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DESTINATION MARYLAND:
AT A GLANCE

DESTINATION MARYLAND GUIDE

| 500K* Reach | 250K Circulation | 1.5X Pass-along Readership |

EGUIDE
Avg. Session: 00:06:21
Pageviews: 197,396

TOURISM NUMBERS

41 Million Annual Visitors
$18 Billion Visitor Spending
337,578 Visitors to eight Welcome Centers

WEBSITE VISITORS

2.6 Million Unique Visitors

TARGET MARKETS
Baltimore, Cleveland, Harrisburg, Pittsburgh, New York, Philadelphia, Washington, D.C.

AUDIENCE PROFILE

Age 25-64
Mean HHI $75,000+

ENNEWS SUBSCRIBERS

105,000

SOCIAL MEDIA

Facebook 61.9K+
Twitter 47.6K+
Instagram 72K+
Pinterest 3.2K+

*Delivered through a combination of Circulation, eGuide Downloads, and Pass-along Readership
Maryland's multi-million dollar marketing effort to promote Maryland to potential visitors drives demand for print and digital travel guides.

The Destination Maryland guide is the #1 fulfillment piece for all advertising. Consumers are still using print plus other resources for trip planning.

The guide is the best opportunity for those wanting to promote their business, attraction or service to visitors actively planning their Maryland vacation. Be open for consumers looking for official expertise on trip tips to Maryland.
TRAVELER RESEARCH

Travel Planning Process

DREAM  PLAN  ZMOT  BOOK  SHARE  REPEAT

Zero Moment of Truth: When Consideration becomes Action

Media usage

PRINT 49%
SOCIAL MEDIA 55%
DMO WEBSITE 33%
TABLET 36%
MOBILE 59%
REVIEWS AND UGC 58%

140+ visits to travel websites in the 45 days prior to booking

For more research and whitepapers, visit milespartnership.com/research

Source: Destination Analysts (State of the American Traveler), Expedia (Path to Purchase)
**VISITORS GUIDE**

**View the 2020 eGuide at:** www.visitmaryland.org

*Delivered through a combination of Circulation, eGuide Downloads, and Pass-along Readership

*All other Premium Positions are the Standard Rate +10% / 50% Discount only available with a purchase of a Display Ad

*50% Discount only available with a purchase of a Display Ad

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**QUICK FACTS**

<table>
<thead>
<tr>
<th>500K REACH*</th>
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<tbody>
<tr>
<td>EGUIDE</td>
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**ADVERTISING RATES**

<table>
<thead>
<tr>
<th>ITEM</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>REGULAR (DISPLAY + NATIVE)</td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>$10,590</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$6,590</td>
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<tr>
<td>1/3 Page</td>
<td>$4,560</td>
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<tr>
<td>1/6 Page</td>
<td>$2,420</td>
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<td>PREMIUM*</td>
<td></td>
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<tr>
<td>Back Cover</td>
<td>$14,280</td>
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<tr>
<td>Inside Back Cover</td>
<td>$12,200</td>
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<tr>
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<td></td>
</tr>
<tr>
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</tr>
<tr>
<td>Featured Photo Listing Add-On*</td>
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</tr>
<tr>
<td>Digital Enhanced Listing Add-On</td>
<td>$400</td>
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</table>

**IMPORTANT DATES**

Ad Reservation Date: 8/31/2020
Materials Due: 9/11/2020
PRODUCT OFFERINGS

DISPLAY ADVERTISING
$2,420-$14,280
page 7

NATIVE ADVERTISING
$2,420-$10,590
page 8

EGUIDE INCLUSION
Included with Advertising Purchase
All Products

HIGHLIGHTED LISTING
Included with Advertising Purchase
page 9

PHOTO LISTING
$475-$950
page 9

DIGITAL ENHANCED LISTING
$400
page 9

CARLY STEDMAN NOROSKY | 202-681-8169 • Carly.Stedman@MilesPartnership.com
DISPLAY ADVERTISING

ABOUT

- Varied ad sizes allow advertisers to speak to customers with a variety of calls to action
- Ad receives click-through link to your site in eGuide
- Ad production assistance available
- Receive a free Highlighted Listing with purchase (see page 9 for more details)

PRICE

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*All other Premium Positions are the Standard Rate +10%
NATIVE ADVERTISING

ABOUT

- Native Advertising provides an in-magazine reader experience that creates a deeper conversation with the reader
- Provide copy & photos to be laid out in a native format to integrate seamlessly into the guide
- Ad receives click-through link to your site in eGuide
- Copywriting assistance available
- Receive a free Highlighted Listing with purchase (see page 9 for more details)

STATS*

- Native Ads are looked at 52% more frequently than traditional Display Ads
- 9% Higher Brand Affinity
- 18% Higher Lift for Purchase Intent Responses
- 13% more likely to be shared by a Consumer

PRICE

<table>
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</table>

*Study by Sharethrough and IPG Media Lab in the travel and entertainment industry.
### ABOUT

- Receive a free Highlighted Listing with Display or Native Advertising purchase
- Stand out even more with a Featured Photo Listing that includes a photo and expanded copy (receive 50% off with a Display or Native Advertising purchase)
- Includes page number directing to your ad within the guide
- Upgrade your online Listing with a Digital Enhanced Listing Add-on

### PRICE

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*50% Discount only available with a purchase of a Display Ad*
## RATE CARD

### DESTINATION MARYLAND GUIDE

<table>
<thead>
<tr>
<th>Rate Card Description</th>
<th>Rate</th>
<th>SEE PAGE:</th>
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<td></td>
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### LISTINGS

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### IMPORTANT DATES

**Ad Reservation Date:** 8/31/2020  
**Materials Due:** 9/11/2020

### AD PRODUCTION & COPYWRITING ASSISTANCE AVAILABLE

Contact Taryn Parker at Taryn.Parker@MilesPartnership.com for more information.

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### TO PARTICIPATE IN THE 2021 PROGRAM CONTACT:

**CARLY STEDMAN NOROSKY**

**Direct:** 202-681-8169  
**Email:** Carly.Stedman@MilesPartnership.com

As a former CVB Marketing Director with more than two decades of experience in the tourism industry (including work at Yellowstone National Park and a cruise ship), Carly’s passion for travel marketing has inspired successful marketing campaigns for Miles partners for nearly 10 years. Carly is our Travel Media Sales and Marketing Executive for the Capital Region, consulting on integrated domestic and international program strategy.
Miles is a strategic marketing partner that provides services for the Maryland Office of Tourism. Miles is 100 percent travel focused and provides demonstrations with innovative, forward-thinking content marketing solutions that result in increased visitation and measurable results. Miles is a proud member of the Maryland Office of Tourism marketing team.