Spring 2021 Preliminary Co-op Plan

10/26/20
Brand Positioning Statement

TO leisure travelers
WHO appreciate and seek out unique experiences
MARYLAND
IS where you’ll create happy memories that last a lifetime.
THERE’S ONLY ONE PLACE IN THIS GREAT NATION that so perfectly combines all that’s authentically great about America. A place that packs so much beautiful nature and so many cultural, culinary, and water-related experiences into one unique place: Maryland. And we want to share our friendly state with all who are open for it. This campaign is meant to be a call, a wish, an invitation—to open hearts and minds to Maryland, and to be open for an incredible vacation here—because we’re open for you.
Hello, I am Maryland. I am...

**RELATABLE**
- Authentic
- Thoughtful
- Real
- Inclusive
- Welcoming
- Comfortable
- Friendly
- Smile-inducing
- Sweet
- Heartwarming
- Warm
- Approachable
- Unapologetic
- Intimate
- Casual sophisticated

**SPIRITED**
- Fun
- Engaging
- Enthusiastic
- Playful
- Energetic
- Lighthearted
- Humble proud

**QUIRKY**
- Offbeat
- Misdirection
- Unique
- Interesting
- Surprising
‘Open’ Creative Examples

- **Open For** WHY NOT GO
  - OPEN FOR OVERNIGHT

- **Open For** R & R
  - OPEN FOR OVERNIGHT

- **Open For** FRIENDS’ TRIPS
  - STAY A NIGHT

- **Open For** CURING CABIN FEVER
  - OPEN FOR OVERNIGHT

- **Open For** CURING CABIN FEVER
  - OPEN FOR OVERNIGHT

- **Open For** WHENEVER YOU’RE OPEN FOR TRAVEL, WE’LL BE OPEN FOR YOU.
  - OPEN FOR OVERNIGHT

- **Open For** WHENEVER YOU’RE OPEN FOR TRAVEL, WE’LL BE OPEN FOR YOU.
  - OPEN FOR OVERNIGHT

- **Open For** CONNECTIONS
  - OPEN FOR OVERNIGHT

- **Open For** CRACKING UP
  - OPEN FOR OVERNIGHT

- **Open For** DAYS AWAY
  - OPEN FOR OVERNIGHT

- **Open For** RIDING THE RAILS
  - OPEN FOR OVERNIGHT
‘Open’ Creative Examples

Open for Weekends on Water
Open for Breaking Routines
Open for Curing Cabin Fever
Open for Seeing More
Open for Local Getaways
‘Open’ Creative Examples
Make Use of the Co-op Advertising Tool Kit

Learn about the Cooperative Program, Participant Checklist, WebDAM Photography Usage, Ad Templates, Anatomy, Typography, and more!

Available on VisitMaryland WebDAM.
Planning Parameters

• **Objectives**
  - Build awareness of Maryland and DMOs as a travel destination
  - Drive leads/bookings for OTD and DMOs
  - Build on previously successful media partnerships

• **Target Audience**
  - Adults 25-54, Male/Female 50/50 split, HHI $75K-$150K

• **Geography**
  - 300-mile radius of Baltimore
Digital Plays a Key Role in Our Core Target Consumers’ Attitudes & Lifestyle

Internet attitudes shift with age

<table>
<thead>
<tr>
<th>Statement</th>
<th>AGE 25 - 39</th>
<th>AGE 40 - 54</th>
<th>AGE 55 - 74</th>
</tr>
</thead>
<tbody>
<tr>
<td>THE INTERNET HELPS ME TO BECOME AN EXPERT IN MANY THINGS</td>
<td>39.6%</td>
<td>31%</td>
<td>18%</td>
</tr>
<tr>
<td>THE INTERNET HAS BECOME A NEW WAY FOR ME TO SOCIALIZE OR MEET PEOPLE</td>
<td>52%</td>
<td>39.3%</td>
<td>25.3%</td>
</tr>
<tr>
<td>THE INTERNET HAS BECOME A PRIMARY SOURCE OF ENTERTAINMENT FOR ME PERSONALLY</td>
<td>55.9%</td>
<td>43.6%</td>
<td>25.2%</td>
</tr>
<tr>
<td>I NEED TO BE CONNECTED TO THE INTERNET FROM THE MOMENT I WAKE UP UNTIL THE MOMENT I GO TO BED</td>
<td>27.4%</td>
<td>20.3%</td>
<td>13.2%</td>
</tr>
<tr>
<td>IF I FIND SOMETHING I WANT IN A STORE, I GO TO THE INTERNET TO SEE IF I CAN FIND A BETTER DEAL</td>
<td>57.7%</td>
<td>51.2%</td>
<td>40.9%</td>
</tr>
<tr>
<td>I GET MORE AND MORE OF MY NEWS FROM THE INTERNET</td>
<td>65.1%</td>
<td>58.8%</td>
<td>44.2%</td>
</tr>
<tr>
<td>NOWADAYS, I ACCESS THE INTERNET MORE THROUGH MY MOBILE/HANDHELD DEVICE THAN A COMPUTER</td>
<td>65.1%</td>
<td>63.5%</td>
<td>43.6%</td>
</tr>
<tr>
<td>THE INTERNET HAS CHANGED THE WAY I SHOP FOR PRODUCTS/SERVICES</td>
<td>67.6%</td>
<td>62.8%</td>
<td>51%</td>
</tr>
<tr>
<td>THE INTERNET HELPS ME PLAN AND BOOK TRAIN</td>
<td>67.2%</td>
<td>63.4%</td>
<td>50%</td>
</tr>
</tbody>
</table>

Source: Simmons Spring 2020 Adult Study 6-month
Strategies

• Digital
  • Continue to offer matching dollars for digital, because of its robust analytics
    • Matching offered within the four travel platforms – Adara, Expedia, Sojern, TripAdvisor
    • Include a combination of travel-specific platforms and proven DMO-supported vendors

• Print
  • Allocate OTD budget to those vendors that have a history of DMO support and high Simmons index against W25-54, HHI $75-$150k, trips 1+/year
  • Maximize efficiencies by including publications that offer regional circulation/targeting
<table>
<thead>
<tr>
<th>Publication</th>
<th>Issue</th>
<th>FY20 OTD Participation</th>
<th>FY20 DMO Participation</th>
<th>FY20 OTD Net Cost</th>
<th>FY21 OTD Recommendation</th>
</tr>
</thead>
<tbody>
<tr>
<td>AAA</td>
<td>May/Jun</td>
<td>FP 4C, 2/3P 4C</td>
<td>3</td>
<td>$15,000</td>
<td>$14,700</td>
</tr>
<tr>
<td>City Mags</td>
<td></td>
<td></td>
<td></td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>May/Jun</td>
<td>N/A</td>
<td>None</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cleveland</td>
<td>May/Jun</td>
<td>N/A</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Columbus</td>
<td>May/Jun</td>
<td>N/A</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Philadelphia</td>
<td>May/Jun</td>
<td>N/A</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>Apr and Jun</td>
<td>N/A</td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food Network</td>
<td>May</td>
<td>FP 4C</td>
<td>1</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>Hearst</td>
<td>May</td>
<td>N/A</td>
<td>10</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>Meredith</td>
<td>May/Jun</td>
<td>FP 4C</td>
<td>11</td>
<td>$43,577</td>
<td>$43,577</td>
</tr>
<tr>
<td>Pathfinders</td>
<td>Spring</td>
<td>N/A</td>
<td>None</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Preservation</td>
<td>Spring</td>
<td>FP 4C</td>
<td>9</td>
<td>$7,048</td>
<td>$7,048</td>
</tr>
<tr>
<td>Recreation News</td>
<td>May</td>
<td>N/A</td>
<td>5</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>Southern Living</td>
<td>April</td>
<td>FP edit, 1/2P 4C</td>
<td>15</td>
<td>$22,902</td>
<td>$22,902</td>
</tr>
<tr>
<td>Wash Post Mag</td>
<td>Spring</td>
<td>1/2P 4C</td>
<td>5</td>
<td>$5,775</td>
<td>$5,775</td>
</tr>
<tr>
<td><strong>Net Total:</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>$94,302</strong></td>
<td><strong>$94,002</strong></td>
</tr>
<tr>
<td><strong>Budget:</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>$140,000</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Remaining:</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>$45,998</strong></td>
<td></td>
</tr>
</tbody>
</table>
# FY20 Digital Participation Summary

<table>
<thead>
<tr>
<th>Vendor</th>
<th>DMO Spend</th>
<th>OTD Match</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adara</td>
<td>$32,500</td>
<td></td>
</tr>
<tr>
<td>Worcester</td>
<td>$5,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>Allegany</td>
<td>$5,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>Howard</td>
<td>$10,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>Charles</td>
<td>$5,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>Ocean City</td>
<td>$2,500</td>
<td>$2,500</td>
</tr>
<tr>
<td>Montgomery</td>
<td>$5,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>Frederick</td>
<td>$10,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>Expedia</td>
<td></td>
<td>$0</td>
</tr>
<tr>
<td>Sojern</td>
<td></td>
<td>$0</td>
</tr>
<tr>
<td>TripAdvisor</td>
<td>$10,000</td>
<td></td>
</tr>
<tr>
<td>Dorchester</td>
<td>$10,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>OC HM</td>
<td>$10,000</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

- **Budget**: $45,000
- **OTD Match**: $42,500
- **Remaining**: $2,500
DIGITAL
Adara

- **Rationale**: Travel-focused platform to connect consumers to advertisers, has real time first-party search, booking and loyalty data from 270+ global travel suppliers. ADARA can target travelers actively searching for their next vacation, with the ability to provide detailed reporting and optimization off the DMO’s preferred KPIs (bookings, engagement with content, leads). Each campaign is customized based on the DMO’s goals/customer profile/feeder markets. Ad placement will be cross-platform display banners; other options are available (video/native content).

- **Geography**: Key DMAs

- **Recommended Flight Dates**: Campaign to run by June 30, 2021

- **OTD Participation**: Up to $5K per DMO, max $45K for all DMOs and platforms

- **DMO Participation**:
  - **Option 1**: 1 mo -$5,000 (DMO $2,500 and OTD $2,500) Total estimated impressions 749K
    - Target in-market leisure drive markets, weekend getaways and extended vacations
    - Target travelers who are searching for Maryland in real time and haven’t yet booked a trip, or past travelers to your region who haven’t yet arrived (for attractions)
    - Adara added-value 35,000 IMPs included in 749K total IMPs
    - Pre-payment by DMO 30 days after deployment
  - **Option 2**: 2 mos -$10,000 (DMO $5,000 and OTD $5,000) Total estimated impressions 1.5M
    - Target in-market leisure drive markets and top flight markets into BWI
    - Target travelers who are searching for Maryland hotels in real time
    - Competitively conquest other competing destinations
    - Adara added-value 71,000 IMPs included in 1.5M total IMPs
    - Pre-payment by DMO 30 days after deployment
### Campaign Details

- **Client**: MD Country  
- **Campaign Name**: MD FY 2020-2021  
- **Flight Date**: 8/1/2020 - 5/31/2021  
- **Budget**: $87,000.00

### Cumulative Analysis - Booking and ROI Performance from Megafan

<table>
<thead>
<tr>
<th>Flight</th>
<th>Search To Book (Days)</th>
<th>Book To Actual (Days)</th>
<th>Length of Stay</th>
<th>Total Travelers</th>
<th>Total Nights</th>
<th>Average Daily Rate (ADR)</th>
<th>Revenue</th>
<th>ROI on Investment (ROI)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>304,874</td>
<td>4,445</td>
<td>2.2</td>
<td>15.7</td>
<td>4,972</td>
<td>$105.17</td>
<td>$694,910.70</td>
<td>40%</td>
</tr>
</tbody>
</table>

### Analysis - Ad server Performance

<table>
<thead>
<tr>
<th>Tactic/Package</th>
<th>Start Date</th>
<th>End Date</th>
<th>Clicks</th>
<th>Conversion Rate</th>
<th>CTR</th>
<th>Spend</th>
<th>Viewability</th>
</tr>
</thead>
<tbody>
<tr>
<td>MD Corp FY 2020 2022</td>
<td>8/01/2020</td>
<td>8/31/2021</td>
<td>166,734</td>
<td>0.07%</td>
<td>$1,055.98</td>
<td>95.80%</td>
<td></td>
</tr>
<tr>
<td>MD Corp FY 2020 2023</td>
<td>8/01/2020</td>
<td>8/31/2021</td>
<td>303,594</td>
<td>0.05%</td>
<td>$1,994.66</td>
<td>91.75%</td>
<td></td>
</tr>
<tr>
<td>MD Corp FY 2020 2024</td>
<td>8/01/2020</td>
<td>8/31/2021</td>
<td>142,013</td>
<td>0.08%</td>
<td>$877.44</td>
<td>87.31%</td>
<td></td>
</tr>
<tr>
<td>MD Corp FY 2020 2025</td>
<td>8/01/2020</td>
<td>8/31/2021</td>
<td>88,750</td>
<td>0.07%</td>
<td>$584.48</td>
<td>94.43%</td>
<td></td>
</tr>
<tr>
<td>MD Corp FY 2020 2026</td>
<td>8/01/2020</td>
<td>8/31/2021</td>
<td>1,688,640</td>
<td>0.05%</td>
<td>$10,509.77</td>
<td>79.77%</td>
<td></td>
</tr>
<tr>
<td>MD Corp FY 2020 2027</td>
<td>8/01/2020</td>
<td>8/31/2021</td>
<td>314,886</td>
<td>0.04%</td>
<td>$2,046.23</td>
<td>95.36%</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,714,617</strong></td>
<td><strong>1,435</strong></td>
<td><strong>1,055.98</strong></td>
<td><strong>87,000.00</strong></td>
<td><strong>95.80%</strong></td>
<td><strong>91.75%</strong></td>
<td><strong>87.31%</strong></td>
</tr>
</tbody>
</table>
Expedia

- **Rationale:** Travel-focused platform connecting travelers with advertisers through their exclusive first-party travel intent and booking data, reaching millions of highly engaged travel shoppers

- **Geography:** Key DMAs

- **Recommended Flight Dates:** Campaign to run by June 30, 2021

- **OTD Participation:** Up to $5K per DMO, max $45K total for all DMOs and platforms

- **DMO Participation:** $10K minimum per DMO
  - 3-way program: $10K DMO + $10K Expedia + $5K OTD = $25K Total
  - Target potential travelers who have searched for Maryland within the last 1-30 days

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**Conversion Summary For**

*Spring/Summer 2017*

<table>
<thead>
<tr>
<th>ID Number: 123456</th>
<th>Campaign Dates: April 24, 2017 to August 11, 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Report Period:</td>
<td>May 1, 2017 to June 26, 2017</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR</th>
<th>Ad Spend</th>
<th>Visit-thru 5</th>
<th>Click-thru 5</th>
<th>Total 5</th>
<th>RPM</th>
<th>ADM</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5.1M</td>
<td>3,400</td>
<td>0.07%</td>
<td>$66,386</td>
<td>$2,867,221</td>
<td>$17,200</td>
<td>$2,884,481</td>
<td>20,728</td>
<td>$139</td>
<td>43.5</td>
</tr>
</tbody>
</table>

Last Updated: 6/28/2017 1:30:18 AM
## Media Plan

**Targeting Key**

PDEST = Destinations searched for within the last 1-30 days

<table>
<thead>
<tr>
<th>Line Item</th>
<th>Placement Name, Ad Size, Ad Location</th>
<th>Targeting</th>
<th>Start Date</th>
<th>End Date</th>
<th>Ad Type</th>
<th>Net CPM</th>
<th>Ad Requests</th>
<th>Total Net</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Expedia.com (USA) 160x600 ROS**</td>
<td>Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [Maryland]</td>
<td>TBD: 6 to 8 wks</td>
<td>TBD: 6 to 8 wks</td>
<td>CPM</td>
<td>$20.00</td>
<td>375,000</td>
<td>$7,500.00</td>
</tr>
<tr>
<td>2</td>
<td>Expedia.com (USA) 160x600, 300x250, 728x90 ROS**</td>
<td>Added Value</td>
<td>TBD: 6 to 8 wks</td>
<td>TBD: 6 to 8 wks</td>
<td>Added Value</td>
<td>Added Value</td>
<td>500,000</td>
<td>$-</td>
</tr>
<tr>
<td>3</td>
<td>Hotels.com (USA) 160x600 ROS**</td>
<td>Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [Maryland]</td>
<td>TBD: 6 to 8 wks</td>
<td>TBD: 6 to 8 wks</td>
<td>CPM</td>
<td>$20.00</td>
<td>375,000</td>
<td>$7,500.00</td>
</tr>
<tr>
<td>4</td>
<td>Hotels.com (USA) 160x600, 300x250, 728x90 ROS**</td>
<td>Added Value</td>
<td>TBD: 6 to 8 wks</td>
<td>TBD: 6 to 8 wks</td>
<td>Added Value</td>
<td>Added Value</td>
<td>500,000</td>
<td>$-</td>
</tr>
</tbody>
</table>

**CPMs and Impressions are not guaranteed until a system check is complete, and an IO is signed. Budget Breakdown is $10K CVB budget + $5K Maryland Match budget = $15K media spend. Expedia provides 1:1 added value match on DMO’s contribution in additional impressions.**

*Budget and impressions will be split between Expedia.com & Hotels.com*

Total Net: $1,750,000 - $15,000.00
Sojern

• **Rationale:** Travel-focused platform specializing in path to travel for more than a decade. Sojern analyzes 350 million unique travelers and billions of predictive purchase signals to activate multi-channel marketing solutions. Sojern works with 65+ travel data partners consisting of OTAs, airlines, hotel chains, metasearch sites, cruise companies, travel review sites, car rental companies and travel packagers.

• **Geography:** Key DMAs

• **Recommended Flight Dates:** Campaign to run by June 30, 2021

• **OTD Participation:** Up to $5K per DMO, max $45K total for all DMOs and platforms

• **DMO Participation:**
  - $3K minimum per DMO ($1K/mo x 3 mos) with total Co-op minimum of $10K over three months (including multiple DMOs and OTD’s match)
  - Sojern added-value match DMO up to $5K total per DMO
  - Will utilize the Sojern platform and data to target and optimize each advertising campaign. Post-campaign analytics, including economic impact, will be provided for the destination, as well as applicable insights for the hotel or tourism partner.
  - Any combination of display, native or video can be used depending on DMO goals

<table>
<thead>
<tr>
<th>Display CPM</th>
<th>Native CPM</th>
<th>PreRoll Video CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partner Investment $7.50 CPM</td>
<td>Partner Investment $9 CPM</td>
<td>Partner Investment $21 CPM</td>
</tr>
<tr>
<td>DMO Match $7.50 CPM</td>
<td>DMO Match $9.00 CPM</td>
<td>DMO Match $21 CPM</td>
</tr>
<tr>
<td>Sojern Match $7.50 CPM</td>
<td>Sojern Match $9.00 CPM</td>
<td>Sojern Match $21.00 CPM</td>
</tr>
<tr>
<td>eCPM = $5</td>
<td>eCPM = $6</td>
<td>eCPM = $14</td>
</tr>
</tbody>
</table>
Sojern

- All partners will get their own Sojern Online Account where they’ll get access to insights and reporting.

Campaign Delivery

Campaign Performance

Destination/Marketing Insights
TripAdvisor

**Rationale:** Travel-focused, geographically targeted, proven partner, reaching potential travelers actively searching for travel information in Maryland and key areas

**Geography:** Key DMAs

**Recommended Flight Dates:** Campaign to run by June 30, 2021

**OTD Participation:** Up to $5K per DMO, max $45K total for all DMOs and platforms

**DMO Participation:** $10K Minimum per DMO

- 3-way program: $10K DMO + $5K TripAdvisor + $5K OTD = $20K Total
Sample Report:

<table>
<thead>
<tr>
<th>Campaign Performance Notes to Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>908,394 impressions served.</td>
</tr>
<tr>
<td>3,589 clicks received.</td>
</tr>
<tr>
<td>0.40% average campaign CTR.</td>
</tr>
<tr>
<td>944% performance against TripAdvisor's average CTR rate of .08%.</td>
</tr>
<tr>
<td>558% performance against Google's Travel Vertical average CTR rate of .06%.</td>
</tr>
<tr>
<td>71% average viewability across the campaign.</td>
</tr>
<tr>
<td>Performance against the online average seconds ads are within view of 10.58 seconds as measured by IAS in H1, 2018.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Row Labels</th>
<th>Sum of Ad server impressions</th>
<th>Sum of Ad server clicks</th>
<th>Sum of CTR</th>
<th>Average of Ad server active view % viewable impressions</th>
<th>Average of Ad server active view average viewable time (seconds)</th>
</tr>
</thead>
<tbody>
<tr>
<td>TA_Ocean_City_Maryland_Hotel_Motel_Restaurant_Association</td>
<td>908,394</td>
<td>3,589</td>
<td>0.40%</td>
<td>73%</td>
<td>20</td>
</tr>
<tr>
<td>Maryland and Competing State (VA, DC and DE) content on TripAdvisor - TA BONUS</td>
<td>166,670</td>
<td>791</td>
<td>0.47%</td>
<td>71%</td>
<td>15</td>
</tr>
<tr>
<td>Ocean City content</td>
<td>218,098</td>
<td>971</td>
<td>0.41%</td>
<td>74%</td>
<td>24</td>
</tr>
<tr>
<td>Ocean City (Hotel) content</td>
<td>86,958</td>
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</tr>
<tr>
<td>Relinbo Beach, Jersey Shore &amp; Virginia Beach content</td>
<td>166,668</td>
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</tr>
<tr>
<td>Maryland and Competing State (VA, DC and DE) content on TripAdvisor - OTD BONUS</td>
<td>250,000</td>
<td>1,055</td>
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<tr>
<td>Grand Total</td>
<td>908,394</td>
<td>3,589</td>
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<td>73%</td>
<td>20</td>
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</tbody>
</table>
Meredith Publishing Digital

• **Rationale:** Proven partner with premium quality content, to complement print placement
• **Geography:** CT, DC, DE, MD, NJ, NY, OH, PA, VA
• **Recommended Flight Dates:** May 1 – June 30, 2021
• **OTD Participation:** No Participation/Matching
• **DMO Participation:** Digital only available to DMOs that run in print Co-op
• **Option 1**
  • 2,100,000 Ad Impressions -$21,000 net
  • allrecipes.com, bhg.com, eatingwell.com, instyle.com, parents.com, and realsimple.com websites
  • Mix of units (728x90 & 300x250) and Mobile (320x50) and Video
• **Option 2**
  • 1,050,000 Ad Impressions -$11,500 net
  • allrecipes.com, bhg.com, eatingwell.com, instyle.com, parents.com, and realsimple.com websites
  • Mix of units (728x90 & 300x250) and Mobile (320x50) and Video
## Sample Final Reporting

<table>
<thead>
<tr>
<th>Line Item</th>
<th>Date</th>
<th>Line Item ID</th>
<th>Delivery Indicator</th>
<th>Ad server Impressions</th>
<th>Ad server clicks</th>
<th>Ad server CTR</th>
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<td>48,847</td>
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</tr>
</tbody>
</table>

**Total** | | | | 1,141,412 | 1433 | 0.13% |
Washingtonpost.com

- **Rationale:** Washingtonpost.com is a proven partner, reaching potential travelers in Maryland and key areas
- **Geography:** Key DMAs
- **Recommended Flight Dates:** Campaign to run by June 30, 2021
- **OTD Participation:** No participation/Matching

**DMO Participation:**
- **Option 1:** $30,000; “In-Focus” Custom Article, Estimated Impressions 2.2M
  - Includes custom article on washingtonpost.com and Homepage, In-Article, mobile and Facebook/IG ads
- **Option 2:** $20,000; “In-Focus” Templated Custom Article, Estimated Impressions 1.4M
  - Includes templated custom article on washingtonpost.com and Homepage, In-Article, mobile and Facebook/Instagram ads
- **Option 3:** $15,000; Estimated Impressions 810,000
  - Includes Mobile Point-of-Entry Takeover and rotational Cross-Platform media
- **Option 4:** $10,000; Estimated Impressions 800,000
  - Includes choice of PostPulse, FlexPlay Video and FlexPlay Mozaic
- **Option 5:** $7,500; Estimated Impressions 600,000
  - Ripple
- **Option 6:** $5,000; Estimated Impressions 400,000
  - Includes choice of WP+ Audience Extension, WP+ Facebook or rotational Cross-Platform media
# Campaign Summary

<table>
<thead>
<tr>
<th>Contract Description</th>
<th>Detail</th>
<th>Date(s)</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR</th>
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<tbody>
<tr>
<td>Custom Cross Platform Half Page with Sports Widget, News &amp; Lifestyle Content Rotations Geo-targeted to DC DMA - 300x600</td>
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<td></td>
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<td>Cross Platform Sports Section Rotational Media. Geo-targeting DC DMA - 300x250</td>
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</tr>
<tr>
<td>Cross Platform Clavis content and audience targeting OR audience targeting. Geo-targeting DC DMA - 300x600</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facebook Mobile Web News &amp; Lifestyle Content Group, Geo-Targeting DC DMA - 300x250</td>
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<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### CONTENT METRICS

<table>
<thead>
<tr>
<th>CONTENT TITLE</th>
<th>DATE RANGE</th>
<th>PAGE VIEWS</th>
<th>UNIQUE VISITORS</th>
<th>SCROLL STARTS</th>
<th>AVERAGE TIME</th>
<th>ENGAGEMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONTENT TITLE</td>
<td>DATE RANGE</td>
<td>PAGE VIEWS</td>
<td>UNIQUE VISITORS</td>
<td>SCROLL STARTS</td>
<td>AVERAGE TIME</td>
<td>ENGAGEMENTS</td>
</tr>
</tbody>
</table>

### DEVICE BREAKOUT

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<thead>
<tr>
<th>PLATFORM</th>
<th>% OF USERS</th>
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</thead>
<tbody>
<tr>
<td>Desktop</td>
<td></td>
</tr>
<tr>
<td>Tablet</td>
<td></td>
</tr>
<tr>
<td>Mobile</td>
<td></td>
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</tbody>
</table>

### VIDEO CONTENT METRICS

<table>
<thead>
<tr>
<th>VIDEO TITLE</th>
<th>TOTAL VIEWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>VIDEO TITLE</td>
<td>TOTAL VIEWS</td>
</tr>
</tbody>
</table>

### SOCIAL MEDIA METRICS

<table>
<thead>
<tr>
<th>CONTENT TITLE</th>
<th>SOCIAL PLATFORM</th>
<th>ACTIONS</th>
<th>REFERRALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONTENT TITLE</td>
<td>SOCIAL PLATFORM</td>
<td>ACTIONS</td>
<td>REFERRALS</td>
</tr>
</tbody>
</table>

### METRICS KEY

- **Page Views**: An instance of a user visiting a page.
- **Unique Visitors**: Number of distinct individuals regardless of visits.
- **Average Time on Page**: Average amount of time a user spent on the page in minutes.
- **Device Breakdown**: % of unique visitors reading content on desktop, mobile, or tablet devices.
- **Facebook Actions**: Likes, shares and comments.
- **Interactive Content Engagement**: An instance of a user clicking on an interactive feature within the content.
- **Twitter Actions**: The number of times a user clicked on a Twitter post.
- **Linkedin Actions**: The number of times a user clicked on a LinkedIn post.
- **Social Referrals**: An instance of a user sharing the content on social media.
- **Video Views**: An instance of video content being viewed either initiated by the user or autoplaying on site, in-app or on social media.
AAA World

- **Rationale:** Travel focused, geographically targeted, proven partner
- **Circulation:** 1,825,000
- **Geography:** CT, DC, DE, MD, NJ, PA, VA
- **Recommended Issue/Format:** Mar/Apr multi-page MD section
- **Material Close:** 1/20
- **OTD Participation:**
  - FP 4C $14,700
  - Added Value
    - Online Reader Service year round
    - Content sponsor for digital MDMO co-op in The Extra Mile digital content hub – digital inclusion with ad and advertorial
    - Leaderboard banner ad and weekly e-mail digital ad
- **DMO Participation:**
  - 1/2P 4C $5,495
  - 1/3P 4C $4,490
  - 1/6P 4C $2,495
  - Added Value: Online reader service, Placement in digital MDMO co-op w/ad and url link
City Magazines

- **Rationale:** Geographically targeted to key cities
- **Format:** Full Page or Spread depending on number of DMOs
- **Recommended Issue:** April, May and/or June
- **OTD Participation:** No participation
- **Cincinnati Magazine:** (Min 4 participants)
  - Circulation: 30,000
  - Material Close: Apr-2/23; May-3/22
  - 1/4P 4C Cost: $720
- **Cleveland Magazine:** Apr, May or Jun (Min 2 participants)
  - Circulation: 30,000
  - Material Close: Apr-3/5; May-3/31; Jun 4/27
  - Image, logo, 35-50 words –1x $1,450; 2x $1,250 ea
City Magazines

- **Columbus Magazine**: May (Min 3 participants)
  - Circulation: 20,000
  - Material Close: May-3/26
  - 1/3P 4C Cost: $1,250

- **Philadelphia Magazine**: (Min 6 participants)
  - Circulation: 65,797
  - Material Close: May-3/5; Jun-4/16
  - 1/3P 4C Cost: $2,500 (includes photo, 30 words)
  - Added Value: Getaway Guide E-blast

- **Pittsburgh Magazine**: Apr and June (Min 3 DMOs, 2 issues)
  - Circulation: 29,500
  - Material Close: Apr-2/15; Jun-4/16
  - $2,789 max/DMO insertion (depends on number of DMOs and issues)
  - Added Value: Pg2 and 3 in June issue
Food Network Magazine

- **Rationale:** Geographically targeted, proven partner with high Simmons index against W25-54, HHI $75-$150k, trips 1+/year
- **Circulation:** 427,148
- **Geography:** CT, DC, MA, MD, NY, OH, PA, VA, WV
- **Recommended Issue/Format:** June/MD multi-page section
- **Material Close:** 3/1
- **OTD Participation:** No participation
- **DMO Participation:** Minimum $25,000 total (final layout determined by number of participants)
  - 1/6P 4C $2,600
  - 1/3P 4C $5,000
  - 1/2P 4C $8,000
- **Added Value:** E-mail blast, In-book listing, Online listing, Video post, tweets
Hearst Women’s Group

- **Rationale:** Geographically targeted, proven partner with high Simmons index against W25-54, HHI $75-$150k, trips 1+/year
- **Circulation:** 1,400,000
  - Country Living
  - Good Housekeeping
  - Woman’s Day
- **Geography:** CT, DC, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT
- **Recommended Issue/Format:** May/MD multi-page section
- **Material Close:** 2/11
- **OTD Participation:** No participation
- **DMO Participation:**
  - FP 4C $32,683
  - 1/2P 4C $17,162
  - 1/3P 4C $11,985
  - 1/6P 4C $6,265
Meredith Publications

- **Rationale:** Geographically targeted, proven partner with high Simmons index against W25-54, HHI $75K-$150K, trips 1+/year

- **Circulation:** 3,600,000
  - allrecipes(June)
  - BH&G (May)
  - EatingWell(May)
  - InStyle (May)
  - Parents (May)
  - Real Simple (May)

- **Geography:** CT, DC, DE, MD, NJ, NY, OH, PA, VA
• **Recommended Issue/Format:** See previous page/MD multi-page section

• **Material Close:** 1/25

• **OTD Participation:**
  - FP 4C $43,577

• **DMO Participation:**
  - 1/2P 4C $36,064
  - 1/3P 4C $27,048
  - 2 1/4” x 4” $16,014
  - 2 1/3” x 3” $11,922
  - 2 1/4” x 2” $7,216

• **Added Value:** Reader Service
Pathfinders Travel

- **Rationale:** Travel focused and demographically targeted; *Publication has changed its format to all digital*
- **Circulation:** 100,000
- **Geography:** National
- **Recommended Issue/Format:** Spring (Mar/Apr)
- **Material Close:** 2/19
- **OTD Participation:** No participation
- **DMO Participation:**
  - FP 4C $1,500
  - 1/2P 4C $975
Preservation Magazine

- **Rationale:** Travel focused, proven partner
- **Circulation:** 135,000
- **Geography:** National (59% east of Mississippi)
- **Recommended Issue/Format:** Spring/MD multi-page section
- **Material Close:** 2/11
- **OTD Participation:**
  - FP 4C $7,048 w/120 words plus two images
  - Added Value: Listing in digital Travel Guide/Heritage Destination
- **DMO Participation:**
  - 1/6P 4C $2,380 w/45 words plus one image
  - Added Value: Listing in digital Travel Guide/Heritage Destination
Recreation News

• **Rationale:** Travel-focused, proven partner reaching federal employees in 747+ gov’t buildings

• **Circulation:** 93,000

• **Geography:** DC, NoVA

• **Recommended Issue/Format:** May/MD multi-page section

• **Material Close:** 4/15

• **OTD Participation:** No participation

• **DMO Participation:**
  - FP 4C $2,800
  - 1/2P 4C $1,500
  - 1/4P 4C $899
  - 1/6P 4C $575
  - Added Value: Reader Service
Southern Living

- **Rationale:** Geographically targeted, proven partner with high Simmons index against W25-54, HHI $75k-$150k, trips 1+/year
- **Circulation:** 353,000
- **Geography:** DC, DE, MD, NJ, NY, PA, VA
- **Recommended Issue/Format:** April/MD multi-page section
- **Material Close:** Advertorial assets-1/11; Ad creative-1/22
- **OTD Participation:**
  - FP edit and 1/2P 4C $22,902
  - Added Value: SL Travel Planner listing Mar-Dec
- **DMO Participation:**
  - 1/6P 4C $5,535
  - Added Value: SL Travel Planner listing Mar-Dec
Washington Post Magazine

- **Rationale:** Travel-focused, geographically targeted, proven partner
- **Circulation:** 550,000
- **Geography:** MD, DC, VA
- **Recommended Issue/Format:** Spring Travel (Mar)/MD section
- **Material Close:** 2/14
- **OTD Participation:**
  - 1/2P 4C $5,775
  - Added Value: 80 words of edit, 2 calendar events/dates, link
- **DMO Participation:**
  - FP 4C $10,500
  - 1/2P H 4C $5,775
  - 1/3P H 4C $4,200
  - 1/6P 4C $2,624
  - Added Value: 80 words of edit, 2 calendar events/dates, link
Thank you.