



CMG Digital Campaign 2010



Details Destinations, Resorts/Hotels & Attractions receive an interactive page within the online *Southern Inspirations Go Guide* featuring vacation ideas, events and activities. The Go Guide will also direct traffic to your websites through multiple links and feature an online sweepstakes - "Escape To The Southeast".

The online *Southern Inspirations Go Guide* guarantees 2.0 million geo-targeted impressions, focusing on qualified vacationers residing east of the Mississippi River.

Breakdown of Impressions

- Total of 500,000 personalized emails sent to optimized audience most likely to respond to your travel message – participants receive exposure within emails;
- Minimum of an additional 1.5 million impressions through display advertising via network travel/lifestyle sites.




Target Market & Timing

- Geographic Markets:** Primary – Qualified travelers residing east of the Mississippi River;
 Secondary – Qualified travelers interested in the South and these activities regardless of place of residence

Consumer Target: Active leisure travelers age 35-54

Campaign Timing: Spring - April through June 2010; Fall - August through October 2010

Advertiser Benefits & Cost: \$10,000 Gross - 1X; \$18,000 Gross - 2X

- Customized Interactive "page" promoting your destination, resort/hotel or attraction in digital Go Guide
- Optin database for your own direct marketing purposes
- Online requests for destination travel guides and other promotional literature
- Tracking reports including open rate, clickthroughs and page views
- Backend research details travel frequency, demos, interests, etc.
- Consumers can share any page of the digital go guide on their favorite social networking site   

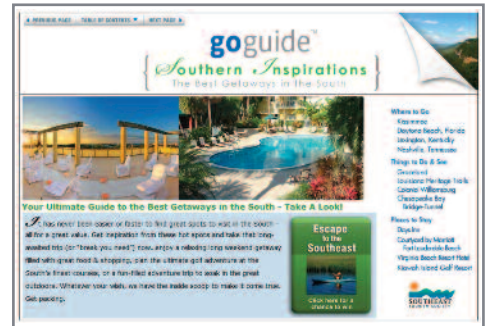
Advertisers to Provide

- Up to 3 images
- 200-300 words of copy
- 5 Key Events, Festivals, etc. - or special offers for listing section
- Website address and/or other URL addresses
- Other promotional links may be provided

Advertising Commitment Deadlines

- Spring - March 2, 2010
- Fall - July 1, 2010

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Sample Home Page "Go Guide"



Sample Destination Interactive Page



Sample Destination Email

