click out to places to stay, attractions, etc. specific to the region.

SAYMEDIA.COM / ENGAGING PEOPLE



takeover 2

Flight Dates	Ad Unit	Placement	Targeting + RFP Geo Markets	Guarenteed Engagements	Est. Impressions	Price	Net Cost	Monthly Per Partner
April - May 2012	AdFrames Display single unit	Grant Program	W25-54	13,888	1,388,888	\$1.44	\$15,000	\$2,500

Minimum of 3 Regions must participate at \$2,500 per month in order to execute Option 2

ValueClick

- Ad network that has lead generation expertise, offers demo/geo targeting
- Behavioral and contextual targeting based on recent browsing, ad interaction, shopping and search behavior on ValueClick Media's network and affiliate partners
 - As well as retargeting users who have visited the ExploreGeorgia.org, but did not complete a pre-determined action, across all sites within the ValueClick Media network to drive leads and travel to the State of Georgia
- Utilize rich media to request travel guides within banner, driving conversions without taking the consumer off the site they're viewing
- Campaign will be optimized based on performance and inventory

ValueClick Partner Pricing

- Option one – Shared Flash Banners
 - is an efficient option, allowing three partners to be featured within one unit through advanced technology
- Option two – Dedicated Expandable
 - A rich media (expandable) unit that allows for each partner to feature their own creative with the opportunity for the consumer to request a travel guide or brochure within the banner

	Flight Dates	Ad Unit	Targeting	Est. Impressions	eCPM	Net Cost	Monthly Per Partner	Required # of Partners
Option 1	April - June	Shared Flash Banner	Behavioral with Retargeting	16,981,137	\$2.65	\$15,000	\$5,000	3
Option 2	April - June	Dedicated Rich Media (each partner receives own unit)	Behavioral with Retargeting	5,660,379	\$2.65	\$15,000	\$5,000	1

WeatherBug Pricing Review

- WeatherBug is the top weather site/network/app available against the Georgia visitor and provide opportunity to reach vacationers with pent up demand for cool weather relief in the Fall or pent up demand for warm weather vacations.
 - Weather triggering available, deep geo-targeting
- Overall Investment: \$25,000 net per month
 - Minimum 5 partners to participate at \$5,000 per month or any equivalent to reach the minimum investment
- As added value:
 - Weather trigger multiple messages; optional live temp feed
 - To incorporate any live temperature feeds of one or more locations (i.e. multiple Georgia Locations and/or the user's current location)

WeatherBug Pricing Review

- Option A – Dedicated Flash Banners

Placement	Impressions Dedicated	Grant Rate Dedicated	Total Investment
Rectangle Geo/Demo Targeted	534,600	\$6.50	\$3,475
Leaderboard Geo/Demo Targeted	300,000	\$3.00	\$900
Skyscraper Geo Targeted	<u>125,000</u>	<u>\$5.00</u>	<u>\$625</u>
Total	959,600	\$5.21	\$5,000

- Option B – Shared Flash Banners

Placement	Impressions Shared	Grant Rate Shared	Total Investment
Rectangle Geo/Demo Targeted	1,603,800	\$2.17	\$3,475
Leaderboard Geo/Demo Targeted	900,000	\$1.00	\$900
Skyscraper Geo Targeted	375,000	\$1.67	<u>\$625</u>
Total	2,878,800		\$5,000

TripAdvisor Opportunity

- Dedicated Flash Banners: Option 19

TripAdvisor Partner Pricing

- Partner packages:
 - Georgia Destination Content Rotation (Channel Rotation)
 - AL, SC, NC, TN, MS Destination Content with GA IP's
 - \$7,500 per partner for two month campaign
 - Georgia Destination Content Rotation (Channel Rotation)
 - \$3,500 per partner for two month campaign

The Group Travel Leader

Option 11

- The Group Travel Leader publishes 10 times per year with a circulation of 20,000, reaching group leaders and members of all major travel associations.
- The Group Travel Leader will create a Georgia Special Section in the May 2012 issue. It will also be included as an html article on the website and in the May digital edition of the magazine that is emailed to online readers.
 - In order to research this article, GTL will send a writer to tour the state based on an itinerary that is provided by Georgia Tourism. GTL will cover the cost of airfare and Georgia Tourism and its partners will cover the cost of accommodations, transportation and meals while in-state.

The Group Travel Leader

The Online News Source for the Group Travel Industry

Group Travel Leader Pricing Review

- Full Page, 4C - \$3,530.00 (includes 5% commission)
- Half Page, 4C - \$2,355.00 (includes 5% commission)
- Added Value:
 - Full Page to Georgia Tourism Foundation at the front of the Georgia section that includes a map showing the nine Georgia Travel Regions and lists the website and contact information for each region.
 - ExploreGeorgia.org on every page throughout the Georgia Special Section to drive traffic to your website.
 - Article will run in the first half of the publication and no other out-of-state advertisers ad will run within your editorial section.
 - Article will run in our digital E-Pub edition of the magazine and will also run as an HTML article on our website for one year. All nine Tourism Regions will receive a free 200 x 200 pixel ad within the HTML articles
 - At least three blogs on our website about the destinations and attractions our writer visits on their trip of Georgia.
 - At least three video interviews while on location. We will need assistance from state or partner to set up interviews.
 - Video Interviews from Georgia partners that we take at trade shows including ABA, Travel South Showcase, BankTravel, Going On Faith and others that we will include in our Video Gallery and place throughout the HTML article on our website.
 - A photo slideshow on our website with pictures of the destinations and attractions our writer visits while on this trip.
 - Each advertiser will be able to include up to three (3) itineraries on the Itinerary Page of our website, www.grouptourleader.com (these will be in PDF format and can include photos)
 - A CD with a high resolution PDF of the article and reproduction rights so Georgia Tourism can reuse this article as they wish.
 - Social Media components including Facebook and Twitter.

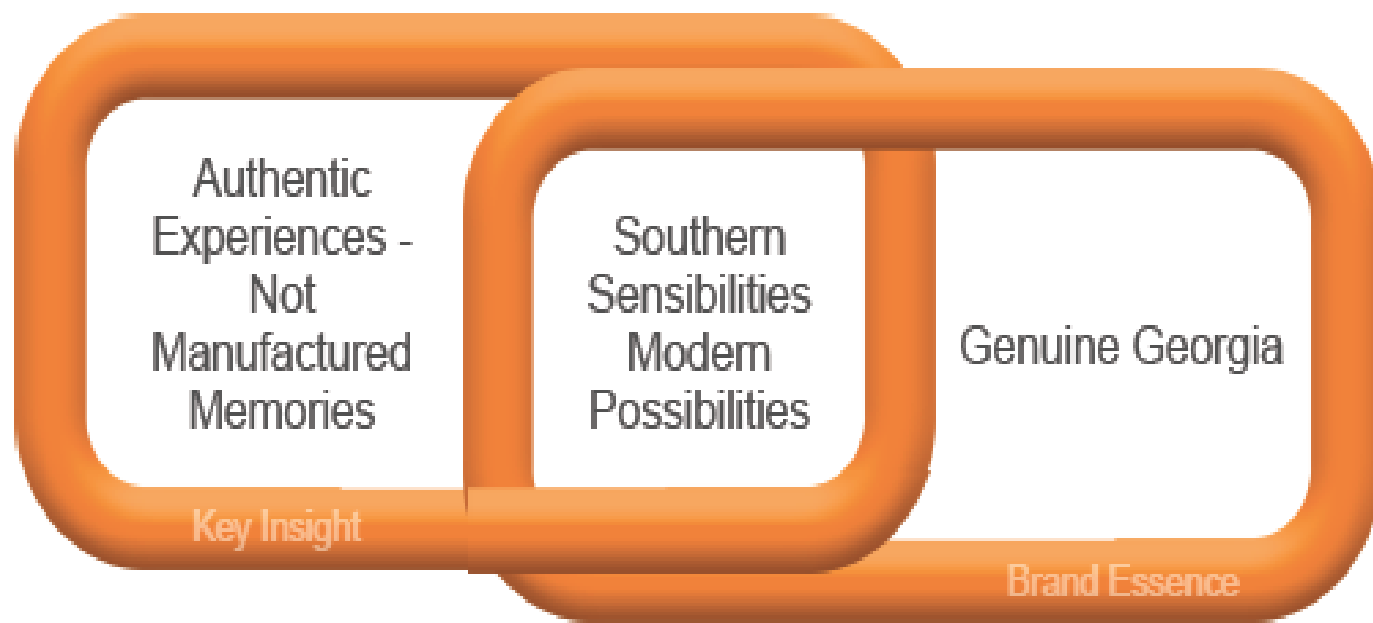
Themes

Progressive ↔ Authentic

These 2 themes were played back in the concept evaluation process

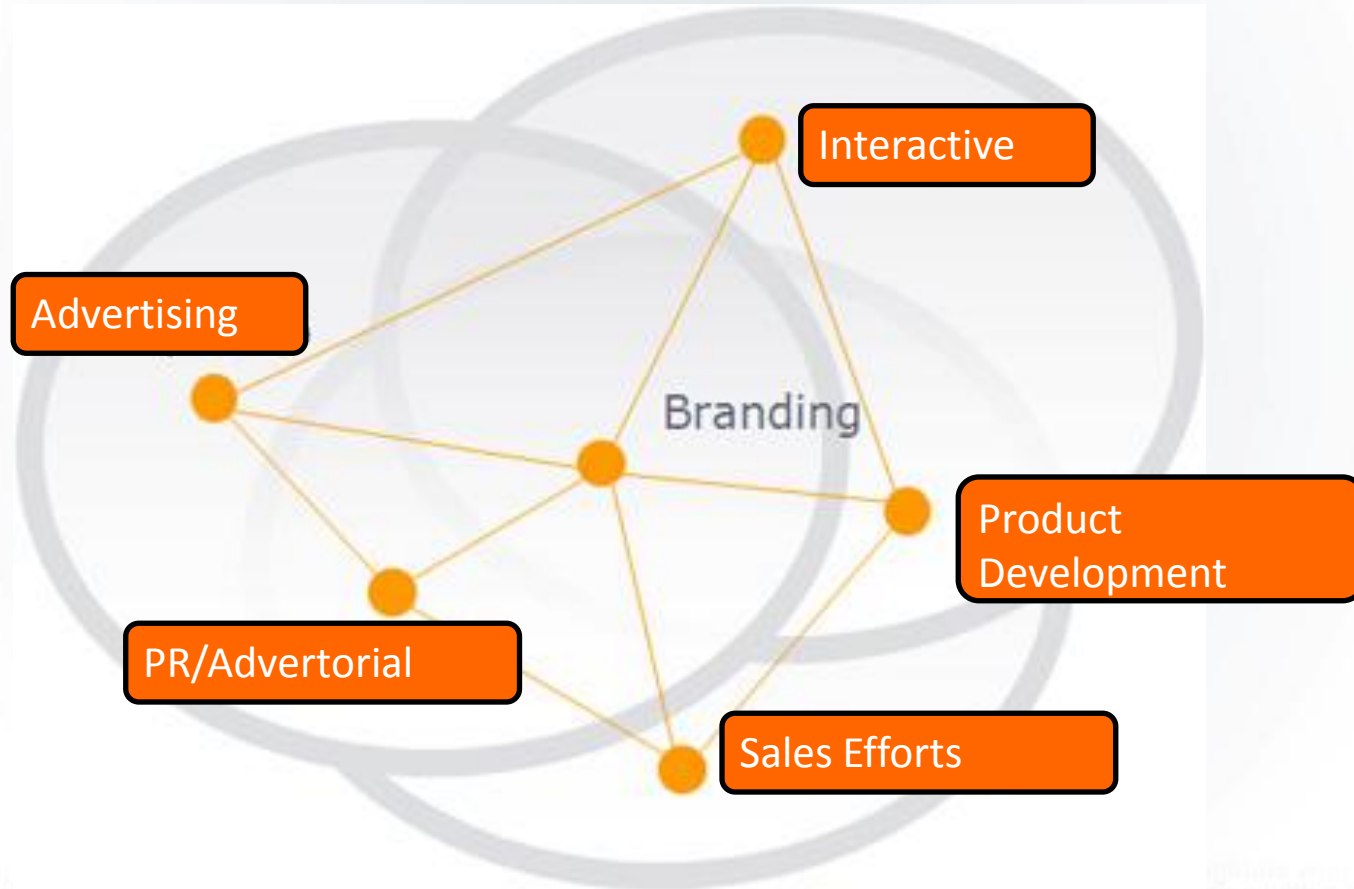


Connection Point



H2O with a twist • Wildlife with a twist • Nightlife with a twist • Rock with a twist • Gravity with a twist • Star gazing with a twist • Nightlife with a twist • Star gazing with a twist • Nightlife with a twist • Rock with a twist H2O with a twist • Wildlife with a twist • Nightlife with a twist • Rock with a twist • Gravity with a twist • Star gazing with a twist • Nightlife with a twist • Star gazing with a twist • Nightlife with a twist • Rock with a twist H2O with a twist • Wildlife with a twist • Nightlife with a twist • Rock with a twist • Gravity with a twist • Star gazing with a twist • Nightlife with a twist

Campaign Touchpoints



H2O with a twist • Wildlife with a twist • Nightlife with a twist • Rock with a twist
H2O with a twist • Wildlife with a twist • Nightlife with a twist • Rock with a twist • Gravity with a twist • Star gazing with a twist • Nightlife with a twist
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H2O with a twist • Wildlife with a twist • Nightlife with a twist • Rock with a twist • Gravity with a twist • Star gazing with a twist • Nightlife with a twist

Creative Approach

What follows is a summary of the key elements of the creative brief for our new positioning which led to the new campaign.

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Key Target Insight

It's freedom and accessibility, together with their emerging desire for authenticity and energy in their travels, that has created a new tourist.

One that demands and deserves to have our story of Georgia be told in new, open, and genuine ways.

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Key Takeaway

The Georgia experience brings a contemporary and modern twist to the authenticity, heritage, and hospitality of the South

with a twist • Star gazing with a twist • Nightlife with a twist • Rock with a twist H2O with a twist • Wildlife with a twist • Nightlife with a twist • Rock with a twist
H2O with a twist • Wildlife with a twist • Nightlife with a twist • Rock with a twist • Gravity with a twist • Star gazing with a twist • Nightlife with a twist
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H2O with a twist • Wildlife with a twist • Nightlife with a twist • Rock with a twist • Gravity with a twist • Star gazing with a twist • Nightlife with a twist

Personality and Voice

Welcoming
Genuine
Contemporary
Classic

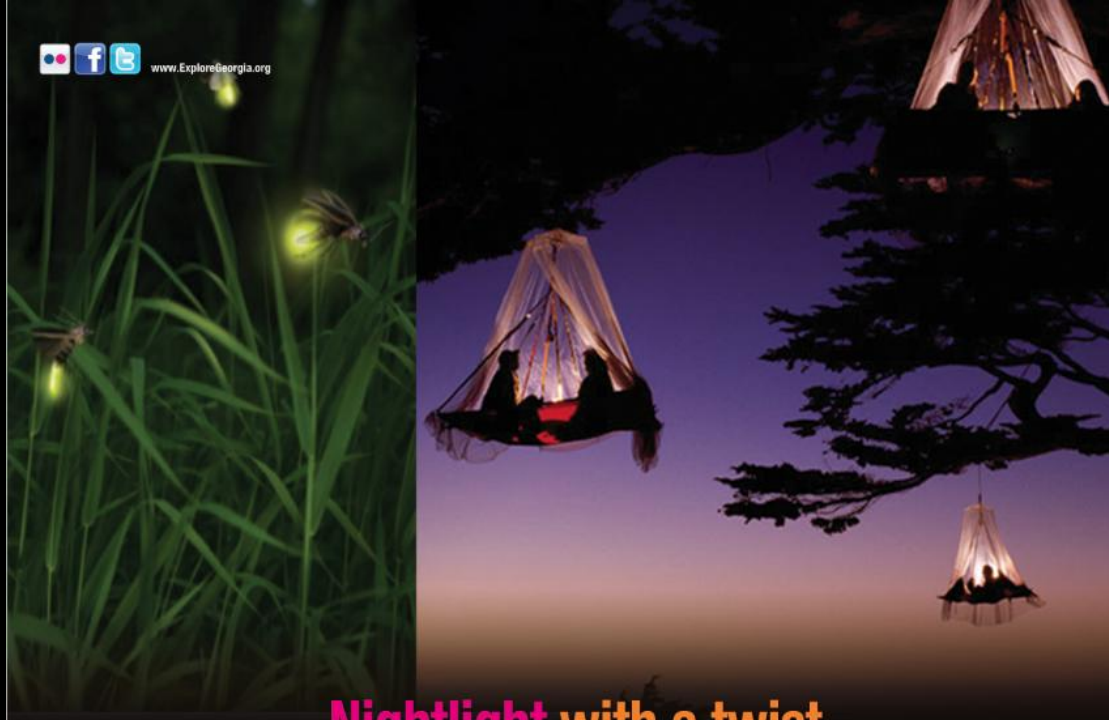
H2O with a twist • Wildlife with a twist • Nightlife with a twist • Rock with a twist • Gravity with a twist • Star gazing with a twist • Nightlife with a twist • Wildlife with a twist • Nightlife with a twist • Rock with a twist H2O with a twist • Wildlife with a twist • Nightlife with a twist • Rock with a twist • Gravity with a twist • Star gazing with a twist • Nightlife with a twist • Wildlife with a twist • Nightlife with a twist • Rock with a twist H2O with a twist • Wildlife with a twist • Nightlife with a twist • Rock with a twist • Gravity with a twist • Star gazing with a twist • Nightlife with a twist • Wildlife with a twist • Nightlife with a twist • Rock with a twist

Sample Grant Advertising Options

with a twist • Star gazing with a twist • Nightlife with a twist • Rock with a twist H2O with a twist • Wildlife with a twist • Nightlife with a twist • Rock with a twist
H2O with a twist • Wildlife with a twist • Nightlife with a twist • Rock with a twist • Gravity with a twist • Star gazing with a twist • Nightlife with a twist
with a twist • Star gazing with a twist • Nightlife with a twist • Rock with a twist H2O with a twist • Wildlife with a twist • Nightlife with a twist • Rock with a twist
H2O with a twist • Wildlife with a twist • Nightlife with a twist • Rock with a twist • Gravity with a twist • Star gazing with a twist • Nightlife with a twist



www.ExploreGeorgia.org



Nightlight with a twist.

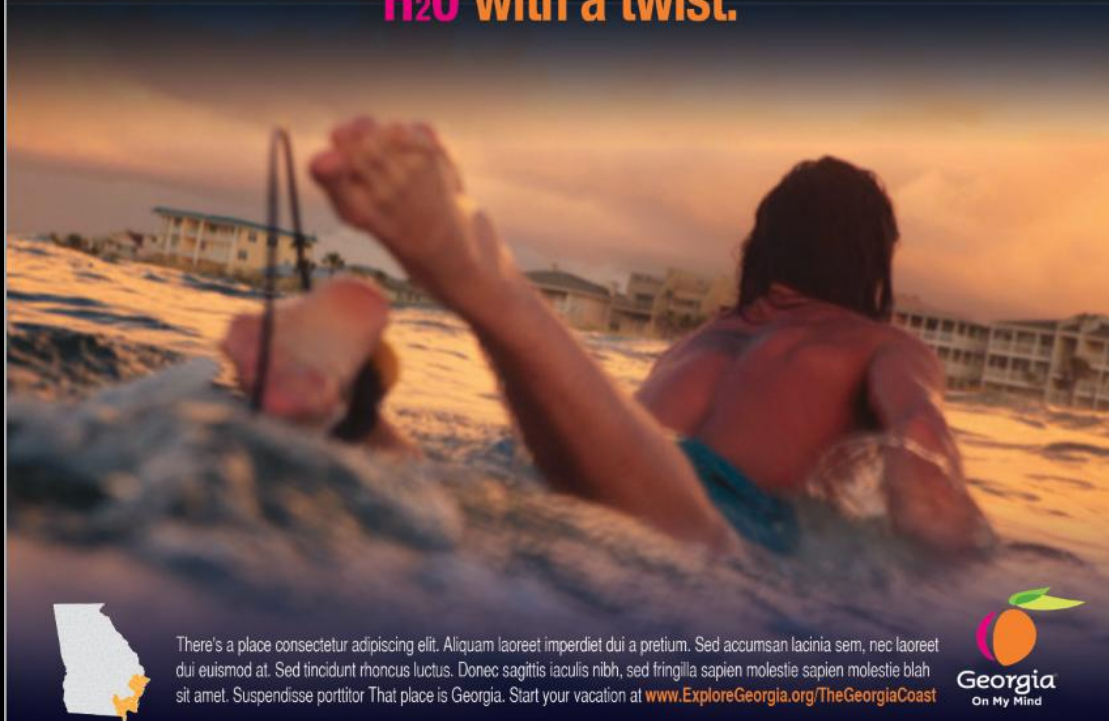


There's a place where fireflies dance like stars in the night sky. And where urban nightlife sparkles even brighter. Where the warmth of southern hospitality is fanned by the flame of modern possibilities. Where anything you imagine can be a family vacation you'll remember forever. That place is Georgia. Start your vacation at www.ExploreGeorgia.org





H₂O with a twist.



There's a place consectetur adipiscing elit. Aliquam laoreet imperdiet dui a pretium. Sed accumsan lacinia sem, nec laoreet dui euismod at. Sed tincidunt rhoncus luctus. Donec sagittis iaculis nibh, sed fringilla sapien molestie sapien molestie blah sit amet. Suspendisse porttitor That place is Georgia. Start your vacation at www.ExploreGeorgia.org/TheGeorgiaCoast



Digital Banners

What follows are 2 samples of flash banners utilizing technology that allows for multiple click through areas and navigation between banner panels. By utilizing this technology, multiple RTAs can be featured (no more than 3) in one banner, reducing costs and increasing the total impressions delivered to each.

The second panel for each region provides information and a map. This panel will be featured when consumers hover over the banner. This reveal style approach allows delivery of deeper information without including too much less aesthetically appealing copy on the initial image.

Georgia

H2O with a twist.

Atlanta Metro

Georgia

Atlanta Metro

The Atlanta Metro Region is home to the world's largest aquarium. And that's just a drop in the bucket.

[Learn More »](#)

Georgia

H2O with a twist.

Northeast Georgia Mountains

Georgia

Northeast Georgia Mountains

From water sports to waterfalls, extraordinary experiences await you in the Northeast Georgia Mountains.

[Learn More »](#)

Georgia

H2O with a twist.

The Georgia Coast

Georgia

The Georgia Coast

Whether windsurfing, deep sea fishing or kayaking the salt marsh at sunset, the Georgia Coast is calling.

[Learn More »](#)

Georgia

Wildlife with a twist.

The Georgia Coast

Georgia

Wildlife with a twist.

Atlanta Metro

Georgia

Wildlife with a twist.

Northeast Georgia Mountains

TWIST HEADLINES
Approved for Grant Advertising

Table for Two with a Twist

Unwinding with a Twist

Ziplining, night camping, river sliding, spa resort,
U-pick farms, hayride, floating dock, etc

H2O with a Twist

Star Gazing with a Twist

Sky, Painting in Museum, 40 Watt Club, theatrical performance

Birdwatching with a Twist

Gravity with a Twist

Waterfall, Ziplining, Trails, CNN Escalator,
ballooning, amusement park ride, planetarium

Wildlife with a Twist

Nightlife with a Twist

Beauty Sleep with a Twist

with a twist

Special Instructions:

Please plan to fill out the Grant Match form (a sample Word document was sent separately to you, and must be filled out and submitted at the end of the Grant Showcase on July 28th.)