

ESCAPE

TO THE SOUTHEAST

MEDIAKIT

Providing a comprehensive solution to your digital marketing programs.



Find The Travelers That Are Trying To Find You.

Alabama • Arkansas • Florida • Georgia • Kentucky • Louisiana • Mississippi
North Carolina • South Carolina • Tennessee • Virginia • West Virginia

ESCAPE

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An STS Product



SOUTHEAST
TOURISM SOCIETY



2016 Audience Overview



33%

Traffic From Southeast and Feeder States



4.3

Pageviews Per Session



6:21

Session Duration



27%

New Visitors

Since launching EscapeToTheSoutheast, more than 2 million visitors have viewed 9 million pages and generated almost 100,000 requests for Southeast Travel Literature.

Average Annual EscapeToTheSoutheast Website Statistics

SESSIONS

386,884

PAGE VIEWS

1,738,038

2016 Actions Triggered

Request Visitor Guides

63%

request client
visitors guide

26,679

requests

View Client Video

89%

watch client video

37,527

views

2016 Visitor Guide Requests

Average economic injection for each Visitor Guide sent out is **\$48***. In the last year, EscapeToTheSoutheast.com facilitated **26,679** Visitor Guide Requests.

ECONOMIC IMPACT OF THOSE REQUESTS

= \$1,280,592

*Source: Western Association of Convention & Visitor Bureau's Economic Impact of Visitor Guide Requests 2014

Become a part of EscapeToTheSoutheast.com, contact your Account Executive today to learn more about how your organization can participate.

www.AJRMediaGroup.com/ETTS

1.800.383.7677 | ETTS@ARJMediaGroup.com

25132 Oakhurst Drive, Suite 201 | Spring, Texas 77386



DESTINATION CONTENT PLANS

It has never been easier to market your destination to potential Southeast travelers. Our content plans combine your copy, referrals to your site, your social media, your newsletter, your ticket & booking tools, unlimited event listings and leads from postal requests and PDF downloads to provide a comprehensive solution to your digital marketing needs.

Content Plans Include:

Silver Plan

- Main page and 1 sub-page (600 words total)
- 1 Logo
- 3 Photos
- 3 Hyperlinks
- Leads Retrieval

Rate	With Travel Guide Discount
\$1,110	\$999

Gold Plan

- Main Page and 2 sub-pages (1,000 words total)
- 1 Logo
- 5 Photos
- 6 Hyperlinks
- Leads Retrieval

Rate	With Travel Guide Discount
\$1,333	\$1,199

Platinum Plan

- Main Page and 3 sub-pages (2,000 words total)
- 1 Logo
- 12 Photos
- 12 Hyperlinks
- Leads Retrieval

Rate	With Travel Guide Discount
\$1,577	\$1,419

Standard Features Include:

- Links to **your** website
- Referrals to **your** Social Media Pages
- Links to **your** newsletter sign-up page
- Links to **your** online ticket purchasing tools
- Links to **your** booking tools
- Unlimited Event Listings
- PDF and postal leads
- Video



EscapeToTheSoutheast consolidates all of your traveler-focused messaging into one compelling package, reaching an audience that is already looking specifically for Southeast travel information.

Become a part of EscapeToTheSoutheast.com, contact your Account Executive today to learn more about how your organization can participate.



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ACCOMMODATIONS, ATTRACTIONS, EVENTS

\$475

EscapeToTheSoutheast.com continues to provide more digital engagement to more Southeast accommodations, attractions, events, than any other independent website in the country. When your content is part of EscapeToTheSoutheast.com, not only are travelers able to immediately associate your attraction, event or accommodation establishment as a quality option to consider for their next vacation, but you have the ability to attract and quickly interact with those who “raise their hand” and want more information directly from you.

Plans Include:

- Main Page (300 words total)
- 1 Logo
- 1 Photo

Add on to your plan with Web Banners!

- Your choice of placement (subject to availability)
- 1 Link to your website
- Minimum of 25k impressions

Standard Features Include:

- Links to **your** website
- Referrals to **your** Social Media Pages
- Links to **your** newsletter sign-up page
- Links to **your** online ticket purchasing tools
- Links to **your** booking tools
- Unlimited Event Listings
- Video

EscapeToTheSoutheast consolidates all of your traveler-focused messaging into one compelling package, reaching an audience that is already looking specifically for Southeast travel information.



Become a part of the EscapeToTheSoutheast.com, Southeast's top independent travel resource. Contact your Account Executive today to learn more about how your organization can participate.



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RATES

EscapeToTheSoutheast.com Average Annual Traffic (2016)

Visits: 386,884 | Page views: 1,738,038

Rates (Annually)

EscapeToTheSoutheast Silver Plan	\$1,110	\$999
EscapeToTheSoutheast Gold Plan	\$1,333	\$1,199
EscapeToTheSoutheast Platinum Plan	\$1,577	\$1,419

With Travel
Guide Discount

Accommodation, Attraction, Event **Plans** \$475

Downloadable PDF \$250

Homepage Placements

Destination Spotlight \$600

Featured Video \$750

Exclusive Contest \$1,475

Newsletter (25,000 monthly)

Featured Spotlight \$1,050

Exclusive Banner \$700

Header Image \$600

Banners

Contest Takeover Banner \$850

Leaderboard \$375

Wide Skyscraper \$375

Medium Rectangle \$495

Rectangle \$175

Attract and Engage With More Southeast Travelers

When your content is a part of EscapeToTheSoutheast.com, not only are travelers able to immediately associate your destination, attraction, accommodation or event as a quality option to consider for their next vacation, but you have the ability to quickly engage with those who request information directly from you.

EscapeToTheSoutheast.com provides advertisers with the opportunity to receive leads from opt-in travelers – including valuable email addresses.

Additional engagement includes click-thrus to your website and social media, sign-ups for your newsletter, page views of your content, views of your video and links to your booking and ticketing pages.



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ESCAPE TO THE SOUTHEAST TRAVEL GUIDE

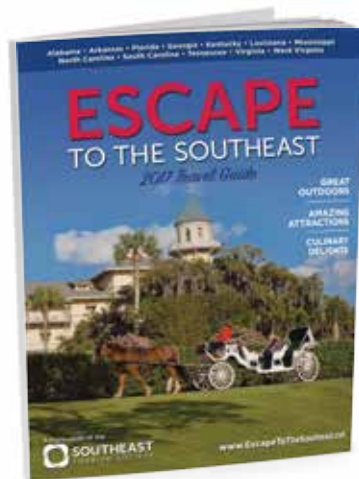
An annual publication of the Southeast Tourism Society, the *Travel Guide*, in conjunction with EscapeToTheSoutheast.com, promotes and inspires leisure travel throughout the 12 Southeastern States. The *Travel Guide* offers uniquely positioned, highly effective distribution reaching travelers when and where they are looking for information on leisure travel.

Increased Response & Improved Results = ROI

As a part of the annual *Escape to the Southeast Travel Guide*, your advertisement is seen by over 250,000 travelers – prospective visitors to your destination, attraction, accommodation and events.

Leads = Database = Visitors

Escape To The Southeast, the STS consumer facing brand, offers an integrated lead generation program both in print and online. Leads will be emailed every two weeks throughout the year. Consumers can request your information by sending in the postage paid reply card or accessing our online reader service option. Further increase your ROI by integrating your message with content on EscapeToTheSoutheast.com and receive additional requests and engagement with your destination.



Publication Date

January 2018

Circulation

- 100,000 copies
- 250,000+ readership

Distribution

- 5,263 Consumer Requests*
 - 588 AAA Travel Offices
 - 237 Hotels in the Southeast
 - 47 Armed Forces Travel Agencies
 - 34 Consumer Travel Shows
 - 62 Leisure Travel Agencies
 - 56 Visitor Centers in the Southeast
- * 2016 consumer requests

Receive a **10% discount** when purchasing advertising in the *ETTS Travel Guide* and on EscapeToTheSoutheast.com in the same year. All rates net. Receive a **5% Early Reservation Discount** when reserving your space on or before Friday, September 17, 2017.

Space Close: November 17, 2017

Materials Due: December 1, 2017

2018 Advertising Rates

	MEMBER RATES		NON-MEMBER RATES	
	w/discount		w/discount	
Full page	\$3,731	\$3,358	\$4,289	\$3,861
Half page	\$2,678	\$2,411	\$3,086	\$2,778
1/3 page	\$2,094	\$1,884	\$2,415	\$2,175
PREMIUM POSITIONS				
Inside Front Cover	\$4,611	\$4,150	\$5,288	\$4,759
Inside Back Cover	\$4,241	\$3,817	\$4,885	\$4,397
Back Cover	\$4,805	\$4,325	\$5,529	\$4,977

All Rates Net.

Advertiser Specs

	NON-BLEED (Live Area)	TRIM	BLEED
Full Page	7.25" x 9.75"	8.375" x 10.75"	8.625" x 11"
Two Full Pages (Spread)		16.75" x 10.75"	17" x 11"
Half Page, Horizontal	7" x 4.725"		
Half Page, Vertical	4.75" x 7.25"		
1/3 Page, Vertical	2.375" x 9.375"		
1/3 Page, Square	4.75" x 4.75"		

Advertising must be submitted in digital PDF format (PDFx1A). All images and elements must be placed at 100% in CMYK to SWOP standards with a minimum resolution of 300 dpi.

Contact your Account Executive today!

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DESTINATION SPOTLIGHT

\$600

Set your destination apart from the crowd and focus your marketing efforts on the homepage of EscapeToTheSoutheast.com. The Destination Spotlight has prime placement on the homepage and is limited to one participant monthly.



Prime placement on the EscapeToTheSoutheast.com homepage



Requires a EscapeToTheSoutheast.com content page



Exclusive.
Only one participant monthly



Participation is limited to four placements per organization annually





FEATURED VIDEO

\$750

Seeing is believing... engage users instantly with your video in this high-impact position on the homepage of EscapeToTheSoutheast.com.



Appears above the fold on the EscapeToTheSoutheast.com homepage



Requires a EscapeToTheSoutheast.com content page



Exclusive placement. Only one participant monthly



Participation is limited to two placements per organization annually





ENEWSLETTER

The EscapeToTheSoutheast.com eNewsletter is sent to those who have opted in and requested information on Southeast travel.

Monthly Broadcasts: 25,000 Southeast travelers

The screenshot shows the layout of the eNewsletter. At the top is a header bar with social media icons and the text "Escape To The Southeast is your ultimate source for Southeast travel information." Below this is a large "ESCAPE TO THE SOUTHEAST" header image with a "Go Now" button. A callout points to this image as the "Header Image". To the right of the header image is a "Featured Spotlight" section with a callout pointing to it. Below the header is a "SPOTLIGHT OF THE SOUTHEAST..." section featuring a "Thomasville" article with a photo of people at a table and a "Learn More" button. A callout points to this section as the "Exclusive Banner 300x250px". Below the spotlight is a "WIN AN AMAZON PRIZE PACKAGE" section featuring a photo of an EchoDot and a "Philips Hue" light bulb, with a "Learn More" button and an "Enter Contest" button. At the bottom is a "Trending Southeast Video..." section featuring a video thumbnail for "National Parks in the American Southeast" with the text "FIND YOUR PARK" and "Civil War battlefields; swamps, waterfalls, and forests; and national seashores with sandy beaches can be found in".

Featured Spotlight

This exclusive position is the "main attraction" of each eNewsletter and includes images, creative copy, logo and links.

Header Image

This purely editorial image is the first thing readers see when they open the newsletter, making it the perfect placement to highlight your destination or event.

Exclusive Banners

As the only advertising banner in each edition of the EscapeToTheSoutheast.com eNewsletter, this prime position is sure to grab the attention of everyone who opens the eNewsletter.

Advertising Rates

Featured Spotlight	\$ 1,050
Header Image	\$ 600
Exclusive Banner	\$ 700

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TOURISM SOCIETY

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WEB BANNERS

With a variety of creative sizes, banner advertising on EscapeToTheSoutheast.com is an excellent option for keeping your brand top of mind on the #1 independent website for Southeast travel. Site visitors, people with a higher propensity to travel to and within Southeast, can be directed to the advertiser's content on EscapeToTheSoutheast.com or to an alternate URL.



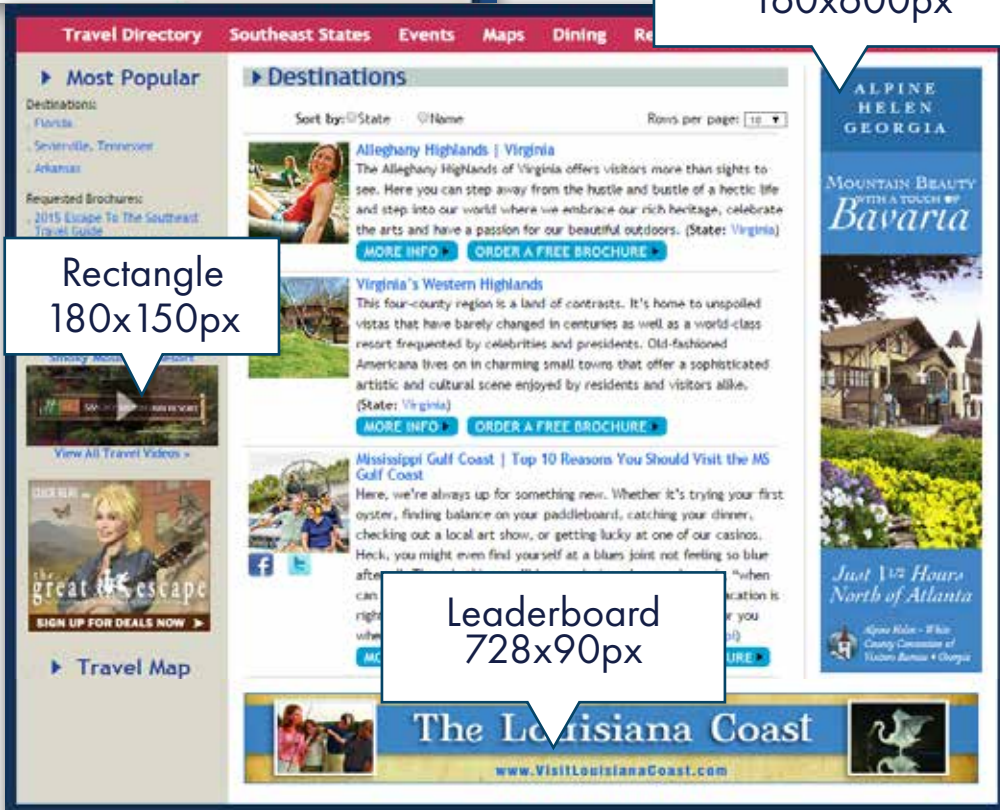
Medium Rectangle
250x300px

Advertising Rates

Medium Rectangle	\$ 495
Wide Skyscraper	\$ 375
Leaderboard	\$ 375
Rectangle	\$ 175

Wide Skyscraper
160x600px

Banners are sold in 25,000 impression-increments which are scheduled to be delivered in a 30-day period. In the event that the impressions are not delivered in 30 days, banners will run until 25,000 impressions are delivered. Limit of 6 banners in each position may be purchased for each product/service in a 12-month period.



Rectangle
180x150px

Leaderboard
728x90px

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CONTEST



Exclusive Contest | \$ 1,475

Each month, thousands of EscapeToTheSoutheast.com visitors enter the exclusive contest. As a result, the advertiser featured in the contest not only receives high-value exposure to those visitors, but also all of the entrant information, including valuable email addresses.



Contest Take-Over

Banner | \$ 850

At 550 x 480 pixels, this is the largest banner on the entire website!

Additional benefits include:

Exclusive Run – no rotation, only a single ad will run in this spot each month

100% Visibility

100% Interactivity



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Campaign Options

According to AdWeek, 3rd party sources garner Campaign Options more attention to and respect for your content. EscapeToTheSoutheast.com has been serving as a trusted 3rd party source for years to millions of travelers to the Southeast and is now proudly offering the "Native Escape" campaign to complement your digital marketing efforts.

THE NATIVE ESCAPE CAMPAIGNS INCLUDE:

- 👁️ Guaranteed Article Views
- 🌐 Exposure on Premium Publisher sites
- 👍 Social promotion
- 🔗 Expanded visibility on the EscapeToTheSoutheast.com homepage (for new content)
- 📖 Inclusion in the EscapeToTheSoutheast.com Articles library (for new content)
- 📱 Reader access to all YOUR points of engagement: Brochures, Videos, Facebook, Pinterest, Twitter, Instagram, Newsletter sign-up, Website, App Download, Booking, Ticket Purchasing, Content Pages

CAMPAIGN A: \$7050

Guaranteed 3,500 Article Views

Native Ad 1: Utilizes your Things to Do page on EscapeToTheSoutheast.com

Native Ad 2: Linked to a custom SEO-rich article that will:

- Provide referrals to your content pages
- Will live in the Articles section of EscapeToTheSoutheast.com and on your content pages

CAMPAIGN B: \$5150

Guaranteed 2,500 Article Views

Native Ad: Linked to a custom SEO-rich article that will:

- Provide referrals to your content pages
- Be listed in the Articles section of EscapeToTheSoutheast.com and on your content pages

CAMPAIGN C: \$3950

Guaranteed 2,500 Article Views

Native Ad: Utilizes your Top Things To Do page on EscapeToTheSoutheast.com



Prefer a custom native campaign? Or one that links to your content on your own site? We can do that too!

📞 800.383.7677

🌐 **AJRMediaGroup.com**

✉️ **ETTS@AJRMediaGroup.com**

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