

GDEcD FY12 Co-Op Programs

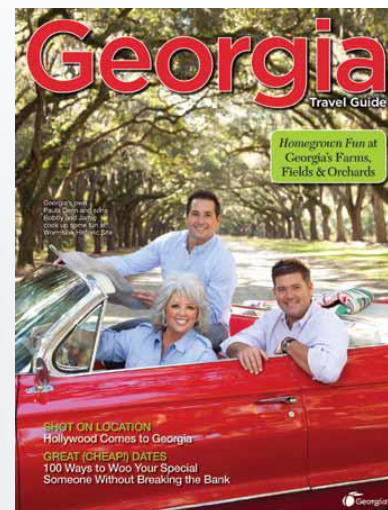
July 21, 2011

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2012 Georgia Travel Guide

- Circulation – 750,000 copies to a targeted audience
- Total readership – 2,325,000
- Extended online readership of digital edition – 1 million
- All advertisers will be eligible to receive leads emailed directly to their inbox on a weekly basis from two sources: bound in Reader Service Card and through a dedicated web page
- The 2012 Travel Guide is formatted and available for viewing on the iPad, iPhone and all other mobile devices and tablet computers – all advertisers are included in the digital edition
- The travel experience BEGINS in print with the Travel guide and continues online



ExploreGeorgia.org

- For the first time ever, GDEcD will allow display advertising on the State's official tourism website beginning January 2012 to coincide with Exploregeorgia.org's redesign debut
- Advertising inventory will be limited to no more than three highly visible display positions within the following high-traffic pages: Home Page, Online VIC Page, Each Regional Landing Page x 9 Regions, Must See Attractions/Listings Overview Page, Special Offers Page, Video Landing Page
- Sponsored Email Blasts are available each month to Georgia's opt in email database
- Discounted online advertising rates are being offered to print advertisers in the 2012 Georgia Travel Guide

Exploregeorgia.org Metrics/Traffic⁵⁵

- Total Annual Unique Visitors – 1,333,679
- Total Annual Page Views – 7,573,049
- Opt-in email subscribers – 50,000

ExploreGeorgia.org Advertiser Rates

- Home Page Placement - \$2,975 per month (three display ad positions available)
- For all other Pages - \$2,450 per month (three display ad positions available)
- Sponsored Email Blasts - \$2,625 per blast (three ad positions available on each email)
- Frequency – minimum three-month commitment required.

ExploreGeorgia.org

Discounted Rates for Travel Guide Advertisers

- Home Page Placement - \$1,700 per month (two display ad positions available)
- For all other Pages
 - 300X 100 - \$1,400 per month
 - 728 X 90 - \$1,500 per month
- Sponsored Email Blasts - \$1,500 per blast (three ad positions available on each email)
- Frequency – minimum three-month commitment required. Annual discount is available for a full year advertising schedule

Date	Name of Event	Location of Event	Type of event	Co-op options
July 10 - 15, 2011	German Sales Mission	Germany	Mission	\$1,000 = (Does not include Airfare, Hotel Accommodations, and Meals) Participation on Mission includes meetings with Travel Trade and Media, Product Training Sessions, Media Event(s), and Travel Trade Event(s).
August 7 - 10, 2011	Alabama Motorcoach Association Montgomery, AL Annual Meeting		Travel Trade	\$150 = Digital Co-op: Your electronic profile sheet will be included in with the GDEcD digital collateral distributed to Operators during appointments. Payment and materials due by July 29, 2011
August 11 - 12, 2011	Florida Receptive Operators Meeting and Trainings	Orlando, FL	Training	No co-op available this year
August 19 - 23, 2011	SYTA Conference	New York, NY	Travel Trade	\$150 = Digital Co-op: Your electronic profile sheet will be included in with the GDEcD digital collateral distributed to Operators during appointments. Payment and materials due by July 29, 2011
August 21 - 24, 2011	Georgia/South Carolina Motorcoach Joint Annual Meeting	Savannah, GA	Travel Trade	\$150 = Digital Co-op: Your electronic profile sheet will be included in with the GDEcD digital collateral distributed to Operators during appointments. Payment and materials due by July 29, 2011
August 29 - September 2, 2011	Brazilian Missions	Brazil	Mission	\$1,000 = (Does not include airfare, hotel accommodations or meals) Participation on Mission included meetings with Travel Trade and Media, Product Training Sessions, Media Event(s) and Travel Trade Event(s). Confirmation of participation due by August 1, 2011
September 22 - 24, 2011	AARP Life@50+ Expo	Los Angeles, CA	Consumer	Partner Co-op: \$200/3 partner maximum; Brochure Co-op: \$250/6 partner maximum; Lapel Pin Co-op: No fee/3 partner maximum – must provide 500 lapel pins and includes brochure distribution; Travel Association Co-op: \$350 for regional brochure distribution; Confirmation of Participation due by August 22, 2011.

FY12 Sales Missions and Consumer Shows

Date	Name of Event	Location of Event	Type of event	Co-op options
October 8 - 11, 2011	TTG Italy	Italy	Travel Trade	Partnership with Travel South USA - contact Travel South USA for co-op information
October 3 - 6, 2011	TEAMS Conference	Las Vegas, NV	Sports	\$200 = Digital Co-op: Your electronic profile sheet will be included in with the GDEcD digital collateral distributed to Operators during appointments. Payment and materials due by September 9, 2011
October 6 - 16, 2011	Georgia National Fair	Perry, GA	Consumer	This co-op will be free of charge - all you need to do is commit to work two or more shifts during the run of the fair – shift times will be sent out once partners sign up. Please list the names of your staff who will be working the booth along with their contact information – including their cell phone number. Confirmation of Participation due by September 6, 2011.
October 23 - 29, 2011	China Mission	China	Travel Trade	\$2,000 = (Does not include Airfare, Hotel Accommodations, and Meals) Participation on Mission includes meetings with Travel Trade and Media, Product Training Sessions, Media Event(s), and Travel Trade Event(s). Confirmation of Participation due by September 1, 2011
November 6 - 9, 2011	OMCA Conference & Marketplace	Windsor, CAN	Travel Trade	\$200 = Digital Sales Sheet Co-Op –Your one-page sheet (two sides total) will be loaded onto a flash drive and given to the operator following the meeting. Payment and Materials Due by September 23, 2011
November 7 - 10, 2011	World Travel Market	London	Travel Trade	\$1,000 = (Does not include airfare, hotel accommodations or meals) Participation on Mission included meetings with Travel Trade and Media, Product Training Sessions, Media Event(s) and Travel Trade Event(s); \$200 = Digital Sales Sheet Co-Op –Your one-page sheet will be loaded onto a flash drive and given to the operator following the meeting. Payment and Materials Due by September 23, 2011
November 8 - 10, 2011	Rejuvenate Marketplace	San Jose, CA	Travel Trade	\$200 = Digital Co-op: Your electronic profile sheet will be included in with the GDEcD digital collateral distributed to Operators during appointments. Payment and materials due by October 7, 2011
November 10 - 12, 2011	Showcase USA	Italy	Travel Trade	\$200 = Digital Sales Sheet Co-Op –Your one-page sheet will be loaded onto a flash drive and given to the operator following the meeting. Payment and Materials Due by September 23, 2011
November 18 - 19, 2011	AAA Carolinas Superbowl of Knowledge	Greensboro, NC	Travel Trade	\$200 = Digital Co-op: Your electronic profile sheet will be included in with the GDEcD digital collateral distributed to Operators during appointments. Payment and materials due by October 17, 2011
November TBD	China FAM	Georgia		
December 5 - 9, 2011	NTA Convention	Las Vegas, NV	Travel Trade	The co-sponsorship for NTA and ABA will be determined by August 5, 2011 and will be sent out to partners. There will be several options available for partners to co-op for both shows.

FY12 Sales Missions and Consumer Shows

Date	Name of Event	Location of Event	Type of event	Co-op options
January 8 - 12, 2012	ABA Marketplace	Fort Worth, TX	Travel Trade	The co-sponsorship for NTA and ABA will be determined by August 5, 2011 and will be sent out to partners. There will be several options available for partners to co-op for both shows.
January 28, 2012	AAA Alabama Travel Show	Birmingham, AL	Consumer	Partner Co-op: \$200/3 partner maximum; Brochure Co-op: \$250/6 partner maximum; Travel Association Co-op: \$350 for regional brochure distribution; Shipping of materials, lodging, meals and transportation will be the responsibility of each Georgia partner. GDEcD will coordinate registration and booth space. Confirmation of Participation due by December 20, 2011
January 8 - 17, 2012	French Tour Operator FAM	Georgia		
February 7 - 9, 2012	Bank Travel Conference	Memphis, TN	Travel Trade	\$200 = Digital Co-op: Your electronic profile sheet will be included in with the GDEcD digital collateral distributed to Operators during appointments. Payment and materials due by January 6, 2012
March 2 - 4, 2012	AAA Travel Marketplace	Foxboro, MA	Consumer	Partner Co-op: \$200/3 partner maximum; Brochure Co-op: \$250/6 partner maximum; Travel Association Co-op: \$350 for regional brochure distribution; Shipping of materials, lodging, meals and transportation will be the responsibility of each Georgia partner. GDEcD will coordinate registration and booth space. Confirmation of Participation due by February 1, 2012
March 4 - 7, 2012	Travel South Showcase	Louisville, KY	Travel Trade	Contact Travel South for Co-op Opportunities
March TBD	AAA Sales Mission	TBD	Mission	The co-op for AAA Sales Mission will be determined by as soon as dates are set and will be sent out to partners.
March 9 - 13, 2012	ITB	Berlin	Travel Trade	\$1,000 = (Does not include airfare, hotel accommodations or meals) Participation on Mission includes meetings with Travel Trade and Media, Product Training Sessions, Media Event(s), and Travel Trade Event(s). \$200 = Digital Sales Sheet Co-Op –Your one-page sheet will be loaded onto a flash drive and given to the operator following the meeting. Payment and Materials Due by February 1, 2012
April 21 - 25, 2012	International Pow Wow	Los Angeles, CA	Travel Trade	\$1,750 = Booth Co-Op provides for one registration for the conference with access to conference meals and all events. You also have the opportunity to attend prescheduled meetings in the Georgia trade show booth as a Georgia Delegate. (Does not include Airfare, Hotel Accommodations, and Meals on your own). Confirmation of Participation due by no Later than December 1, 2011. \$200 = Digital Sales Sheet Co-Op –Your one-page sheet will be loaded onto a flash drive and given to the operator following the meeting. Payment and Materials Due by March 1, 2012
April 25 - 27, 2012	Collaborate Marketplace	Las Vegas, NV	Travel Trade	\$200 = Digital Co-op: Your electronic profile sheet will be included in with the GDEcD digital collateral distributed to Operators during appointments. Payment and materials due by March 24, 2012

Date	Name of Event	Location of Event	Type of event	Co-op options
May 23 - 26, 2012	IAGTO North American Conference	TBD	Sports	\$200 = Digital Co-op: Your electronic profile sheet will be included in with the GDEcD digital collateral distributed to Operators during appointments. Payment and materials due by April 22, 2012
June 11 - 15, 2012	France Mission	France	Mission	Partnership with Travel South USA - contact Travel South USA for co-op information
August 2012	Georgia/Alabama Motorcoach Association Joint Annual Meeting	TBD	Travel Trade	\$200 = Digital Co-op: Your electronic profile sheet will be included in with the GDEcD digital collateral distributed to Operators during appointments. Payment and materials due by July 1, 2012
August 24 - 27, 2012	SYTA Conference	Nashville, TN	Travel Trade	\$200 = Digital Co-op: Your electronic profile sheet will be included in with the GDEcD digital collateral distributed to Operators during appointments. Payment and materials due by July 22, 2012
September 2012	North Carolina/Virginia Motorcoach Association Joint Annual Meeting	Winston-Salem	Travel Trade	\$200 = Digital Co-op: Your electronic profile sheet will be included in with the GDEcD digital collateral distributed to Operators during appointments. Payment and materials due by August 1, 2012
October 2012	Italy Travel South Mission and TTG Showcase	Italy	Travel Trade	TBD
October 2012	China Mission	China	Travel Trade	TBD
October 2012	ABAV - Brazilian Association of Brazil Travel Agents		Travel Trade	TBD
October 2012	OMCA Conference & Marketplace	TBD	Travel Trade	TBD
November 2012	World Travel Market	London	Travel Trade	TBD
November 2012	Showcase USA	Italy	Travel Trade	TBD

Advertising Co-Ops

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
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Overall Co-Op Options

Print/Online: General Interest	Available Timing
Better Homes & Gardens	Nov - June
Ladies Home Journal	Nov - June
Family Circle	Nov - June
Georgia Insert (BH&G, LHJ, FC)	May
Southern Living	Nov - June
Collinson: America's Best Vacations	Fall
Collinson: Custom Georgia Insert	Spring
Madden: STS Insert	Spring
Atlanta Magazine	Fall/Spring
AAA Carolina's GO Magazine	Fall/Spring
Outdoor	
Billboards	Fall/Spring
MARTA	Fall/Spring
Print/Online: Niche Programs	
OutdoorChannel.com	Fall/Spring
Golf Digest	April
Cooking with Paula Deen	Spring
Garden & Gun	Fall/Spring
Budget Travel	Fall/Spring
Georgia Public Broadcasting	Fall/Spring
Fodor's Online	Fall/Spring
TripAdvisor	Fall/Spring
Weider History Group (Civil War Times, American History, America's Civil War)	Fall/Spring
History Channel Magazine	Fall/Spring
Preservation Magazine	Fall/Spring
Upscale Magazine	Feb/June

Digital Partner	Available Timing
SAY Media	Spring
ValueClick	Spring
WeatherBug	Fall/Spring
Print/Online: Group Tour	
Group Travel Leader	Fall/Spring
Leisure Group Travel	Fall/Spring
NTA Group Trip Planner	Annual (Spring)

General Interest

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Meredith Opportunities

- Regional Print Ads
 - Better Homes & Gardens
 - Ladies Home Journal
 - Family Circle
- Georgia circulation insert
- Better TV

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	\$56,334.00	\$32,674.00	March April
Ladies Home Journal	763,300	\$31,769.00	\$18,770.00	March April
Family Circle	801,600	\$23,169.00	\$14,489.00	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	\$18,571.43	\$13,200.00	May

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

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

Genuine Georgia Insert with Meredith

- 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
 - 6 -page insert in Georgia circulation only across all three titles delivering an estimated circulation of 417,000* and a readership of more than 1,977,000.

May 2012

Net Tourism Region Pricing:

Full page: \$18,572

1/2 page: \$13,200

1/3 page: \$9,000

- Minimum Requirements: must have at least 3 1/2 pages of partners (RTAs and Co-op)

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

Meredith

TV: Better Destinations

- Tourism Region Pricing- \$10,000 net per region
 - Minimum two partners, each receives :60 within a 2 minute segment.
- 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 \$20,000
 - Added Value
 - Consumer Sweepstakes can be activated within Better Mornings Atlanta
 - Television segment uploaded to CBS Atlanta YouTube Channel



Southern Living Opportunities

- Regional Print Ads
- Special Interest Publication
- Reader Service Listings

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 SouthernLivingVacations.com

Southern Living Proposed Pricing

Branded Travel Directory Co-op for Georgia Tourism Partner Advertising Program

Circ/ 2011 Rates:

Region	Rate
South Atlantic only = 650,000	Net = \$2,972
S. Atlantic/ Mid Atlantic = 1,260,000	Net = \$4,869
S. Atlantic /South Central = 1,345,000	Net = \$5,085
S. Atl/S. Central / M. Atl = 1,955,000	Net = \$6,615

Circ/ 2012 Rates:

Region	Rate
South Atlantic only = 650,000	Net = \$3,121
S. Atlantic/ Mid Atlantic = 1,260,000	Net = \$5,112
S. Atlantic /South Central = 1,345,000	Net = \$5,340
S. Atl/S. Central / M. Atl = 1,955,000	Net = \$6,946

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

Note: National Close Date: 10/7/11; On-Sale Date: 12/8/11 - 2/10/12; Newsstand: 120,000; Full Page Value: \$5,600

Collinson Opportunities

- America's Best Vacations Insert/Banner Network
- Georgia Custom Newspaper Insert/Banner Network
- Online Banner Rotation on Collinson Network

Collinson: America's Best Vacations

America's Best Vacations Georgia Travel & Tourism Newspaper Co-op

- Running 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

Collinson: Custom 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: 800,000 Circulation**
- Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Texas and Virginia (adjustable)
- **Dates:**
 - Spring 2012 Issue (Georgia can pick the drop date)
 - Space: 9 weeks out
 - Materials: 8 weeks out

Collinson: Custom GA Insert

- Georgia Co-op Partners will receive:
 - An ad within the Georgia section
 - Matching advertorial for full, half and quarter 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)

Ad Size	Partner Rate (Net)	Ad Network Impressions	Lead Counts
2-Page Spread	\$49,750	6 million	6,000
Full Page	\$26,250	4 million	3,000
Half Page	\$15,900	3 million	2,000
Quarter Page	\$8,150	2 million	1,500
Eighth Page	\$4,500	1.5 million	1,000
Travel Planner	\$3,900	n/a	500

Collinson Online Banner

- Explore Georgia Travel Network Banner Co-Op Program
- In fall 2011 an expandable (rich media), co-branded (Georgia and Co-Op Partner) network banner buy across our choice of Collinson Banner Ad Network Channels including: Golf, Family Travel, Beach Vacations, Civil War, and more.
- Georgia will receive:
 - Expandable Banners
 - Initial brand representation prior to expansion action across ALL banners
 - Demographic & Geo-Targeting
 - Co-brand impressions: 10,000,000
- Georgia Co-Op Partners will receive:
 - Initial brand representation prior to roll-over action across ALL banners
 - Demographic & Geo-targeting
 - Channel Selection: Golf, Family Travel, Beach Vacations, Civil War, etc.
 - Shared Impressions: 1,250,000 Each (based on 8 flights, 10,000,000 Total)
- Rates: Fall 2011 - \$3,125 net per small space Co-Op Partner (\$2.50 CPM)
\$5,000 net per large space Co-Op Partner (\$4.00 CPM)

Madden Opportunities

- Southeast Tourism Society (STS) Insert
 - Digital Extension on VacationFun.com

Madden STS Insert

- Branding through print (1,050,000* circulation)
 - Scheduled insert date: Sunday, March 25, 2012
 - Space Reservation Deadline: January 13, 2012
 - Materials Deadline: January 20, 2012
 - Total Readers: 3,465,000**
- Hyperlink from VacationFun.com increases traffic to your site
- VacationFun.com eBlast:
 - Scheduled to deliver the week after newspaper insert
 - eZine Materials Deadline: April 9, 2012
 - eZine Blast: May 29, 2012
- Average 6,000 qualified leads per advertiser
- 50,000 email circulation

*Subject to change. Also distributed to AAA offices regional to the extended Southeast.

**Based on 3.3 readers per copy; estimate by Newspaper Advertising Bureau.

Atlanta Magazine Opportunities

- Print/Digital combined discount program
- Frequency packages available

Atlanta Magazine

- Atlanta Magazine delivers a major component and important demographic of the Georgia – in state readers with a high disposable income and a great level of interest in traveling within Georgia
- According to Atlanta Magazine's most recent subscriber study from August 2010, 74.8% of their readers have visited, or plan to visit, Georgia within the next 12 months
- With Atlanta as the most important feeder market for the nine travel regions of Georgia, Atlanta Magazine is perfectly positioned to deliver the RTA's and Co-op partners a very qualified demographic with a high net worth and passion for instate travel
- Co-Op Pricing
 - Full Page, 4-color: \$6,557 net
 - ½ Page, 4-color: \$3,937 net
 - ¼ Page, 4-color: \$1,542 net
 - ¼ page ads will be formatted to run four ads to a 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 Half 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

AAA GO Magazine Opportunities

- Fall/Spring/Summer Print Packages
 - Online Extensions

AAA GO: Proposed Partner Pricing

September/October 2011 March/April 2012; May/June 2012;

Co-op Print Sizes

Print: Circulation-1,100,000	Net
Full Page 4-color	\$15,636
1/2 Page 4-color	\$8,453
1/3 Page 4-color	\$5,083
1/6 Page 4-color	\$2,873

Rates reflect a 35% off open rates

Issue Dates: 2011 & 2012	Closing Dates:	Material Dates:
September/October	July 20, 2011	July 22, 2011
March/April	January 17, 2012	January 20, 2012
May/June	March 21, 2012	March 23, 2012

Added Value

- PDF of print ad on aaagomagazine.com
- Video on aaagomagazine.com (Partner must supply video)
- Editorial to support the print ads in each issue running
- Reader Service provided to all partners in print publication and online
- Leads provided to partners

AAA Carolinas GO

- Included with each co-op print buy:
 - Print targeting the months of September/October 2011 and March/April, May/June of 2012.
 - Several print sizes offered at 35% discount off open rates
 - PDF of print ad on the AAAGoMagazine.com web site
 - Video on the AAAGoMagazine.com web site (Partners must supply video)
 - Editorial to support the print ads in each issue running
 - Reader Service for all partners in the print publication and online
 - Leads supplied to all partners

Out of Home Billboard MARTA

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
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Billboard/Outdoor Opportunities

- Pre-negotiated billboard CPMs for locations throughout the state
- MARTA

Billboard

To help Reach in-state residents, bordering markets and encourage drive throughs to get off the highway, GDEcD has negotiated a rate package to reduce costs for billboard advertising. This program will be implemented through CBS Outdoor but includes a partnership for billboards with multiple vendors. The state/markets have been grouped by average daily traffic/consumer drive by for board locations and reduced costs have been applied. This approach allows for deeper discounts than one by one direct buys. Exact locations can be finalized with CBS Outdoor and consulting on locations is available from GDEcD and our marketing firm, engage.

What follows in the next series of slides are the market groupings and rates negotiated for each area. Specific questions related to this unique program can be emailed in advance of the Grant Showcase to your regional representative or held for discussion with CBS Outdoor on the day of the Showcase.

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 Net Investment Cost
Atlanta Metro Market – Traditional					
High Profile Digital Rotary Network					
DIGITAL BULLETINS-LED Rotary	4 Week	SPECIAL	6	N/A	\$3,000
High Profile Digital Rotary Network - One Wk Digital Filler - \$525/Wk					
Bulletin Rotary					
Bulletins	4 Week	ROTATE	1	880,000 Imp.	\$1,000
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 Period Net 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	\$5,000
I-85S S/O Virginia Ave W/S F/N	4630	20'x60'	112.3	1,823,912	\$3,000
I-85S N/O Virginia Ave E/S F/N	4660	20'x60'	102.55	1,636,704	\$3,000
I-85S & Central Ave W/S F/S	5290	20'x60'	102.55	1,636,704	\$4,000

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 Net Investment Cost
Static Rotary	\$700-\$1,000 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 Net Investment Cost
Static Rotary (14'x48')	\$700-\$1,000
Static Rotary (10'x40')	\$700 - \$800

Boards purchased/located within Magnolia Midlands region

Media Form	4-Wk Per Period Net Investment Cost
Static Rotary on I-75 (10'x40')	\$700 - \$800

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 Net Investment Cost
Columbus, GA	
14x48 Perms	\$1,575
14x48 Rotary/Filler	\$1,050
Digital Bulletin	\$1,750
Digital Bulletin/Filler	\$500/Wk
Posters	\$500
Posters/Filler	\$367
LaGrange, GA	
Interstate Bulletin	\$1,575
Posters	\$527
Phenix City, AL	
14x48 Perm	\$1,575
Rotary/Filler	\$1,050
Posters	\$527
Poster/Filler	\$367

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

CBS Outdoor Regional Billboards

Boards purchased/located within Historic High Country region

Media Form	4-Wk Per Period Net Investment Cost
Pickens Co Perm (14'x50')	\$1,200
Static Rotary (Includes Carroll, Paulding, Bartow & Cherokee Counties)	\$800 - \$900
Static Rotary on I-75 (includes Catoosa, Gordon & Whitfield Counties)	\$600 - \$700
Chattanooga, TN Rotary	\$1,000
Filler Bulletins	\$500

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>								

Niche Media Programs

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Outdoor Adventure

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Outdoorchannel.com

Targeted, Quality Online Users

- #1 trafficked Outdoor site in category*
- Premium audience ready to buy
- 79% year over year unique growth
- One in three users earns \$75K+ per year
- Over one million unique visitors per month
- Our average click-thru rate of 0.56% destroys the industry average of .08% to .20%
- In the top 30 sports sites online
- Explosive time on site growth
- Strong E-blast click-through rates

*Source: comScore, Inc., 1Q 2011, Unique Visitors (000), Top 20 Hunting & Fishing Media Websites (Fieldandstream.com, outdoorlife.com, takemefishing.org, shootingtimes.com, etc.)

Outdoorchannel.com Proposed Partner Pricing

Site Name	Start Date	End Date	Placement Name	Creative Size	Impressions	Net Rate	Net Total
outdoorchannel.com	9/1/11	11/30/11	Geo-targeted: ROS Leaderboard outdoorchannel.com	728x90	65,000	\$13.75	\$894
outdoorchannel.com	9/1/11	11/30/11	Geo-targeted: ROS Rectangle outdoorchannel.com	300x250	64,475	\$12.65	\$816
outdoorchannel.com	9/1/11	11/30/11	Geo-targeted ROS Pencil Banner outdoorchannel.com	879x40	62,500	\$12.65	\$791
FALL TOTAL:					191,975	\$13.02	\$2,500

Geo-targeted to: SE Region

Site Name	Start Date	End Date	Placement Name	Creative Size	Impressions	Net Rate	Net Total
outdoorchannel.com	2/1/11	5/31/11	Geo-targeted: ROS Leaderboard outdoorchannel.com	728x90	65,000	\$13.75	\$894
outdoorchannel.com	2/1/11	5/31/11	Geo-targeted: ROS Rectangle outdoorchannel.com	300x250	64,475	\$12.65	\$816
outdoorchannel.com	2/1/11	5/31/11	Geo-targeted ROS Pencil Banner outdoorchannel.com	879x40	62,500	\$12.65	\$791
SPRING TOTAL:					191,975	\$13.02	\$2,500

Geo-targeted to: SE Region

GRAND TOTAL:					383,950	\$13.02	\$5,000
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Proposal Expires: 6/1/2012

Outdoorchannel.com Proposed Partner Pricing

Site Name	Start Date	End Date	Placement Name	Creative Size	Impressions	Net Rate	Net Total
outdoorchannel.com	9/1/11	11/30/11	Geo-targeted: ROS Leaderboard outdoorchannel.com	728x90	140,000	\$12.50	\$1,750
outdoorchannel.com	9/1/11	11/30/11	Geo-targeted: ROS Rectangle outdoorchannel.com	300x250	150,000	\$11.50	\$1,725
outdoorchannel.com	9/1/11	11/30/11	Geo-targeted ROS Pencil Banner outdoorchannel.com	879x40	132,600	\$11.50	\$1,525
FALL TOTAL:					422,600	\$11.83	\$5,000

Geo-targeted to: SE Region

Site Name	Start Date	End Date	Placement Name	Creative Size	Impressions	Net Rate	Net Total
outdoorchannel.com	2/1/11	5/31/11	Geo-targeted: ROS Leaderboard outdoorchannel.com	728x90	140,000	\$12.50	\$1,750
outdoorchannel.com	2/1/11	5/31/11	Geo-targeted: ROS Rectangle outdoorchannel.com	300x250	150,000	\$11.50	\$1,725
outdoorchannel.com	2/1/11	5/31/11	Geo-targeted ROS Pencil Banner outdoorchannel.com	879x40	132,600	\$11.50	\$1,525
SPRING TOTAL:					422,600	\$11.83	\$5,000

Geo-targeted to: SE Region

GRAND TOTAL:					845,200	\$11.83	\$10,000
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Proposal Expires: 6/1/2012

Outdoorchannel.com Added Value

- Based on \$10,000 spending level
- Georgia Tourism click-thru logo placement on Georgia State Page on OutdoorChannel.com
- State Page provides users with general information and where to find a hunting/fishing/boating license within the state
- Outdoorchannel.com/states/georgia.aspx



Golf

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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

- Unit: ¼ page ad plus ¼ page advertorial (GD editors will write the advertorial)
- Region 3 (South): circulation of 358,292
 - AL, AR, FL, GA, LA, MS, NC, OK, SC, TN, EX
- Co-op partner Rate: \$8,095.00 net (new formatted unit exclusive to GDEcD co-op partners)
- Issue: April, 2012 (Masters Issue)

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 one-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.

Epicurean & Affluent

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Cooking with Paula Deen Opportunities

- Print ads with advertorial

Cooking with Paula Deen

- *Cooking with Paula Deen* is a food lifestyle magazine that showcases down-home recipes and cooking tips, entertaining inspiration, travel suggestions, and much more.
 - National Circulation 600,000
- The editorial feature will be supported by a Georgia Road Trip sweepstakes, digital integration, and further synergize Georgia messaging with a blended advertorial for co-op participants.
- Co-op participants –
 - Blended advertorial (May/Jun 2012)
 - Minimum co-op participants for blended advertorial – 5

*Subject to editorial deadlines – 3 months prior to sales close of desired issue. Editorial content remains at the full discretion of the edit staff. Exact details of coverage cannot be guaranteed. However, we will work in good faith.

**Georgia to provide sweepstakes prize.

Cooking with Paula Deen

Pricing Review

Co-Op Pricing:

- Full pg: \$19,444 Net
- Half pg: \$12,638 Net
- 1/3 pg: \$9,333 Net
- ¼ pg: \$6,805 Net
- 1/6: \$3,500 Net

Added Value:

- Georgia Road Trip editorial feature - \$100,000
- Blended advertorial section - \$50,000 (per participant)
- Road Trip to Georgia sweepstakes - \$35,000
- E-newsletter - \$15,000
- Run of site ad (2 months) - \$10,000

Garden & Gun Opportunities

- Print ads with added value
- Online package

Garden & Gun

- Garden & Gun is a magazine that moves from the sporting life to lush land and gardens, from architectural pursuits to adventurous travel, from food and drink to visual splendor. 225,000 national circulation
 - Uncovers Southern adventures, hotels and lodges – the exploring, connecting with nature, the whole experience – for discriminating, active travelers.
 - It's an idea about how to live a life that is more engaged with the land, the literature, the music, the arts, the traditions, the food, and the authenticity that has shaped the Southern way of life.

2011 Partner National Rates (no advertorial included):

P4C = \$17,595 net

1/2P4C = \$10,117 net

1/4P4C = \$6,218 net

2012 Partner National Rates (no advertorial included):

P4C = \$19,530 net

1/2P4C = \$11,230 net

1/4P4C = \$6,902 net

** If partners commit to both co-ops we will hold the Fall 2011 rate for the Spring 2012 section.

For every 3 pages sold, we will feature 1 page of advertorial.

Garden & Gun Added Value: In-Book (Co-op)

- Dedicated Section Opener Advertorial: Complete with custom content and relevant travel and adventure copy and photography, this full page advertorial will spotlight the state of Georgia and raise awareness for the wide array of activities it offers travelers. Advertorial themes may be:
 - The Georgia Itinerary: Spotlighting events and festivals throughout the state
 - Georgia Harvest: A complete food tour of Georgia, from Savannah seafood to Thomasville quail to Vidalia onions
 - Adventure Abounds in Georgia: A sportsman's guide to Georgia's endless sporting opportunities (Value: \$21,994)
- Based on full and half page advertising (with advertorial rates), G&G will create custom advertorial adjacencies, including copy points and photography provided by advertiser. (Value: \$21,994 / \$12,646)
- In-book Live the Life Listing: Dedicated quarter-page in-book unit to spotlight all participating advertisers with name, phone, and URL (Value: \$2,000 per participant)

G&G Added Value: Online and Rate Guarantee (Co-op)

- Special Online Package:
 - Each full and half-page advertiser will receive a Highlighted Listing, complete with photographs and copy as provided by advertiser, on Live the Life, G&G's online directory.
 - Quarter page advertisers will receive a Recommended Listing. Listings live for three (3) months. gardenandgun.com/live-the-life. (Value: \$2,000/month for Highlighted, \$1,500/month for Recommended)
- Run of Site Advertising: Each full-page and half-page advertiser will receive ROS banner ads to rotate on gardenandgun.com for three (3) months and one (1) month, respectively. (100,000 uniques/month) (Value: \$8,000)
- Rate Guarantee: For advertisers who buy into both the 2011 and 2012 sections, G&G will keep the rates flat, honoring 2011 rates rather than increasing to 2012 rate, based on increased rate base.

Travel

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Budget Travel Print

Opportunity 1: Custom Insert Program. *Budget Travel* will design and create high impact, custom inserts highlighting Georgia's fun family offerings and unique culinary adventures

- Concept 1 – Georgia Family Adventures
 - Georgia Family Adventures - Shout from the top of Brasstown Bald, just how fun and family friendly Georgia really is. Advertorial highlights might include: incredible museums attractions, family outdoor adventures, festivals and events. Suggested Timing: Budget Travel's April 2012 Family Travel Issue
- Suggested Issue: April 2012, Budget Travel's Family Travel Issue (Space close 1/10/12, Materials due 1/13/12)
- Concept 2 – Culinary Tour of Georgia
 - Culinary Tour of Georgia - The South is known for delicious food and talented chefs, and nowhere is that more true than in the Peach State. Spotlight real chefs from Georgia and their home-state favorites: recipes, eateries, farmers' markets, etc. Suggested timing: Budget Travel's June 2012 Foodie Issue
- Suggested Issue: June 2012, Budget Travel's Foodie Issue. Issue (Space close 3/13/12 Materials due 3/16/12)
- States: GA, FL, AL, SC, NC, TN, MS, VA, KY
- Total Circulation: 131,830

Budget Travel Print

Opportunity 1: Custom Insert Program. *Budget Travel* will design and create high impact, custom inserts highlighting Georgia's fun family offerings and unique culinary adventures

- Layout options includes advertorial with all page ranges.
- Single-leaf: 1 ½ pages ads, ½ page advertorial
- 4-page: 3 pages ads, FP advertorial

Pricing: Co-op Partner Ad Sizes/Rates

- Full Page \$12,027
- 2/3 Page \$7,784
- 1/2 Page \$5,978
- 1/3 Page \$3,892
- 1/6 Page \$2,086

*Minimum required total investment per layout

Single-leaf insert: \$17,996

4-Page: \$33,422

Budget Travel

Added Value: Summary

- Budget Travel offers the following added value for Georgia's co-op partners:
 - 2-Page Insert:
 - Reader Service listing in-book and online for each participant
 - 4-Page Insert:
 - One bonus reader service listing in-book and online for each participant

Budget Travel Online

Opportunity 2: *BudgetTravel.com* is a unique site where travelers go to stay connected with a community of the best travel experts in the industry - *Budget Travel*.

BudgetTravel.com offers co-op marketing partners the following exclusive online opportunities.

- Rich Media expansion unit: 728x90 unit that will expand to 728x360 and have up to 6 separate clickable areas.
 - Impressions: 1,000,000
 - Cost: \$3,491 per participant
 - Timing April 2012, Deadline March 13, 2012
- Exclusive E-Newsletters: Sent to 287,500 opt-in subscribers East of Mississippi
 - GA and partners can each have a listing on the e-newsletters
 - Sent three Wednesdays per month, subject to availability
 - Spring 2012 - please confirm desired timing, deadline would be 14 days out
 - Minimum of 8 listings per e-newsletter. If fewer than 8 partners, then listings will appear in a standard multi-listing e-newsletter
 - Cost: \$1,250 per listing
- A La Carte banner campaigns: Targeted to IP addresses in GA, FL, AL, SC, NC, TN, MS, VA, KY
 - Units available: 728x90 leaderboard, 300x600 half page
 - Timing totally flexible per partner as desired
 - Cost: 728x90 100,000 impressions: \$2,000
300x600 225,000 impressions: \$5,000

Georgia Public Broadcasting Opportunities

- 3 Levels of Programs which include:
 - TV
 - Radio
 - Online

GPB Media Background

Reach Georgia Travelers

- GPB Atlanta Viewers are regular travelers and are 16% more likely than the average Atlantan to have taken 6+ domestic flights in the last year
- GPB Atlanta Viewers are 19% more likely than the average Atlantan to have stayed in a hotel 10+ times in the last year
- GPB reaches Families who can afford to travel. Our viewers are 25% more likely than the average Atlantan to be Maturing Yuppies 25-44, college graduates who are employed in technical, professional or managerial positions and who have KIDS at home
- GPB reaches Affluent Empty Nesters. Our viewers are 22% more likely than the average Atlantan to have the time to travel.

66% of PBS public television viewers would choose a company that supports PBS, all other things being equal. And they are:

- 97% More likely to visit a museum
- 38% more likely to attend live theatre
- 9% more likely to have visited a theme park
- 95% of NPR public radio listeners have take a direct action as a result of sponsorship, acting on their preference to do business with partners of their station.

Show Your Good Corporate Citizenship and Reach a targeted audience!

- 68% feel that companies that fund PBS public television have a commitment to quality and excellence.
- 80% of NPR public radio listeners hold a more positive opinion of a company when they learn it supports public radio.
- GPB.org reaches an average of 212,000 Visitors each month

Sources: Media Audit, Oct-Nov 2010, 2008 PBS Sponsorship Awareness Study, Harris Interactive, 2 – NPR / Jacobs Media, 2007, Edison Media Research

GPB Media Options

GPB Television:

- GPB will work with you to develop a schedule to meet your communication goals and deadlines.
- GPB will create your (:15) spot at no charge using your B-Role Footage or high quality stills, and your logo.
- GPB needs 2 weeks from contract signature, to create your spot, get approvals and insert your spot to air on the 9 Station Statewide GPB Television Network Schedule.

GPB Radio:

- GPB will work with you to create your (35) word spot.
- GPB needs 1 week from contract signature to create your spot, get approvals and insert your spot into the 16 Station GPB Radio Network log for live read on the air by our radio personalities.
- GPB Radio reaches an average of 7,100 listeners in the average quarter hour per Arbitron

GPB.org:

- GPB will post your 300 X 250 Pixel Rectangle with your logo, link and text.
- GPB needs 1 week from contract signature for web placement.
- GPB.org reached over 1.5 Million Unique Visitors last year and continues to grow.
- GPB will provide impression metrics as requested.

Placement around Georgia Traveler, GPB Travel Rotation or Prime

Georgia Traveler is a weekly half hour series that explores all corners of Georgia!

Every episode, hosts take you on a variety of journeys. They meet interesting folks or learn something fascinating about the state of Georgia. Whether it's Savannah's ghostly legends or a wine tour in the mountains, GPB is there to share with Georgians and visitors some of our state's most beautiful, exciting, and unusual treasures.

Georgia is not only filled with historical landmarks, but is also home to some of the most delicious top of line restaurants, fresh markets, and variety of adventurous and luxurious experiences. Georgia Traveler tells stories about destinations that are both educational and provide valuable information to our viewers.

Georgia Traveler's mission is to provide a fun and friendly experience, where viewers sit back comfortably, enjoy the ride and get to know Georgia better!



10%+ Discounted Rates as Co-op Partner

GPB Television	information	per item	total
15 (:15) spots GPB Television	Prime time, Travel Rotation, Georgia Traveler	\$350	\$5,250
Creation of 1 (:15) spot	Production Value \$500– No Charge		
GPB Radio			
15 (35) word spots GPB Radio	Drive Time AM and PM – Regular Price \$70-\$80	\$55	\$825
Other			
6 months gpb.org	300 X 250 rectangle GPB.org/georgiatraveler	\$250	\$1,500
Package Value			\$7,575
GDEcD 10%+ Discount			\$6,817

15%+ Discounted Rates as Co-op Partner

GPB Television	information	per item	total
30 (:15) spots GPB Television	Prime time, Travel Rotation, Georgia Traveler	\$350	\$10,500
Creation of 1 (:15) spot	Production	\$500	\$500
GPB Radio			
30 (35) word spots GPB Radio	Drive Time AM and PM – Regular price \$70-\$80	\$55	\$1,650
Other			
12 months gpb.org	300 X 250 rectangle GPB.org/georgiatraveler	\$250	\$3,000
Package Value			\$15,650
GDEcD 15%+ Discount			\$13,250

25%+ Discounted Rates as Co-op Partner

GPB Television	information	per item	total
60 (:15) spots GPB Television	Prime time, Travel Rotation, Georgia Traveler	\$350	\$21,000
Creation of 2 (:15) spots	Production Value \$1000– No Charge		
GPB Radio			
60 (35) word spots GPB Radio	Drive Time AM and PM – Regular price \$62 - \$72	\$55	\$3,300
Other			
12 months gpb.org	300 X 250 rectangle GPB.org/georgiatraveler	\$250	\$3,000
Package Value			\$27,300
GDEcD 25%+ Discount			\$20,475

Fodors.com Opportunities

- Banner advertising on Fodors.com

Fodors.com

- Fodor's audience has a higher average HHI, skews more female, and travels more frequently throughout the year than the average internet user:
 - In the last 30 days, 40% Planned a Leisure Trip (index 209)
 - 44% took a Family Vacation (last 2 years)
 - 8% Have Children 3-5 years old (in HH)
 - 8% Have Children 6-8 years old (in HH)
 - 18% Have Children 12-17 years old (in HH)
 - 83% enjoy Outdoor Activities
 - 18% Visited a Cultural Historic Site (last 2 years)

TripAdvisor Opportunities

- Online banners on TripAdvisor.com

Heritage

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
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

Weider History Group Opportunities

- American History
- America's Civil War
- CIVIL WAR TIMES

Weider History Group

- Titles included:
 - American History: Paid circulation of 45,000. The leading popular magazine devoted to exploring the rich texture of the American Experience.
 - America's Civil War: Paid circulation of 37,000. The leading Civil War magazine delivering authoritative insights into the epic struggle that nearly tore the Union apart.
 - CIVIL WAR TIMES: Paid circulation of 54,000. CIVIL WAR TIMES delivers the thrilling living history of America's greatest internal struggle.

Weider History Group

- To commemorate the 150th anniversary of the American Civil War, Weider History Group offers the following overview of the 2011/2012 cooperative program.
- The program is developed and designed for travel partners allowing both large and small entities to take advantage of cooperative purchasing power.
- A year long multi-media program including
 - PRINT advertising in American History, America's Civil War and CIVIL WAR TIMES (issue dates to be determined by the client).
 - ADVERTORIAL is same issues as PRINT advertising appears. Buy a page and we'll create a page of advertorial.
 - BONUS 1 SPREAD of advertising in the special "1862" magazine.
 - FREE year-long WEB presence on the number one site for information and insights on all facets of military and social history: historynet.com with multiple Heritage Travel Directory links
 - Creative development included
 - Ad serving fees negotiable based on level of investment

Weider History Group Pricing

Co-Op Rates

- *American History*
 - Page.....\$2,125
 - 2/3 Page.....\$1,594
 - 1/2 Page.....\$1,222
 - 1/3 Page.....\$921
 - 1/6 page.....\$460
- *America's Civil War*
 - Page.....\$2,000
 - 2/3 Page.....\$1,500
 - 1/2 Page.....\$1,150
 - 1/3 Page.....\$867
 - 1/6 page.....\$433
- *Civil War Times*
 - Page.....\$2,189
 - 2/3 Page.....\$1,642
 - 1/2 Page.....\$1,259
 - 1/3 Page.....\$949
 - 1/6 page.....\$474

Separate online pricing available upon request.

History Channel Opportunities

- History Channel Magazine
- HistoryChannel.com

History Channel Magazine

- Reader overview:
 - 34% do not subscribe to any other history-related magazine
 - 83% of our subscribers read 3 or 4 out of 4 issues
 - Subscribers spend an average of 2.4 hours with each issue
 - 69% of our subscribers rate the magazine as “one of my favorites” or “very good”
 - 82% of our readers took action as a result of reading our publication
 - 24,600 visited a historic site featured in magazine
 - National Circulation 300,000

History Channel Magazine

- Provide Georgia’s tourism industry partners affordable advertising opportunities to reach an audience of their target consumers on a national scale
- Specially priced in-book advertising units within sanctioned Georgia co-op section
- Qualified database growth for Georgia’ partners through reader-service listing

<u>Recommended Issues</u>	<u>Ad Close</u>	<u>Materials</u>	<u>Delivery</u>
Nov/Dec 2011	9/1/2011	9/15/2011	10/27/2011
March/April 2012	1/3/2012	1/17/2012	2/28/2012
May/June 2012	3/1/2012	3/15/2012	4/29/2012

Co-op	1x	2x	3x
P4C	\$20,386	\$17,988	\$14,990
½ Page 4C	\$6,891	\$6,683	\$6,484
1/3 Page 4C	\$5,830	\$5,654	\$5,483
1/6 Page 4C	\$3,180	\$3,085	\$2,993

HistoryChannel.com

- Reaching 2.3 Million Unique Visitors and 14.3 Million Video Views a month
- Banner pricing for monthly investment across HistoryChannel.com including War Topic Targeted Media:
 - 300x250 (\$14 CPM) 285,714 impressions for \$4,000
 - 728x90 (\$10 CPM) 600,000 impressions for \$6,000
 - Geo-targeted placements to contiguous states
 - Available throughout the year on a monthly basis

Preservation Opportunities

- Print ads in special section

Preservation

- PRESERVATION, The Publication for the National Trust for Historic Preservation
- Advertisers reach very affluent readers who travel frequently to historic places for vacations, particularly during the 150CW
 - NTHP has 195,000 paid members (470,000 readers)

Special Sections:

- November/December 2011— Revolutionary War Trails
- January/February 2012—Historic Treasures of the Southeast
- May/June 2012—Annual Civil War Trails Section
- July/August 2012—African American Trails

Georgia Discounted Rates:

- 1/6 PAGE 4/C \$1,850 NET
- 1/3 PAGE 4/C \$3,800 NET
- 1/2 PAGE 4/C \$4,900 NET
- Full PAGE 4/C \$7,000 NET

All advertisers can buy a monthly banner on www.preservationNation.org for only \$250.

Preservation Added Value

ALL ADVERTISERS RECEIVE THE FOLLOWING WITH THEIR AD PLACEMENT IN THE SECTION:

- 1/6 PAGE 4/C: 45 words of editorial and a photo
- 1/3 PAGE 4/C: 60 words of editorial and a photo
- ½ PAGE 4/C : 80 words of editorial and a photo
- 4/C PAGE: 150 words of editorial and 2 photos plus a two-month banner on www.preservationNation.org

With a purchase of more than \$10,000 we can also include more than \$1,500 in value added banner advertising.

African American

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
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

Upscale Magazine

- **Overview:**

- Published 9X per year
- Editorial combines celebrity profiles, with articles exploring issues affecting the empowerment of the Black Community and articles on business, music, entertainment, fashion, travel.
- Proposed Georgia section in 2 issues – February for Black History Month and June to support the Travel Issue.

Circulation: 175,000, distributed nationally and internationally through military bases

Digital

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
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

Say Media Opportunities

- Expandable Banners on Digital Ad Network
 - 9 Partner program
 - 3 Partner program

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

SAY Media Co-op Pricing

GA TOURISM MEDIA PLAN

\$20K

CO-OP PROGRAM

FLIGHT DATES	AD UNIT	PLACEMENT	TARGETING	* GUARANTEED ENGAGEMENTS	EST. IMPRESSIONS	PRICE (CPE)	NET COST
Sep - Nov 2011 and Feb - May 2012	AdFrames Display single unit	Co-Op program - Singular Advertiser*	TBD	14,388	1,438,849	\$1.39	\$20,000
TOTALS				14,388	1,438,849		\$20,000

YOUR MEDIA PLAN EXPLAINED

These rates will expire 30 days from issuance: July 8, 2011

Estimated Display Impressions and CPM are based on a 1% Engagement Rate. This is not a guarantee of impression levels or of CPM.

Your expenditures and billing are based on your guaranteed number of Engagements.

*This line item reflects a minimum spend of \$20k per co-op partner for an individual display unit, \$50k CPE honored at \$20k spend for each co-op partner that buys in.

ValueClick Opportunities

- Online Banners on ValueClick Network

ValueClick

- Expandable banner on an ad network
- Provided aggressive rates, bringing efficiency to the plan
 - Included rich media serving fees within the lower rate
- 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

VCM Channel	comScore Comp Index
Family & Living	155
Hobbies & Interests	146
Money & Finance	132
Home & Garden	131
Shopping	118
Health & Fitness	116
Careers & Education	115
Travel	107

ValueClick Partner Pricing

Flight Dates	Targeting	CPM	Cost	Impressions
September 2011 thru November 2012	Targeted Channels based on comScore index against the Georgia Tourism target audience	\$2.25	\$11,500	5,111,111
	Behavioral Targeting to reach In-Market Travellers, Moms, Outdoor Adventurers, based on their online browsing behavior WITH Retargeting to re-engage users who have shown interest in a vacation to Georgia	\$4.25	\$3,500	823,529
	Net Total:	\$2.53	\$15,000	5,934,641

- No minimum participants.
- EyeWonder Rich Media Ad Serving fees INCLUDED
- Placements may be scaled to meet additional budget allocations.
- If ad-sharing is utilized, additional participants means added overall impressions.
- Campaign will be optimized based on performance and inventory
- IAB Standard or Rich Media creative accepted on all placements

WeatherBug Opportunities

- Online Banners and Custom Units
 - Two investment level options

WeatherBug Pricing Review

Placements	Unit Size	Start Date	End Date	Total Impressions/ Streams / Selections	Net CPM	Net Cost
Option 1						
Rectangle Geo-targeted	300x250	1-Sep	30-Nov	376,990	\$6.50	\$2,450.44
Leaderboard Geo-targeted	728x90	1-Sep	30-Nov	200,000	\$3.00	\$600.00
Skyscraper Geo-Targeted	160x600	1-Sep	30-Nov	100,000	\$5.00	\$500.00
Mobile Smartphone Application Banners Geo-targeted	320x50	1-Sep	30-Nov	300,000	\$8.00	\$2,400.00
Dedicated Email Advertorial (This is the amount for 1 day's drop - multiple drops can be done) Geo-targeted	728x90	Date(s) TBD	Date(s) TBD	400,000	\$2.50	\$1,000.00
Total Investment				1,376,990		\$6,950.44
Option 2						
BrandWrap Ad Application Roadblock Geo-Targeted	728x90 / skin	1-Apr	15-Jun	300,000	\$12.00	\$3,600.00
BrandWrap Ad Application Roadblock Geo-Targeted Added Value	300x250	1-Apr	15-Jun	150,000		\$0.00
Rectangle Geo-targeted	300x250	1-Apr	15-Jun	300,000	\$6.50	\$1,950.00
Leaderboard Geo-targeted	728x90	1-Apr	15-Jun	200,000	\$3.00	\$600.00
Skyscraper Geo-Targeted	160x600	1-Apr	15-Jun	100,000	\$5.00	\$500.00
Mobile Smartphone Application Banners Geo-targeted	320x50	1-Apr	15-Jun	300,000	\$8.00	\$2,400.00
Dedicated Email Advertorial (This is the amount for 1 day's drop - multiple drops can be done) Geo-targeted	728x90	Date(s) TBD	Date(s) TBD	400,000	\$2.50	\$1,000.00
Total Investment				1,750,000		\$10,050.00

Group Travel

Package 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
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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

The Group Travel Leader Executive Summary

- 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 Pricing Review

Co-op Partner Pricing:

1/6 Page, 4C (2.5 "w X 4.5"h) - \$565.00 gross

1/3 Page, 4C (5"w X 4.5"h) - \$1,130.00 gross

1/2 Page, 4C (8" w X 4.5"h) - \$1,695.00 gross

Full Page, 4C (7.5" w X 9.25" h) - \$3,530.00 gross

Space & Material Deadlines for May Special Section

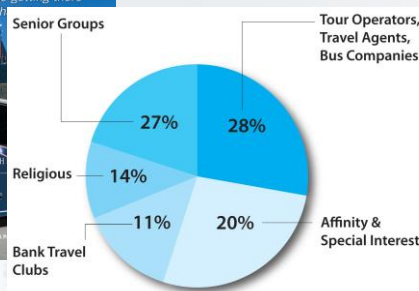
Space reservations are due no later than March 15th and materials are due no later than March 25th.

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 url 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.

Leisure Group Travel Executive Summary

- *Leisure Group Travel* publishes bi-monthly with a circulation of 20,000, reaching senior groups, tour operators, travel agents and religious groups.
- If you do not receive reader inquiries from your print ad placement, LGT guarantees to re-run your ad until you do. Advertisers can track performance in real-time via LGT's exclusive online lead-retrieval system where you can view, download and print a summary of your inquiries.



NTA Group Travel Pricing Review

Co-Op Partner Pricing:

- Full pg: \$3,570 Net
- 2-Page Spread: \$6,426 Net

Added Value:

- Trip Planner
 - Live link in the digital edition housed on NTAonline.com for one year (\$500 value)
 - With each ½ page or larger purchase, you'll receive a complimentary listing in a feature story of the same issue. The listing will include logo, contact information and 75-words of copy (\$1,000 value per Trip Planner insertion)
 - Enhanced listing in the advertiser ad index of each issue which will include phone number and website. FREE of charge. (\$500 value per issue)
 - Discounted rates outlined above, 2010 rates honored and some quotes will receive added discount with frequency buys.

Co-op Partner Contact Information

Print Partner	Rep	Email	Phone
Meredith	Stacey Rosseter	srosseter@navigate-media.com	678-507-0110 x108
Southern Living	Holly Belk	holly_belk@timeinc.com	404-888-1964
Collinson	Jenni Coleman	jcoleman@collinsonmedia.com	678-987-9946
Atlanta Magazine	Sean McGinnis	smcginnis@atlantamag.emmis.com	404-527-5501
Golf Digest	Blair Leburn	Blair.Leburn@golfdigest.com	404 255 4480
AAA Carolina's GO Magazine	Scott Rickles	srickles@aol.com	770-664-4567
Preservation Magazine	Scott Rickles	srickles@aol.com	770-664-4567
Cooking with Paula Deen	Sarita Lew	slew@hoffmanmedia.com	404-316-3983
Garden & Gun	Jana Robinson	jana@robinsonmedia.com	904-234-5732
Budget Travel	John Balhouse	ibalhouse@compassmedia.com	919-847-9792
Weider History Group	Rick Gower	rick@rickgower.com	770-977-3225
History Channel Magazine	Scott Verel	sverel@namginc.com	312-346-3070
Madden	Angie Austin Zok	azok@maddenmedia.com	904.287.1362
Group Travel Leader	Kelly Tyner	kelly@groupravelleader.com	888-253-0455
Leisure Group Travel	Amy Janssens	amy@ptmgroups.com	630-294-0318
NTA Group Trip Planner	Kami Risk	kami.risk@ntaservicesinc.com	859.264.6560
Outdoor Partner	Rep	Email	Phone
CBS Outdoor	Chris Nash	chris.nash@cbsoutdoor.com	404-699-1499
Digital Partner	Rep	Email	Phone
SAY Media	Michele Minchew	mminchew@saymedia.com	404-889-5524
ValueClick	David Braswell	dbraswell@valueclick.com	770-521-6781
WeatherBug	Keith Sklar	ksklar@weatherbug.com	212-551-3593
Fodor's Online	Mila Shilkrot	mila@rgmgroup.com	347-673-5210
History.com	Sarah Shriver	Sarah.Shriver@aetn.com	212-424-7111
TripAdvisor.com	Melissa Surane	msurane@tripadvisor.com	773-398-4747
TV / Radio Partner	Rep	Email	Phone
Georgia Public Broadcasting	Carol Danford	cdanford@GPB.org	404-685-2583
African American Partner	Rep	Email	Phone
Upscale Magazine	Armenious Patterson, Jr	armeniousp@aol.com	404-624-4375
Outdoor Channel Partner	Rep	Email	Phone
OutdoorChannel.com	Brian Hughes	bhughes@outdoorchannel.com	615-661-9081