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THE ULTIMATE GUIDE TO SOUTHERN TRAVEL



ENABLING DISCOVERY OF
GREAT SOUTHERN DESTINATIONS



REACHING ALL SORTS OF
SOUTHERN EXPLORERS

- 
- * DAY TRIPS FROM...
 - * WEEKEND GETAWAYS
 - * CITY GUIDES

- * COUPLES
- * FAMILIES
- * RETIREES

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OUR UNIQUE APPROACH TO DESTINATION MARKETING INCLUDES:

- * CONTENT ABOUT YOUR DESTINATION
 - CURATED DESTINATION GUIDES
 - ARTICLES ABOUT YOUR DESTINATION
 - Y'ALL RADIO SHOW FEATURED INTERVIEWS
- * PROMOTED ON Y'ALL
- * SUPPLEMENTED WITH OUTBOUND MARKETING TO ACTIVE TRAVELERS IN YOUR KEY FEEDER MARKETS



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DESTINATION SPONSORSHIP INCLUDES:

- * ENHANCED DESTINATION GUIDE
 - CURATED TRIP PLANNERS
 - HOTELS, RESTAURANTS, ATTRACTIONS
 - HYPERLINKED LOGO THROUGHOUT
- * ARTICLES ABOUT YOU (2X/MO)
- * LIVE RADIO SHOW INTERVIEWS (1X/MO)
- * SOCIAL POSTS (1X/WK)
- * DISPLAY ADS (MIN 10,000 IMP/MO)
- * 5,000 NEW TARGETED PROSPECTS/MO

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THE ULTIMATE GUIDE TO SOUTHERN HOME & GARDEN



PROFILE YOUR BEST PROSPECTS

* GENDER

* AGE

* LOCATION

* HOUSEHOLD CHARACTERISTICS

CONTENT IS MARKETING TO 5,000 NEW
HIGH-VALUE PROSPECTS EVERY MONTH

* EMAIL / DISPLAY / SOCIAL (MIN FREQ OF 3X/EACH)

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THE ULTIMATE GUIDE TO SOUTHERN CULTURE

BASE SPONSORSHIP - \$1,200/MO (6 MO)

OPTIONAL ADD-ONS:

* 5,000 ADDITIONAL PROSPECTS - \$900/MO

* Y'ALL SWEET TEA CHALLENGE EVENT



- BRING THE SWEET TEA CHALLENGE
TO YOUR HOMETOWN EVENT

- \$7,000 SPONSORSHIP



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HOW THE SWEET TEA CHALLENGE WORKS



* YOU PROVIDE

- PRE-PROMOTION
- RECRUIT CONTESTANTS
- RECRUIT LOCAL JUDGES

* WE PROVIDE

- HOSTS & EXECUTION OF ON-SITE EVENT
- AWARDS
- PUBLISHED CONTENT





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WE ARE ALWAYS HAPPY TO
CUSTOMIZE THESE OPPORTUNITIES



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