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SPURRIER GROUP

RESEARCH | STRATEGY | MEDIA



Spring 2019
Preliminary Co-Op Plan
10.10.18

Overview



Planning Parameters

- **Objectives**
 - Build awareness of Maryland and DMOs as a travel destination through cost-effective print and digital options
 - Drive leads/bookings for OTD and DMOs
 - Build on previously successful media partnerships and expand digital offerings with trackable results
 - Streamline media partners to include those with a history of participation and effective results
- **Target Audience**
 - Adults 25-54, skews female, HHI \$75-\$150K
- **Geography**
 - 300-mile radius of Baltimore



MMS 2017 MD Tourism Study indicates heavy online use when trip planning

Travel Planning (cont.)

- Respondents reportedly use several tools to research and book their trips. Tools mostly use among participants include:
 - Specific destination websites (65%), and
 - Websites of hotels and other attractions (60%).

TRIP PLANNING RESEARCH TOOLS	
Specific destination websites	65%
Websites of hotels and other attractions	60%
Recommendations from friends, family, co-workers	52%
Websites of reviews	48%
Online travel booking sites/apps (Expedia, Orbitz, etc.)	38%
Printed guidebooks and brochures	18%
Social media posts	17%
Blog posts	10%
Newspaper/magazine story	9%
Travel advisors/agent	8%
Television advertising or program	6%
Radio advertising or program	2%
None	4%
Other	< 1%
N =	2,800

Table 10: Q18. When you research and book trips, which of the following tools do you use? (Please select all that apply.)

Strategies

- Digital
 - Shift available print dollars to digital, because of its targeting and tracking abilities
 - Allocate OTD budget to travel-specific platforms because of their proven efficiencies, ROI and robust analytics
 - Include non-travel specific options with proven DMO-supported vendors
- Print
 - Allocate OTD budget to those publications proven to be effective and supported heavily by DMOs
 - Continue to give DMOs additional print options in proven publications

FY18 Print Summary/FY19 Print Recommendation

OTD FY18 Spring Co-op Summary/FY19 Recommendation						
Publication	Issue	OTD Participation	DMO Participation	OTD FY18 Net Cost	FY19 Net Cost	OTD FY19 Rec.
AAA	May/Jun	FP 4C, 2/3P 4C	16	\$14,700	\$14,700	\$14,700
City Mags						DMO Only
Cincinnati	May/Jun	N/A	None			
Cleveland	May/Jun	N/A	3			
Columbus	May/Jun	N/A	4			
Philadelphia	May/Jun	N/A	7			
Pittsburgh	Apr and Jun	N/A	3			
Coastal Living	April	N/A	6			N/A
Food Network	May	FP 4C	5	\$16,900	\$22,000	Out
Grt Vac Getaways	Sp/Su	Banner Ad 4C	3	\$3,695	\$3,695	DMO Only
Hearst	May	N/A	9			DMO Only
Meredith	May/Jun	FP 4C	12	\$43,577	\$43,577	\$43,577
Nat Conservancy	Summer	FP 4C		\$22,000	N/A	N/A
Pathfinders	Spring	N/A	2			DMO Only
Preservation	Spring	FP 4C	7	\$6,909	\$7,048	\$7,048
Recreation News	May	N/A	13			DMO Only
RoadRUNNER	May/Jun	FP 4C	2	\$4,590	\$4,590	Out
Southern Living	April	FP edit, 1/2P 4C	17	\$22,454	\$22,903	\$22,903
Wash Post Mag	Spring	1/2P 4C	6	\$5,775	\$5,775	\$5,775
			Net Total:	\$140,600		\$94,003
					Budget	\$140,000
					Remaining	\$45,997



FY18 Digital Summary/FY19 Recommendation

FY18 OTD Digital Co-op Recap/FY19 Recommendation							
Vendor	Timing	OTD Participation	DMO Participation	Impressions	Clicks	CTR	FY19 Rec.
ADARA		N/A	1	1,738,462	5,528	0.32%	TBD
Meredith		N/A	3	3,000,000	2,883	0.09%	DMO Only
Sojern		N/A	1	2,525,895	6,098	0.24%	TBD
TripAdvisor		N/A	7	4,703,592	12,381	0.26%	TBD
Washington Post		N/A	11	TBD	TBD	TBD	DMO Only
						Net Total:	TBD
						Budget	\$46,000

Digital



ADARA

- **Rationale:** Travel-focused platform to connect consumers to advertisers, has real-time first-party search, booking and loyalty data from 175+ 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, 2019
- **OTD Participation:** Up to \$5K per DMO per platform, max \$46K total for all DMOs and platforms
- **DMO Participation:**
 - **Option 1:** Leisure Drive Market Co-op – 1 month - \$5,000
 - 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 confirmed travelers to your region who haven't yet arrived (for attractions)
 - Total estimated impressions 825K
 - **Option 2:** Leisure flight and Drive Market Co-op – 2 months - \$10,000
 - Reach customers interested in flight + hotel vacations
 - 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
 - Total estimated impressions 1.7M

A sample list of ADARA's data partners:



ADARA



Client	St. Mary's County Dept of Tourism
Campaign Name	St. Mary's Spring 2018
Flight Date	05/07/2018 - 06/30/2018
Budget	\$ 10,000.00
Report updated	9/10/2018

Cumulative Analysis - Booking and ROI Performance

IO Name	Vertical	Destination	Bookings	Avg. LOS	Avg. AP	Avg. # Travelers	ADR (USD)	Total Travelers	Total Nights	Revenue (USD)	ROI
St. Mary's Spring 2018	Flight	St. Mary's Co.	3481	4.5	26.7	1.4		4931	15656		
St. Mary's Spring 2018	Hotel	St. Mary's Co.	61	4.2	16.8	1.9	105.95	119	253	\$26,805.35	268.05%
Booking Revenue Total to Date			3542				\$105.95	5,050	15,909	\$26,805.35	268.05%

Cumulative Analysis - Ad Server Performance

Tactic/Package	Cumulative						Delivery			
	Start	End	Rate	Impression	Spend	Impression	Clicks	CTR	Spend (uncapped)	
St Marys Spring 2018 AV	5/7	6/30	\$0.00	200,000	\$0.00	200,402	1,365	0.68%	\$ -	
St Marys Spring 2018 Blended	5/7	6/30	\$6.50	1,538,462	\$10,000.00	1,538,571	4,163	0.27%	\$ 10,000.71	
Total to Date				1,738,462	\$10,000.00	1,738,973	5528	0.32%	\$ 10,000.71	
Month	Date	Impressions	Clicks	CTR	Spend					
May	5/7	13,481	33	0.24%	\$8.58					
	5/8	14,275	7	0.05%	\$52.72					
	5/9	14,268	7	0.05%	\$58.19					
	5/10	14,165	8	0.06%	\$57.66					



Meredith Publishing

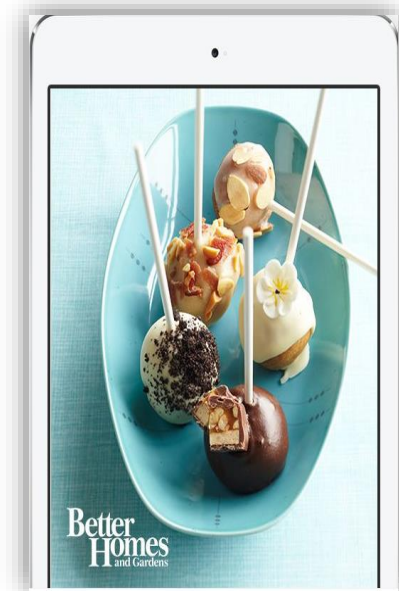
- **Rationale:** Proven partner with premium quality content, to complement print placement
- **Geography:** CT, NY, NJ, PA, DE, MD, D.C., OH, VA, WV
- **Recommended Flight Dates:** May 1 – June 30, 2019
- **OTD Participation:** No participation
- **DMO Participation:** Consider Homepage Takeover if enough DMOs participate

Option 1

- 2,000,000 Ad Impressions - \$21,000 net
- allrecipes.com, eatingwell.com, rachelray.com, bhg.com, familycircle.com and traditionalhome.com websites
- Mix of Unit Types Desktop (728x90 & 300x250) and Mobile (320x50)

Option 2

- 1,000,000 Ad Impressions - \$11,500 net
- allrecipes.com, eatingwell.com, rachelray.com, bhg.com, familycircle.com and traditionalhome.com websites
- Mix of unit types Desktop (728x90 & 300x250) and Mobile (320x50)



Meredith Publishing

Advertiser Name

5/1/2018

updated thru. 6/30/2018

Start Date	End Date	Placement	Size	Goal	May 2018		
					Billable Impressions (First Party)	First Party Clicks	CTR
5/1/2018	5/15/2018	Display_Meredith Digital_Best Performing_Omni-channel Geo-Targeted		1,000,000	1,000,135	1242	0.12%
		Display_Meredith Digital_Best Performing_Omni-channel Geo-Targeted	300x250		834,018	1061	0.13%
		Display_Meredith Digital_Best Performing_Omni-channel Geo-Targeted	320x50		36,930	44	0.12%
		Display_Meredith Digital_Best Performing_Omni-channel Geo-Targeted	728x90		129,187	137	0.11%



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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, 2019
- **OTD Participation:** Up to \$5K per DMO per platform, max \$46K total for all DMOs and platforms
- **DMO Participation:** \$1K minimum
 - **Sojern Fusion**
 - 3-way or more advertising co-op program funded by:
 - OTD
 - DMO(s)
 - Sojern
 - 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.
 - Funding Matrix example

A sample list of Sojern’s data partners:



Single Partner Example

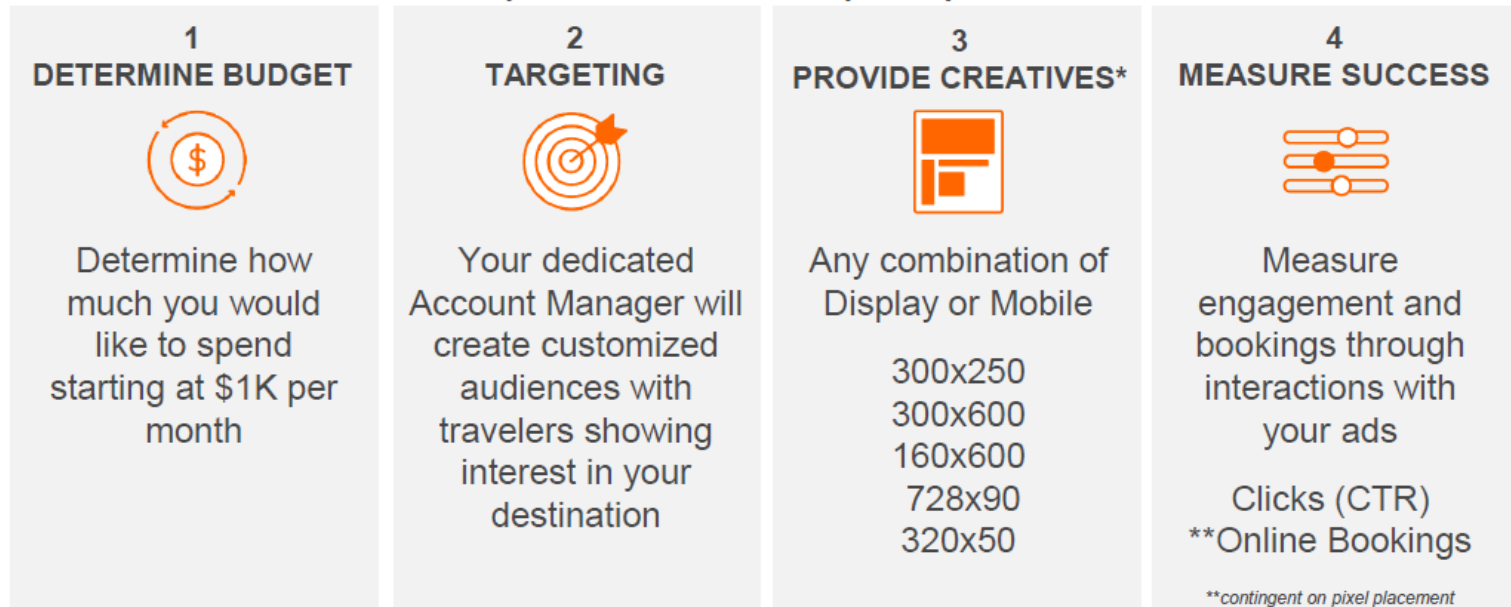


A DMO partner investing \$10,000 experiences the commercial impact of a \$30,000 campaign.


Sojern

Delivering Results For ALL Stakeholders

Easy to Get Started in 4 Simple Steps



*If you do not have digital creative, we will build it for you.

Confidential & Proprietary 



Sojern

Post-Impression Travel Summary

How did the campaign perform in terms of engaging travelers for Example Destination?

Sojern analyzed travel events for destination(s) **Example Destination** and airport(s) **XYZ**



314,578

flight searches to destination



14,184

total confirmed travelers



16,521

flight confirms to destination



\$430

per person expenditure



68,645

hotel room night searches



\$6,099,120

total est. traveler spend



1,158

hotel room night confirmations



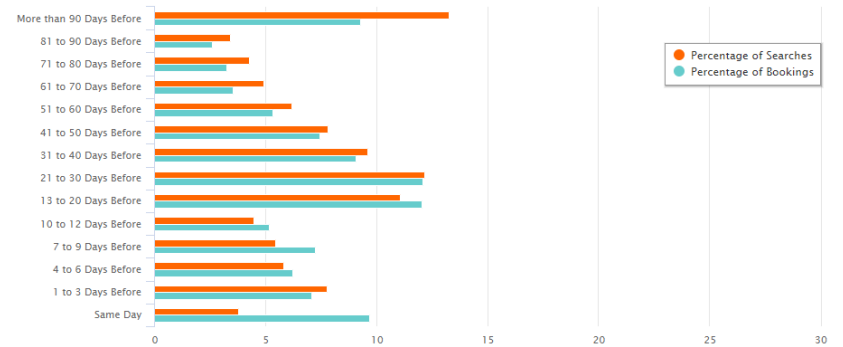
\$87.13 : \$1

return on ad spend

Trip Planning

How far ahead did impressed travelers search and book?

This chart shows how many days ahead of their travel date impressed travelers searched or booked.



Website Engagement Performance

How did the campaign perform in terms of driving people to the Example Destination's website?

The table shows how many users visited the Example Destination(s) within 30 days of being impressed by a campaign creative. It includes both the number of unique visitors and total visits by those users. If no data is shown because you have not yet placed a Sojern beacon, talk to your account manager about the benefits a Sojern beacon can provide.

Website	Unique Post-Impression Page Visitors	Total Post-Impression Page Visits
Example Destination Tracking Pixel	3,827	5,744
Example Destination Landing Page Pixel	6,121	11,089
Example Destination Homepage Pixel	12,952	20,572

Sojern



Campaign Name: Visit St Marys County 2018
Account Manager: Carly Pohlman, carly.pohlman@sojern.com
Flight Dates: 5/23/18 - 6/30/18
Delivery Dates: 6/1/18 - 6/30/18

Source: Sojern

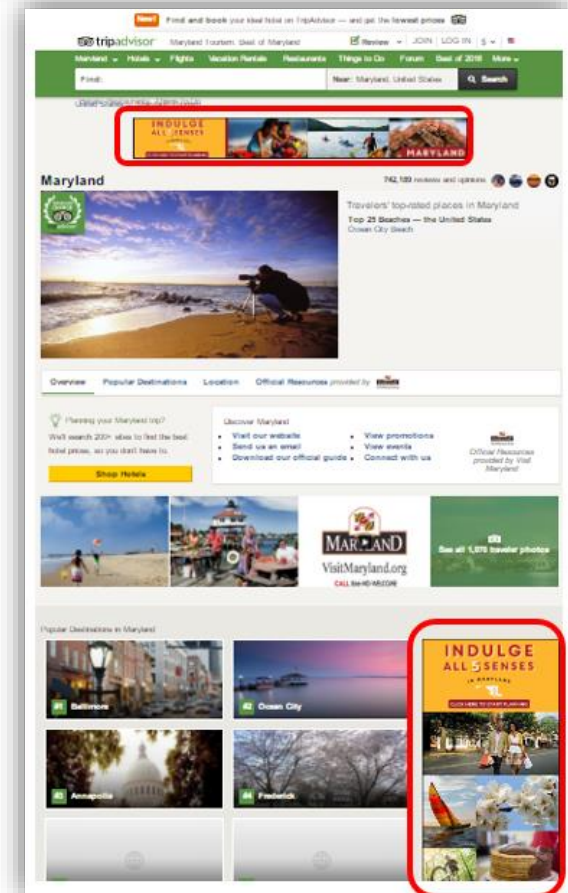
June Delivery	Placement	Impressions	Clicks	CTR
	Visit St Marys County 2018 300x250	684,236	3,243	0.47%
	Visit St Marys County 2018 300x600	82,864	101	0.12%
	Visit St Marys County 2018 320x50	666,700	1,060	0.16%
	Visit St Marys County 2018 468x60	140,914	77	0.05%
	Visit St Marys County 2018 728x90	261,431	366	0.14%
Grand Total:		1,836,145	4,847	0.26%

Campaign to Date	Placement	Impressions	Clicks	CTR
	Visit St Marys County 2018 250x250	1,505	0	0.00%
	Visit St Marys County 2018 300x250	947,396	3,861	0.41%
	Visit St Marys County 2018 300x600	112,597	119	0.11%
	Visit St Marys County 2018 320x50	922,875	1,606	0.17%
	Visit St Marys County 2018 468x60	163,430	89	0.05%
	Visit St Marys County 2018 728x90	378,092	423	0.11%
Grand Total:		2,525,895	6,098	0.24%



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, 2019
- **OTD Participation:** Up to \$5K per DMO per platform, max \$46K total for all DMOs and platforms
- **DMO Participation:** Packages are scalable and custom built for the specific DMOs
 - **Option 1:** Packages are scalable from \$5,000
 - 250,000 impressions targeted to Maryland and competing state content
 - Total estimated impressions: 250,000
 - **Option 2:** Packages ranging up to \$15,000, leveraging TripAdvisor EVERYWHERE*
 - 1,875,000 estimated impressions targeted to TripAdvisor users who live in key geotarget DMAs and have viewed Maryland and competing state content on site
 - All impressions served off TripAdvisor-campaign will be audience targeted/retargeted based
 - *Note – TripAdvisor EVERYWHERE requires a \$10K minimum investment, \$5K monthly minimum
- **What is TripAdvisor EVERYWHERE?**
 - TripAdvisor EVERYWHERE leverages its first-party data with a look-back window of 30 days. This platform knows when and where users are in the process of considering Maryland as a destination and can retarget them off TripAdvisor, at a more efficient cost than reaching those same users on tripadvisor.com. Many DMO partners utilize both strategies, including impressions that serve both on tripadvisor.com as well as off TripAdvisor via TripAdvisor EVERYWHERE.



TripAdvisor

Partner	ST. Mary's County, MD
Date/Time generated	Aug 1, 2018 3:19 PM EST
Publisher network name	TripAdvisor - DFP
User	mpreston@tripadvisor.com
Report time zone	(GMT-05:00) Eastern Time
Date range	May 1, 2018 - June 30, 2018



Notes

1) In total, the campaign has served 921,532 impressions, receiving 1,813 clicks for an average CTR of .20%; nearly 3X times better than the average CTR on TripAdvisor (.08%) and 3.5X times better than the average CTR across the Travel Vertical on the Web (.06%), per Google Benchmark.

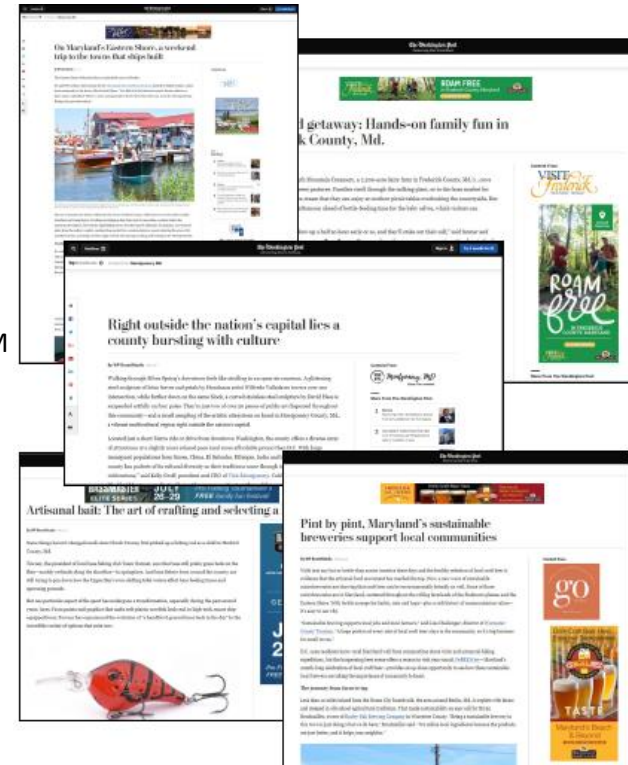
2) Average viewability across the campaign was 75%

3) [Average seconds ad were in view was 15 seconds, nearly 9X times better than the online average as measured by Proctor and Gamble in September, 2017.](#)

Row Labels	Sum of Ad server impressions	Sum of Ad server clicks	Sum of CTR	Average of Ad server Active View % viewable impressions	Average of Ad Server Active View Average Viewable Time (seconds)
TA_St._Mary's_County					
Maryland content	921,532	1,813	0.20%	75%	17
300 x 600	155,625	337	0.22%	68%	21
320 x 50	493,131	1,123	0.23%	90%	26
728 x 90	243,376	263	0.11%	77%	13
Native	29,400	90	0.31%	70%	8
Grand Total	921,532	1,813	0.20%	75%	17

Washingtonpost.com

- **Rationale:** Washingtonpost.com had significant co-op participation in previous years, reaching potential travelers in Maryland and key areas.
- **Geography:** Key DMAs
- **Recommended Flight Dates:** Campaign to run by June 30, 2019
- **OTD Participation:** No participation
- **DMO Participation:** Consider Homepage Takeover if enough DMOs participate
 - **Option 1:** \$30,000; “In-Focus” Custom Article, Estimated Total Promotional Impressions—2.2M
-Includes custom article on washingtonpost.com and Home-Page, In-Article, mobile and Facebook/Instagram promotional ads
 - **Option 2:** \$20,000; “In-Focus” Templated Custom Article, Estimated Total Promotional Imps—1.4M
-Includes templated custom article on washingtonpost.com and Home-Page, In-Article, mobile and Facebook/Instagram promotional ads
 - **Option 3:** \$15,000; Estimated Total Imps—810,000
-Includes Mobile Point-of-Entry Takeover & Rotational Cross-Platform Media
 - **Option 4:** \$10,000; Estimated Total Imps—800,000
-Includes Choice of PostPulse, FlexPlayVideo & FlexPlayMozaic
 - **Option 5:** \$7,500; Estimated Total Imps—600,000
-Ripple
 - **Option 6:** \$5,000; Estimated Total Imps—400,000
-Includes Choice of Cascade, WP+ Audience Extension, WP+ Facebook or Cross-Platform Rotational



Washingtonpost.com

Expanded State



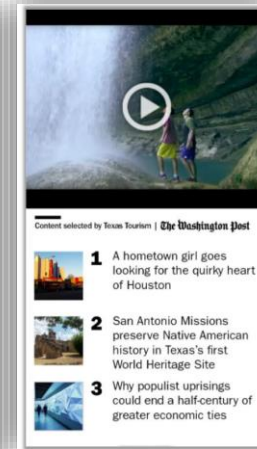
Collapsed State



Ripple



PostPulse

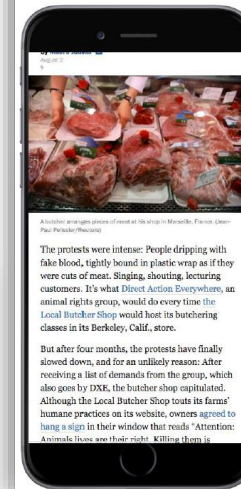


FlexPlay

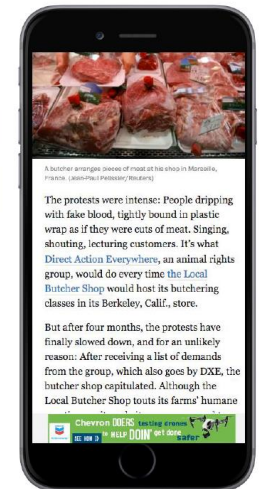


Cascade

Video



Slideshow



Facebook



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Washingtonpost.com

Campaign Summary

Contract Description	Detail	Date(s)	Impressions	Clicks	CTR
	Custom Cross Platform Half Page with Sports Widget. News & Lifestyle Content Rotations Geo-targeted to DC DMA - 300x600				
	Cross Platform Sports Section Rotational Media. Geo-targeting DC DMA - 300x250				
	Cross Platform Clavis content and audience targeting OR audience targeting. Geo-targeting DC DMA - 300x600				
	Facebook Mobile Web News & Lifestyle Content Group. Geo-Targeting DC DMA - 300x250				



In-View %
 % of impressions where at least 50% of an ad was in-view for at least one continuous second.
 Benchmark: 56.2%

Total Exposure Time
 The total time in hours that the ad was active and viewable.

Univ Interaction Time
 Average length of time the user interacted with the ad.
 Benchmark: 7.7 sec

Moat Score
 Ad effectiveness score which is a measure of overall attention paid to ads.

wp BrandStudio

CONTENT METRICS

Name of Client/Brand/Project

CONTENT METRICS

Desktop/Mweb

CONTENT TITLE	DATE RANGE	PAGE VIEWS	UNIQUE VISITORS	AVERAGE TIME SPENT
info	info	info	info	info

DEVICE BREAKOUT

Desktop/Mweb

PLATFORM	% OF USERS
Mobile phone	
Tablet	
Desktop	

CONTENT METRICS

In-app (if applicable)

CONTENT TITLE	DATE RANGE	PAGE VIEWS	UNIQUE VISITORS	SCROLL STARTS
info	info	info	info	info

VIDEO CONTENT METRICS (if applicable)

VIDEO TITLE	TOTAL VIEWS
info	info

SOCIAL MEDIA METRICS

CONTENT TITLE	SOCIAL PLATFORM	ACTIONS	REFERRALS
info	info	info	info

INTERACTIVE CONTENT ENGAGEMENTS (if applicable)

FEATURE	CLICKS
info	info

METRICS KEY

Page views	An instance of a user visiting a page	Twitter Actions	The number of times a user retweeted content
Unique Visitors	Number of distinct individuals regardless of visits	LinkedIn Actions	The number of times a user shared/liked the content
Average Time Spent	Average amount of time a user spent on page in minutes	Social Referrals	An instance of a user arriving at the content from social media
Device Breakout	% of unique visitors reading content on desktop, mobile or tablet devices	Video Views	An instance of video content playing either initiated by the user or autoplay on site, in-app or on social media
Facebook Actions	Likes, shares and comments	Interactive Content Engagements	An instance of a user clicking on an interactive feature within the content



Print



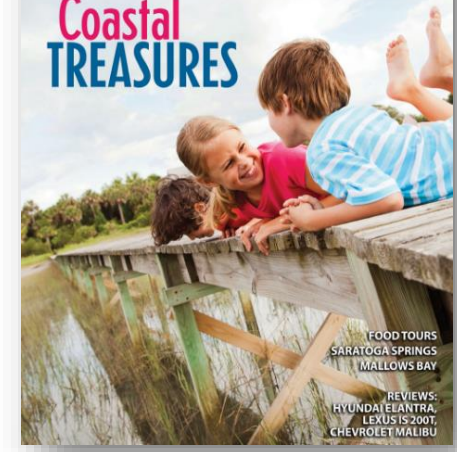
AAA World

- **Rationale:** Travel-focused, geographically targeted, proven partner
- **Circulation:** 2,166,600
- **Geography:** D.C., MD, PA, DE, NJ, VA
- **Recommended Issue/Format:** Mar/Apr – dedicated MD section
- **Material Close:** 1/25
- **OTD Participation:**
 - FP 4C \$14,700
 - Added Value
 - Full-Pg size at 2/3 Pg cost
 - Web banner on AAAworld.com
 - Year-round reader service
 - Brochure distribution in AAA office
- **DMO Participation:**
 - 1/2P 4C \$5,495
 - 1/3P 4C \$4,490
 - 1/6P 4C \$2,495

AAA WORLD

ESTABLISHED 1966

Coastal TREASURES



FOOD TOURS
SARATOGA SPRINGS
MALLOWS BAY

REVIEWS:
HYUNDAI ELANTRA
LEXUS IS 200T
CHEVROLET MALIBU

VISIT MARYLAND.ORG

History's FOOTSTEPS

Historic Colonial/Continental/Revolutionary, Washington as the Civil War Trail, a walk through the final resting place of the nation's first President, the National Shrine of the Most Holy Body of Christ, the Shrine of St. Elizabeth, and the Shrine of St. Anne.

SEE

See more. Save more. See the best of Maryland. See the best of the world.

THE COLLECTOR THAT YEARS

History's Footsteps

SPOIL ALL 5 SENSES

See more. Save more. See the best of Maryland. See the best of the world.

Civil War Medicine

IT'S NOT WHAT YOU THINK!

SPOIL ALL 5 SENSES

See more. Save more. See the best of Maryland. See the best of the world.

Having trouble planning this year's road trip? Can't decide between a trip to the ocean, a trek to the mountains, or a walk in the city? Why not do it all?

WITH SO MUCH TO DO, AND SO CLOSE TOGETHER, MARYLAND IS OPEN FOR IT ALL!

SEE

DISCOVER

STORIES OF INTRIGUE

BREATHE

Don't miss all these beautiful spots for relaxation. Plus, discover special spots, restaurants to treat your appetite and shopping and activities near, near, and everywhere.

SEE

SEE MORE. SAVE MORE. SEE THE BEST OF MARYLAND. SEE THE BEST OF THE WORLD.

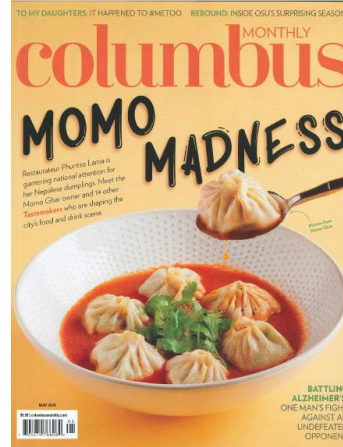
Having trouble planning this year's road trip? Can't decide between a trip to the ocean, a trek to the mountains, or a cruise through wine country? WHY NOT DO IT ALL? With so much to do, and all of it so close together, Maryland makes road tripping easy.

Take in the wide expanse of Maryland's crown jewel, the Chesapeake Bay, from the city at the base of the Turkey Point lighthouse, one of dozens of historic lighthouses that still dot the bay. Trace the banks of America's largest—and most beautiful—estuary, stopping to explore welcoming, waterfront harbors like Annapolis, St. Michaels, and historic towns of Swanton, Chesapeake City and Cambridge, and traditional Chesapeake fishing villages like Back Bay, Pakee, and Swanton.

Don't miss all these beautiful spots for relaxation. Plus, discover special spots, restaurants to treat your appetite and shopping and activities near, near, and everywhere.

City Magazines

- **Rationale:** Geographically targeted, within key cities
- **Format:** Full Page or Spread depending on number of DMOs participating
- **Recommended Issue:** May and/or June
- **OTD Participation:** No participation
- **Cincinnati Magazine:** Publication not offering a co-op section; If multiple DMOs would like to advertise, we can move forward accordingly, but publication won't handle selling a co-op page
 - Circulation: 33,504
 - Material Close: 4/1
 - 1/3P 4C Cost: \$1,930
- **Cleveland Magazine:** (Minimum 3 participants)
 - Circulation: 35,000
 - Material Close: 3/19
 - Logo and 50-60 word text – 1 issue \$1,450, 2 issues \$2,500 total
- **Columbus Magazine:** (Minimum 3 participants)
 - Circulation: 23,000
 - Material Close: 4/1
 - 1/3P 4C Cost: \$1,250



City Magazines

- **Rationale:** Geographically targeted, within key cities
- **Format:** Full Page or Spread depending on number of DMOs participating
- **Recommended Issue/Format:** May
- **OTD Participation:** No participation
- **Philadelphia Magazine:** May (Minimum 6 participants)
 - Circulation: 78,199
 - Material Close: 3/23
 - 1/3P 4C Cost: \$2,500 (includes photo, 30 words)
 - Added Value: 500 Leads, event listing in the Road Trips section of Sep issue
- **Pittsburgh Magazine:** Apr/Jun (Minimum 3 DMOs, 2 issues)
 - Circulation: 35,121
 - Material Close: 3/1
 - \$2,896 max per DMO insertion (depends on number participating and number of issues)
 - Added Value: Pg 2 and 3 in June issue



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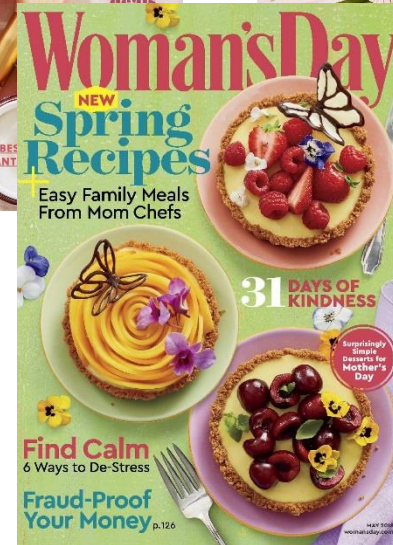
Great Vacation Getaways

- **Rationale:** Travel-focused, geographically targeted, proven partner with high lead generation
- **Circulation:** 1,500,000
- **Geography:** DE, CT, MD, MA, NJ, NY, NC, OH, PA, RI, VA, D.C.
- **Recommended Issue/Format:** Spring-Summer/MD multi-page section
- **Material Close:** 3/4
- **OTD Participation:** No participation
- **DMO Participation:**
 - 1/12P 4C \$3,695



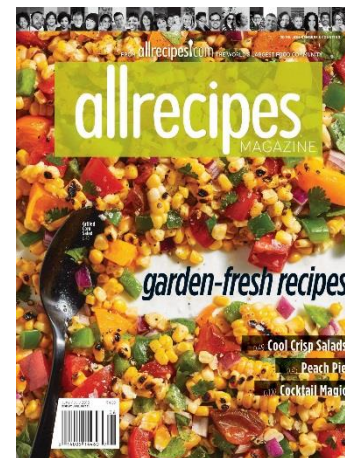
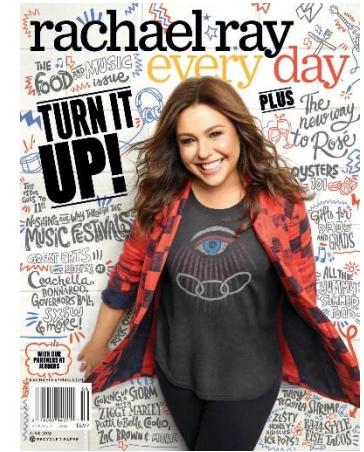
Hearst Women's Group

- **Rationale:** Geographically targeted, proven partner with high Simmons index against W25-54, HHI \$60-\$150k, trips 2+/year
- **Circulation:** 1,932,400
 - Country Living
 - Good Housekeeping
 - Woman's Day
- **Geography:** MD, D.C., DE, PA, NJ, CT, NY, RI, MA, NH, VT, ME
- **Recommended Issue/Format:** May/ MD section
- **Material Close:** 2/15
- **OTD Participation:** No participation
- **DMO Participation:**
 - 1/2P 4C \$22,676
 - 1/3P 4C \$15,127
 - 1/6P 4C \$7,550
 - Added Value
 - Print and online reader service



Meredith Publications

- **Rationale:** Geographically targeted, proven partner with high Simmons index against W25-54, HHI \$60-\$150k, trips 2+/year
- **Circulation:** 3,600,000
 - allrecipes (June close TBD)
 - BH&G (May close TBD)
 - EatingWell (May close TBD)
 - Family Circle (May close TBD)
 - rachael ray (June close TBD)
 - Traditional Home (May close TBD)
- **Geography:** CT, NY, PA, DE, MD, D.C., OH, VA, WV



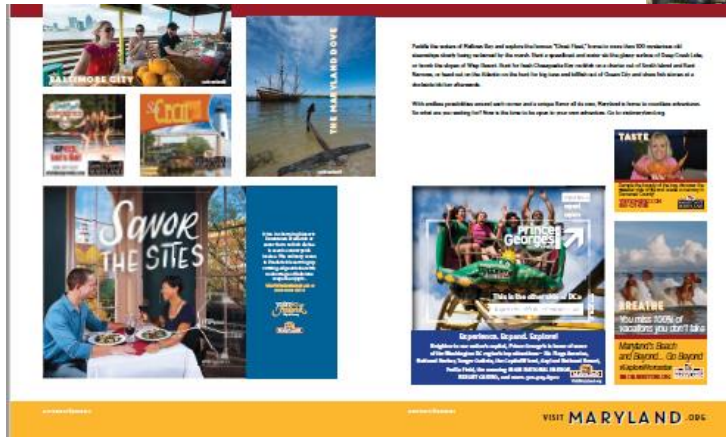
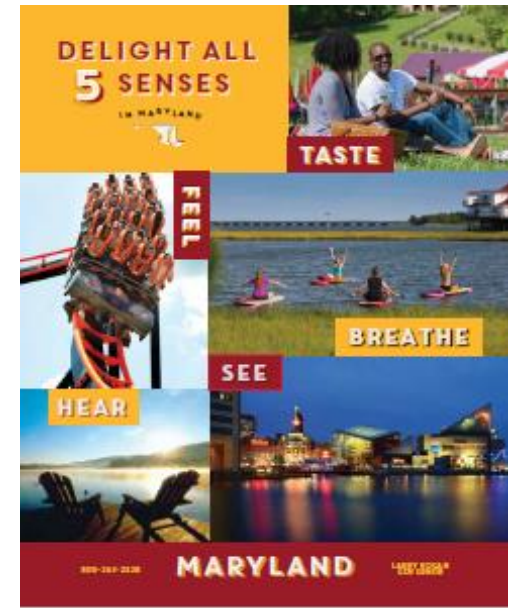
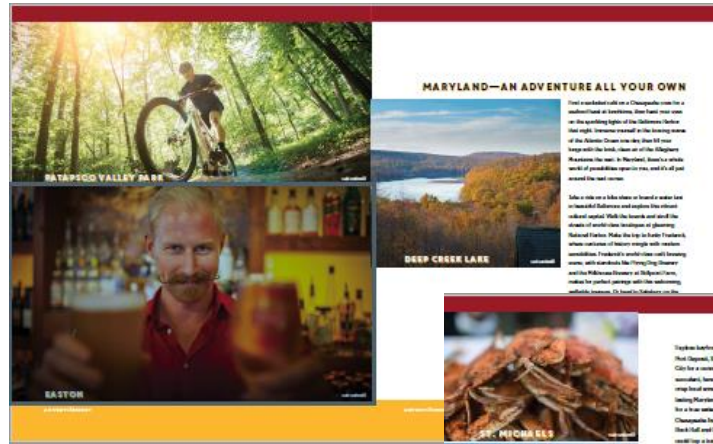
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Meredith Publications

- **Recommended Issue/Format:** May or June/MD 8-pg. edit and ad sec
- **Material Close:** See previous page
- **OTD Participation:**
 - FP 4C \$43,577
- **DMO Participation:**
 - 1/3P 4C \$27,048
 - 2-1/3"x3" \$11,922
 - 2-1/4"x2" \$7,216
 - Added Value
 - Reader service



Pathfinders Travel

- **Rationale:** Travel- and demographically focused editorial
- **Circulation:** 100,000
- **Geography:** National
- **Recommended Issue/Format:** Spring/MD section
- **Material Close:** 3/4
- **OTD Participation:** No participation
- **DMO Participation:**
 - FP 4C \$4,824
 - 1/2P 4C \$3,910



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Preservation Magazine

- **Rationale:** Travel-focused, proven partner
- **Circulation:** 135,000
- **Geography:** National (59% east of Mississippi)
- **Recommended Issue/Format:** Spring/multi-page section
- **Material Close:** 2/13
- **OTD Participation:**
 - FP 4C \$7,048 w/ 120 words plus two images
 - Added Value
 - Print and digital reader service
- **DMO Participation:**
 - 1/6P 4C \$2,380 w/ 45 words and one image
 - Added Value
 - Print and digital reader service



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MONTGOMERY COUNTY

Take a trip back in time aboard the multi-drawn Chorus F. Mercer at the Great Falls Tavern Visitor Center, hike the tow path, or stay overnight in one of six historic lockhouses through the award-winning Canal Quarters program, managed by the C&O Canal Trust. Explore the area's most beloved historic sites during the Annual Heritage Days Celebration, June 23-24, 2018. www.visitmontgomery.com

This page: Frederick Douglass Memorial Statue, University of Maryland. Courtesy Prince George County

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Recreation News

- **Rationale:** Travel-focused, proven partner reaching federal employees in 747+ gov't buildings
- **Circulation:** 100,000
- **Geography:** D.C., 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

Recreation NEWS
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May 2018 Volume 36/Number 5 recreationnews.com

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INSIDE MARYLAND SPRING GETAWAYS
AVIATION ATTRACTIONS ALONG THE CROOKED ROAD

maryland | mary k. tighman

Frederick's great outdoors offer miles of fun to explore

Less than two hours from Baltimore on Washington, D.C., Frederick County, Md., boasts miles of cycling and hiking paths, breathtaking views, and fun picnic areas.

Look for your fall as you drive north on Route 15 from Frederick. "The mountain ridge offers 30 miles of park," said Claude Hilde, owner of the Frederick outdoor store Trail Store. "That whole ridge is recreation land."

The landscape leading a mixture of trails, both Calvert Mountains Park and Catoctin Park State Park make a great day away.

Catoctin Mountains Park offers hiking, biking, and horseback riding trails, nature trails, and picnic areas. "The Catoctin State Park is a beautiful area with a lot of trails, and it's a great place to go for a picnic," said Hilde.

Back climbing — one of Catoctin's most popular — and park as well. "The park didn't take me and a bad day."

The trail, instead of climbing in at West Rock, a cluster of ridges of limestone and red sandstone. It is lined throughout the park.

"This is used to create a good hiking trail," said Hilde. "It's a great area to go to for a picnic."

Chimney Rock 220-degree view. "It's a great area to go to for a picnic."

"This Ridge Overlook is very easy to get to and is a great place to go to for a picnic."

Chimney Rock 220-degree view. "It's a great area to go to for a picnic."

"There's a lot to do beyond the area," Hilde said.

Catoctin Park State Park is Maryland's largest county park and is a great place to go to for a picnic.

"To see the kids, the Lower Tr

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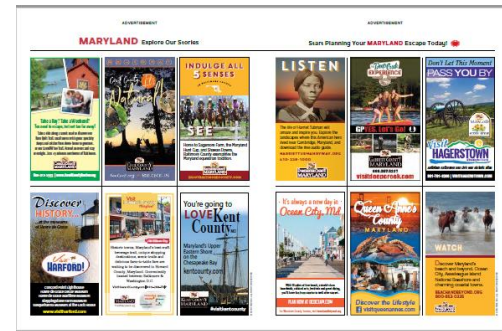
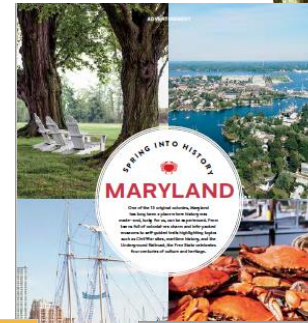
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Southern Living

- **Rationale:** Travel-focused, geographically targeted, proven partner with high lead generation and high Simmons index against W25-54, HHI \$60-\$150k, trips 2+/year
- **Circulation:** 353,000
- **Geography:** PA, NJ, NY, DE, MD, D.C., VA
- **Recommended Issue/Format:** April/MD Multi-page section
- **Material Close:** 2/4
- **OTD Participation:**
 - FP edit and 1/2P 4C \$22,903
 - Added Value
 - Reader service
- **DMO Participation:**
 - 1/6P 4C \$5,464 (Minimum 6 participants)
 - Added Value
 - Reader service



Washington Post Magazine

- **Rationale:** Travel-focused, geographically targeted, proven partner
- **Circulation:** 550,000
- **Geography:** VA, D.C., MD
- **Recommended Issue/Format:** Spring Travel (Mar 17)/MD section
- **Material Close:** 2/15
- **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

