



# Spring 2020 Preliminary Co-op Plan

10/10/19





Maryland

**OPEN FOR IT**

[VisitMaryland.org](http://VisitMaryland.org)

# 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

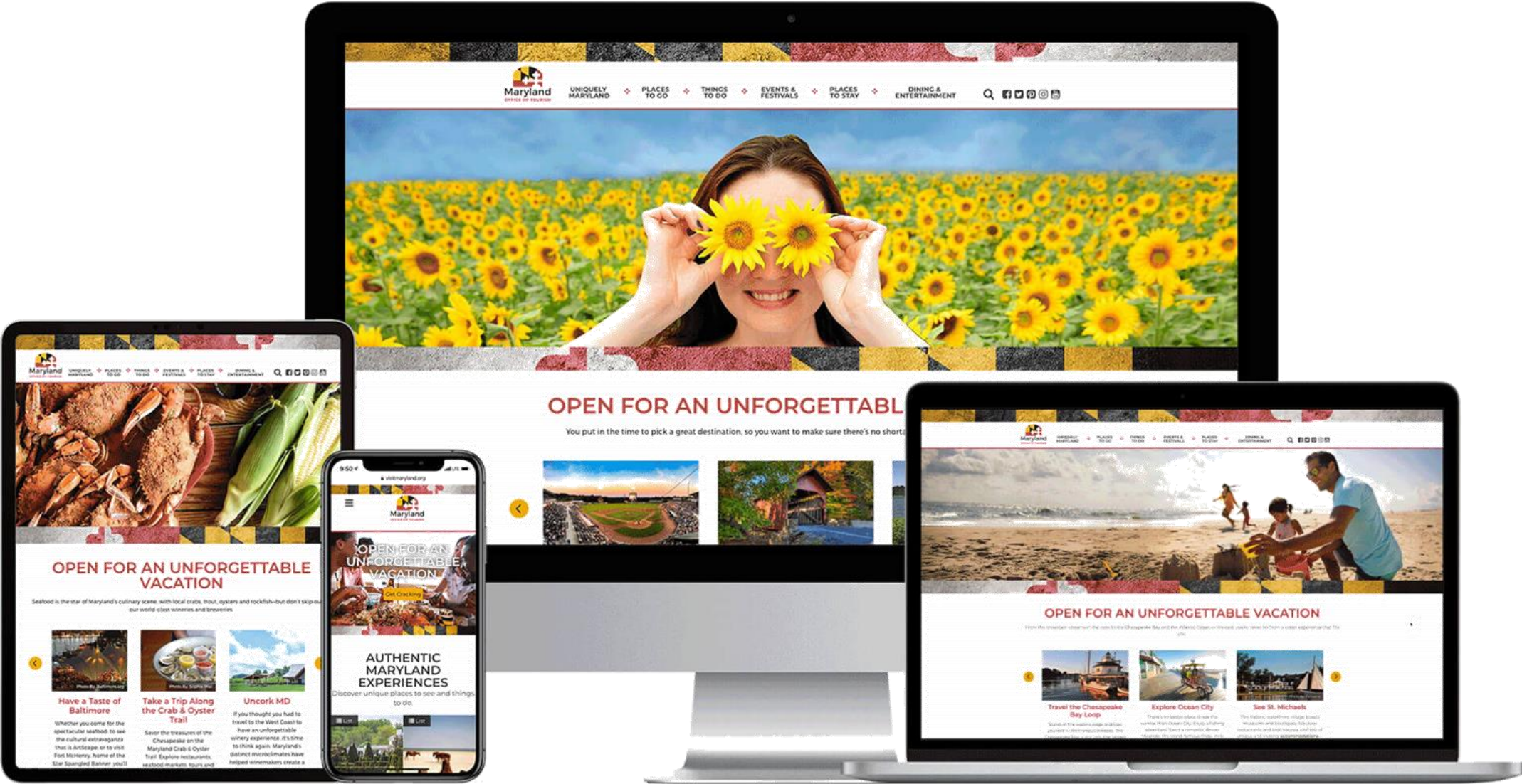
Fun  
Engaging  
Enthusiastic  
Playful  
Energetic  
Lighthearted  
Humble proud

## QUIRKY

Offbeat  
Misdirection  
Unique  
Interesting  
Surprising



# 'Open For It' Creative Examples





# 'Open For It' Creative Examples



**OPEN FOR ARCHITECTS**

**OPEN FOR IT**  
visitmaryland.org



**Maryland**

**PLAN A TRIP**



**OPEN FOR FLIGHT INSTRUCTORS**

**OPEN FOR IT**  
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**Maryland**

**PLAN A TRIP**



**OPEN FOR FOOD CRITICS**

**OPEN FOR IT**  
visitmaryland.org



**Maryland**

**PLAN A TRIP**



**OPEN FOR DEMOLITIONISTS**

**OPEN FOR IT**  
visitmaryland.org



**Maryland**

**PLAN A TRIP**



**OPEN FOR MAKING WAVES**

**OPEN FOR IT**  
visitmaryland.org



**Maryland**

**PLAN A TRIP**



**OPEN FOR EXPANDING HORIZONS**

**OPEN FOR IT**  
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**Maryland**

**PLAN A TRIP**



**OPEN FOR STORYTELLERS**

**OPEN FOR IT**  
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**Maryland**

**PLAN A TRIP**



**OPEN FOR RESEARCHERS**

**OPEN FOR IT**  
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**Maryland**

**PLAN A TRIP**





# 'Open For It' Creative Examples



OPEN FOR  
SUNBATERS

OPEN FOR IT  
visitmaryland.org



Maryland

PLAN A TRIP



OPEN FOR  
TIME TRAVELERS

OPEN FOR IT  
visitmaryland.org



Maryland

PLAN A TRIP



OPEN FOR  
WALLFLOWERS

OPEN FOR IT  
visitmaryland.org



Maryland

PLAN A TRIP



OPEN FOR  
BIRDWATCHERS

OPEN FOR IT  
visitmaryland.org



Maryland

PLAN A TRIP



OPEN FOR  
RUNNING WILD

OPEN FOR IT  
visitmaryland.org



Maryland

PLAN A TRIP



OPEN FOR  
STORYTELLERS

OPEN FOR IT  
visitmaryland.org



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PLAN A TRIP



OPEN FOR  
FINDING YOURSELF

OPEN FOR IT  
visitmaryland.org



Maryland

PLAN A TRIP



OPEN FOR AN  
UNFORGETTABLE VACATION

OPEN FOR IT  
visitmaryland.org



Maryland

PLAN A TRIP





# 'Open For It' Creative Examples



From left to right  
Docks at Smith Island  
in Somerset County;  
Ocean City beach  
in Worcester County;  
Smith Island Cake,  
waterfront bakes in  
Talbot County; and  
National Harbor in  
Prince George's County.





# 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!*







# OVERVIEW



# 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

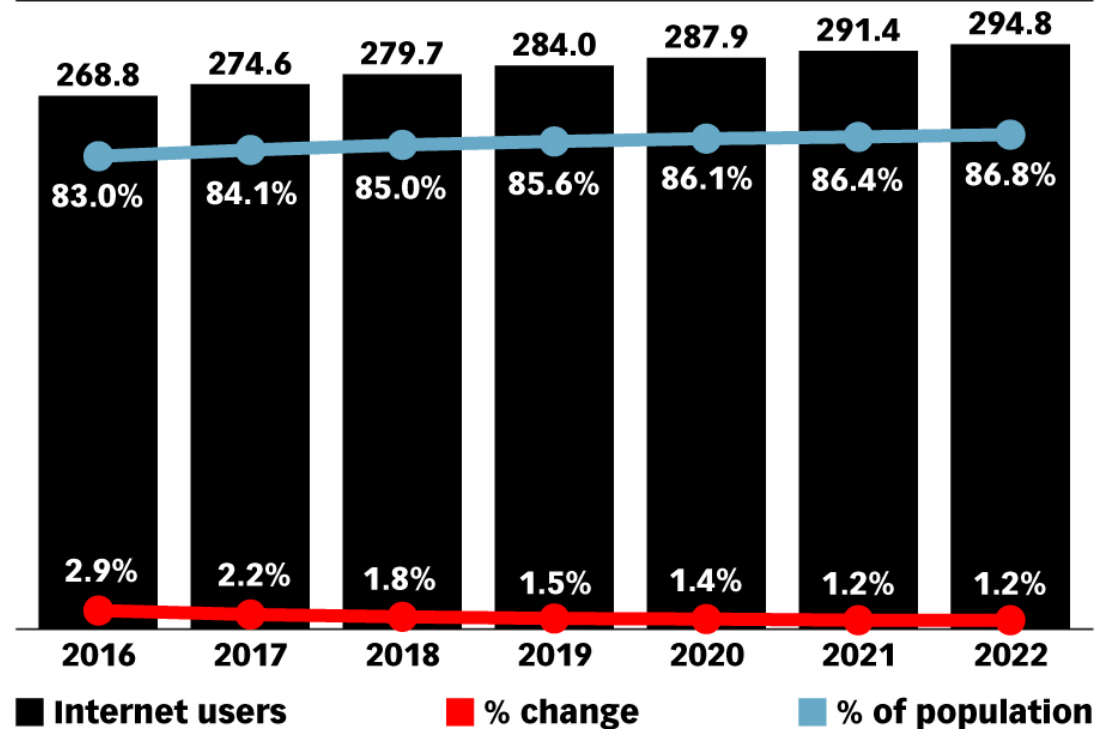




# Internet Usage Continues to Grow in the U.S.

## US Internet Users and Penetration, 2016-2022

millions, % change and % of population



Note: individuals of any age who use the internet from any location via any device at least once per month

Source: eMarketer, Feb 2018

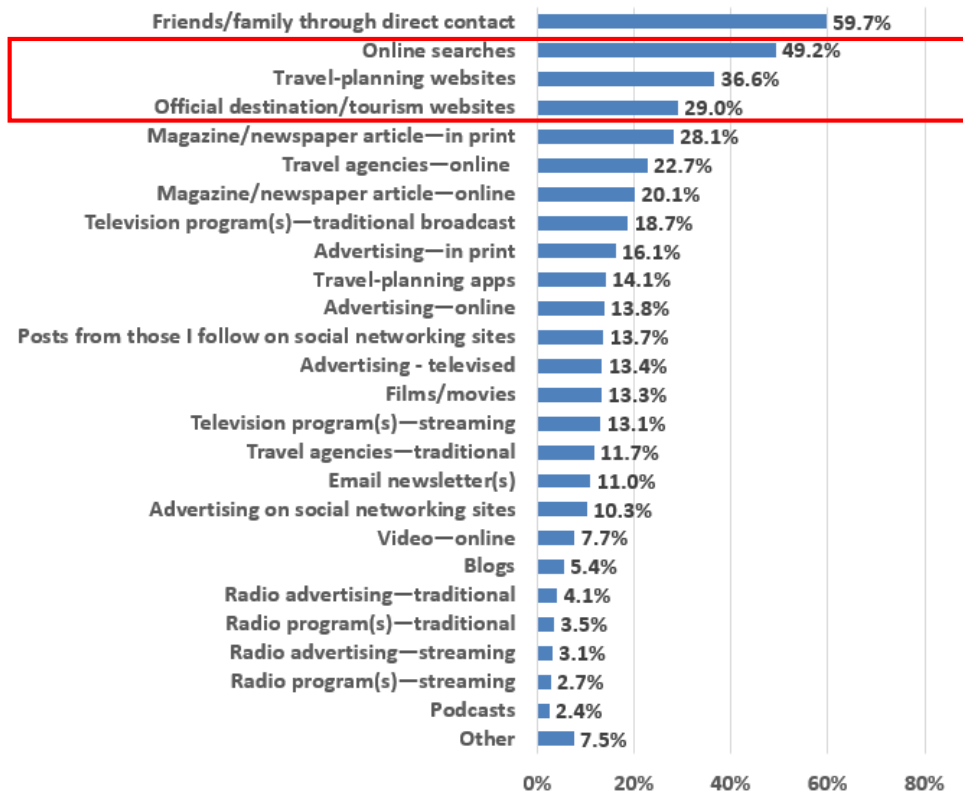




# Digital An Important Resource for Travel

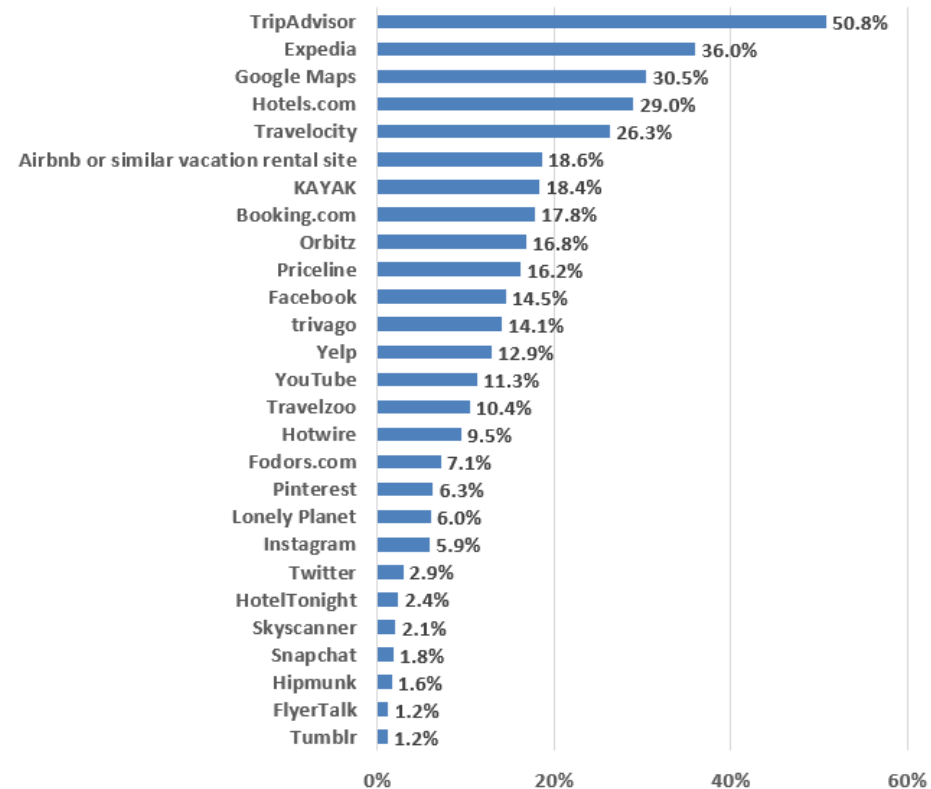
## Sources of Destination Inspiration/Travel Planning Resources

Figure 6: Sources of Destination Inspiration



Question: How do you typically get ideas for destinations to visit for leisure?  
(Select all that apply) Base: All respondents. 1,605 responses.

Figure 7: Travel Planning Resources



Question: Which of the following resources do you use to plan leisure travel? (Select all that apply) Base: All respondents. 1,605 responses.





# Digital Plays a Key Role in Our Core Target Consumers' Attitudes & Lifestyle

Shift in Internet use/dependence with age

	A25-39			A40-54			A55-74		
	Vertical %	Horizontal %	Index	Vertical %	Horizontal %	Index	Vertical %	Horizontal %	Index
WHEN I NEED INFORMATION THE FIRST PLACE I LOOK IS THE INTERNET	49.0%	15.6%	↑ 134	40.2%	11.6%	↑ 110	32.0%	9.9%	↓ 88
THE INTERNET HAS CHANGED THE WAY I GET INFORMATION ABOUT PRODUCTS AND SERVICES	45.6%	15.5%	↑ 133	36.8%	11.3%	↑ 108	32.5%	10.7%	↓ 95
THE INTERNET HELPS ME PLAN AND BOOK TRAVEL	41.7%	17.1%	↑ 148	32.5%	12.1%	↑ 115	27.7%	11.0%	↓ 98
IT'S IMPORTANT FOR ME TO HAVE INTERNET ACCESS WHEN I AM "ON-THE-GO" - AWAY FROM HOME OR WORK	40.5%	17.0%	↑ 147	28.6%	10.8%	↑ 103	24.5%	10.0%	↓ 89
I GET MORE AND MORE OF MY NEWS FROM THE INTERNET	35.8%	17.6%	↑ 152	25.6%	11.4%	↑ 109	16.1%	7.7%	↓ 68
I SPEND LESS TIME READING NEWSPAPERS IN PRINT BECAUSE OF THE INTERNET	33.3%	16.1%	↑ 138	26.0%	11.3%	↑ 108	18.5%	8.6%	↓ 77



# Strategies

- **Digital**

- Continue to offer matching dollars for digital, because of its robust analytics
- 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
- Maximize efficiencies by including publications that offer regional circulation/targeting





# FY19 Print Summary/FY20 Print Recommendation

FY19 OTD Print Co-op Recap/FY20 Recommendation					
Publication	Issue	FY19 OTD	FY19 DMO Participation	FY19 OTD Net Cost	FY20 OTD Rec.
AAA	Mar/Apr	FP 4C, 2/3P 4C	12	\$14,700	\$15,000
<b>City Mags</b>					
Cincinnati	May/Jun	N/A	none		
Cleveland	May/Jun	N/A	2		
Columbus	May/Jun	N/A	3		
Philadelphia	May/Jun	N/A	none		
Pittsburgh	Apr and Jun	N/A	5		
<b>Coastal Living</b>	Spring	N/A	N/A	N/A	
<b>Food Network</b>	May	N/A	N/A	N/A	
<b>Grt Vac Getaways</b>	<b>Not publishing</b>	N/A	N/A	N/A	
Hearst	May	N/A	11	N/A	
Meredith	May/Jun	FP 4C	14	\$43,577	\$43,577
Pathfinders	Spring	N/A	1	N/A	
Preservation	Spring	FP 4C	10	\$7,048	\$7,048
Recreation News	May	N/A	13	N/A	
Southern Living	April	FP edit, 1/2P 4C	17	\$22,903	\$22,902
Wash Post Mag	Spring (Mar)	1/2P 4C	8	\$5,775	\$5,775
<b>Net Total:</b>				<b>\$94,003</b>	<b>\$94,302</b>
				<b>Budget</b>	<b>\$140,000</b>
				<b>Remaining</b>	<b>\$45,698</b>



# FY19 Digital Participation Summary

FY19 OTD Digital Summary		
DMO	DMO Spend	OTD Match
<b>Adara</b>		
Howard	\$5,000	\$5,000
Frederick	\$5,000	\$5,000
Worcester	\$10,000	\$5,000
Annapolis	\$10,000	\$5,000
Mont	\$5,000	\$5,000
PG	\$10,000	\$5,000
<b>Adara Tot:</b>	<b>\$45,000</b>	<b>\$30,000</b>
<b>Sojern</b>		
Allegany	\$5,000	\$5,000
<b>Sojern Tot:</b>	<b>\$5,000</b>	<b>\$5,000</b>
<b>Trip Advisor</b>		
Dorchester	\$15,000	\$5,000
OC Hotel Motel	\$10,000	\$5,000
<b>TA Tot:</b>	<b>\$25,000</b>	<b>\$10,000</b>
<b>Net Total:</b>	<b>\$75,000</b>	<b>\$45,000</b>
<b>Matching Budget</b>		<b>\$46,000</b>
<b>Remaining Budget</b>		<b>\$1,000</b>







DIGITAL



# Adara

- **Rationale:** Travel-focused platform to connect consumers to advertisers, has real time first-party search, booking and loyalty data from 200+ 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, 2020
- **OTD Participation:** Up to \$5K per DMO, max \$45K 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

## Sample Reporting

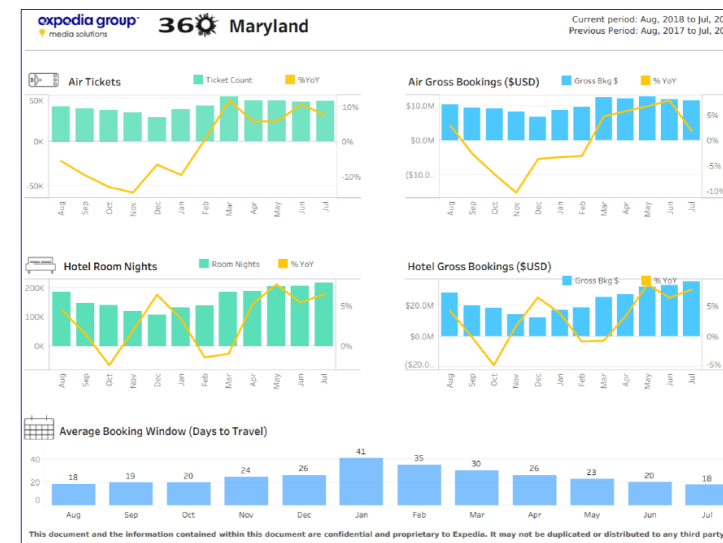
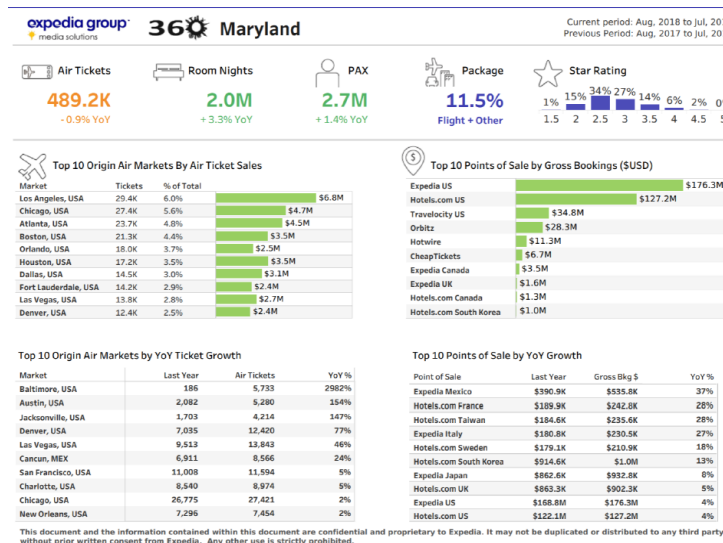
Vertical		Destination	Bookings	Avg. LOS	Avg. AP	Avg. # Travelers	ADR (USD)	Total Travelers	Total Nights	Revenue (USD)	ROI
Hotel		Montgomery, MD	281	2.4	26.8	1.3	183.57	364	673	123,542.61	1233.59%
			<b>281</b>				<b>\$183.57</b>	<b>364</b>	<b>673</b>	<b>\$123,542.61</b>	<b>1233.59%</b>
Cumulative						Delivery					
Start	End	Rate	Impression	Spend	Impression	Clicks	CTR	Spend (uncapped)			
3/15	5/15	\$6.00	277,800	\$1,666.80	277,801	511	0.18%	\$1,666.81			
3/15	5/15	\$6.00	833,333	\$5,000.00	833,340	1,556	0.19%	\$5,000.04			
3/15	5/15	\$6.00	277,800	\$1,666.80	277,804	517	0.19%	\$1,666.82			
3/15	5/15	\$6.00	277,800	\$1,666.80	280,197	148	0.05%	\$1,681.18			
			<b>1,666,733</b>	<b>\$10,000.40</b>	<b>1,669,142</b>	<b>2732</b>	<b>0.16%</b>	<b>\$ 10,014.85</b>			



# 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, 2020
- **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

## Expedia's Global Brand Network:





# Expedia

## Sample Expedia Group Conversion Reporting

### Conversion Summary For

Spring/Summer 2017

IO Number: 123268 Campaign Dates: April 24, 2017 to August 11, 2017

Report Period: May 3, 2017 to June 26, 2017

Impressions	Clicks	CTR	Ad Spend	View-thru \$	Click-thru \$	Total \$	RN	ADR	ROAS
5.1M	3,400	0.07%	\$66,386	\$2,867,221	\$17,260	\$2,884,481	20,728	\$139	43.5

Last Refreshed: 6/28/2017 9:20:14 AM

### Line Item Summary

Line Item Name	Impressions	Clicks	CTR	Ad Spend	View-thru \$	Click-thru \$				
001:1136295:Expedia.com [USA]Responsive (1320x742, 260x362, 180x362, 912x48, 678x48, 552x48)	340,911	612	0.18%	\$15,000	\$44,377	\$243	\$44,620	217	\$206	3.0
002:1136297:Expedia.com [USA]Responsive (970x90, 728x90, 48x90)Home Page*Center Top 1, 2, 3	202,229	91	0.04%	\$4,449	\$39,675	\$2,101	\$39,775	1,812	\$217	88.3
003:1136303:Expedia.com [USA]160x500RO\$ResultsRight 1 & 2	205,327	168	0.08%	\$5,496	\$100,505	\$299	\$100,798	424	\$232	18.2



# 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, 2020
- **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)
    - 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.

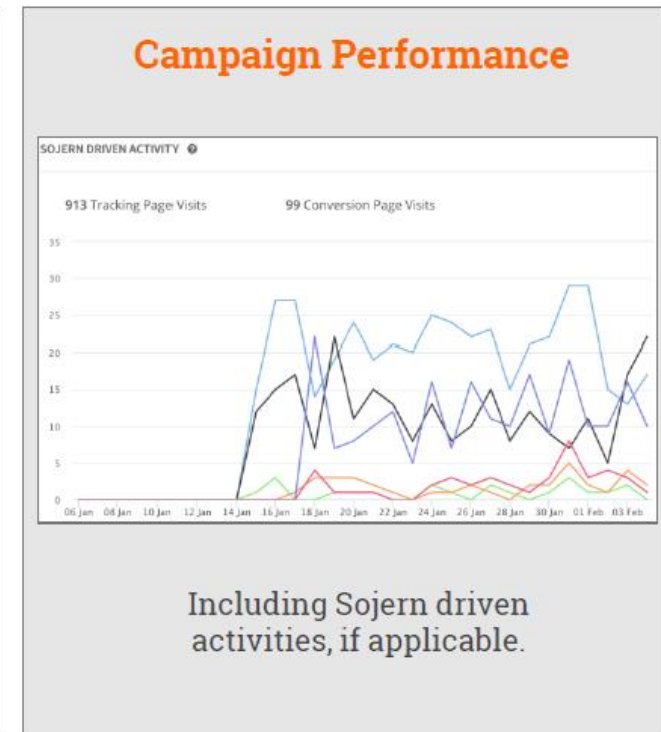
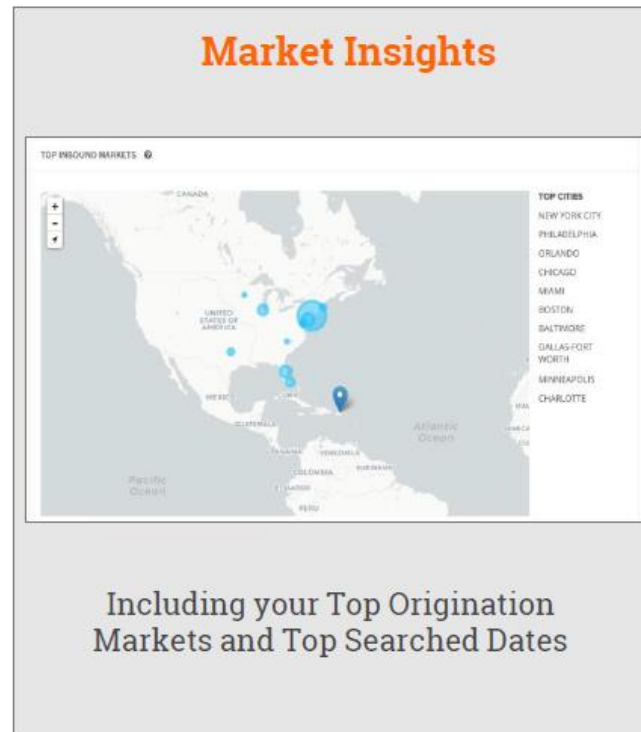
A sample list of Sojern's data partners:





# Sojern

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

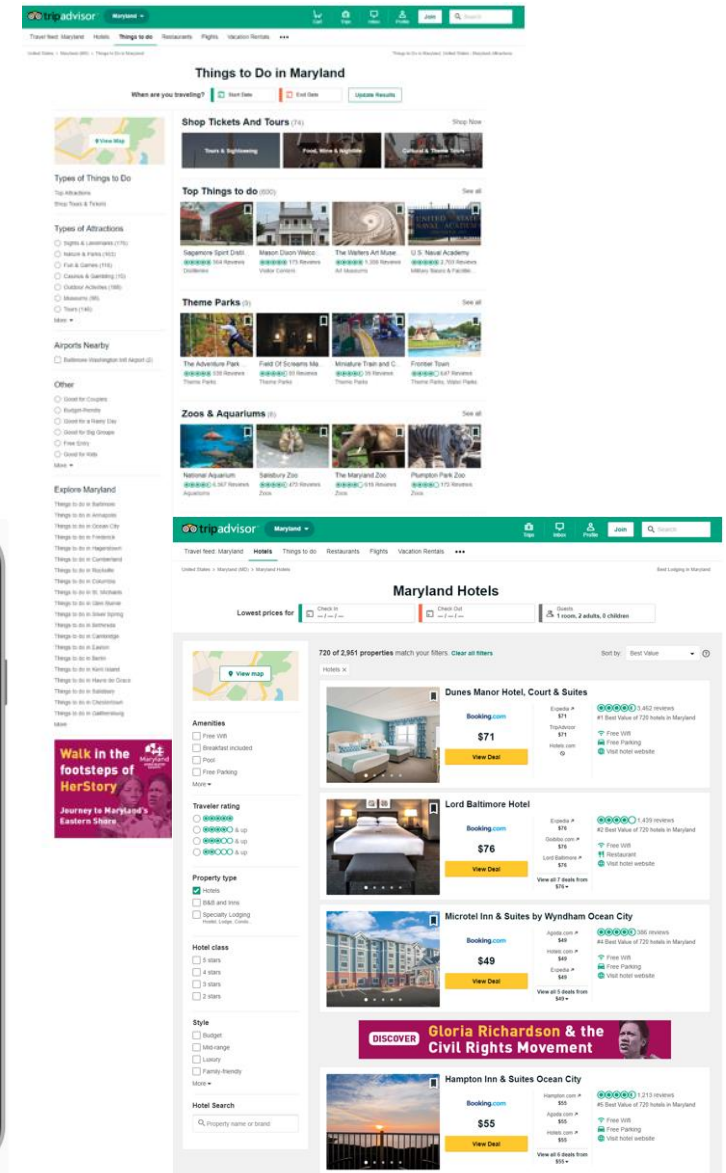
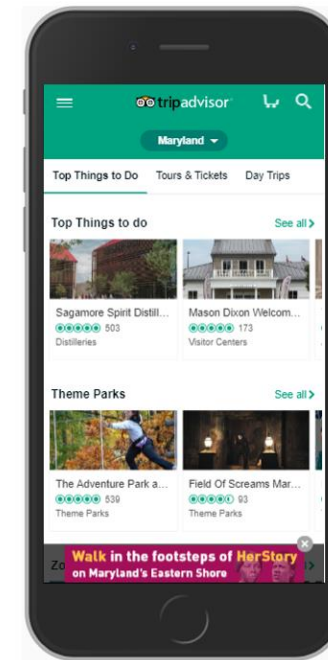


**Note:** Current Online Account supports first-party served delivery data. Third-party will be coming soon.  
All data is on a 3-day delay. All insights require pixel placement.



# 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, 2020
- **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





# TripAdvisor

## SAMPLE PARTNER REPORT

Campaign Performance Notes to Date					
908,394	Total impressions served.				
3,589	Total clicks received.				
0.40%	Average campaign CTR.				
394%	Performance against TripAdvisor's average CTR rate of .08%.				
558%	Performance against Google's Travel Vertical average CTR rate of .06%.				
73%	Average viewability across the campaign.				
274%	<a href="#">Performance against the online average seconds ads are within view of 10.58 seconds as measured by IAS in H1, 2018.</a>				

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_Ocean_City_Maryland_Hotel_Motel_Restaurant_Association	908,394	3,589	0.40%	73%	20
Maryland and Competing State (VA , DC and DE) content on TripAdvisor - TA BONUS	166,670	791	0.47%	71%	15
Ocean City content	238,098	971	0.41%	74%	24
Ocean City (Hotel) content	86,958	206	0.24%	73%	26
Rehoboth Beach, Jersey Shore & Virginia Beach content	166,668	566	0.34%	76%	23
Maryland and Competing State (VA , DC and DE) content on TripAdvisor - OTD BONUS	250,000	1,055	0.42%	72%	16
<b>Grand Total</b>	<b>908,394</b>	<b>3,589</b>	<b>0.40%</b>	<b>73%</b>	<b>20</b>



# 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, 2020
  - **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 realsimple.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 realsimple.com websites
  - Mix of unit types Desktop (728x90 & 300x250) and Mobile (320x50)



# Meredith Publishing Digital

- Sample Final Reporting

Line item	Date	Line item ID	Delivery Indicator	Ad server impressions	Ad server clicks	Ad server CTR
20108854-1_Display_Meredith Digital_Best Performing_Omni-channel	6/6/2019	5039281644	100.05%	23,735	10	0.04%
20108854-1_Display_Meredith Digital_Best Performing_Omni-channel	6/7/2019	5039281644	100.05%	54,470	56	0.10%
20108854-1_Display_Meredith Digital_Best Performing_Omni-channel	6/8/2019	5039281644	100.05%	47,627	32	0.07%
20108854-1_Display_Meredith Digital_Best Performing_Omni-channel	6/9/2019	5039281644	100.05%	48,389	40	0.08%
20108854-1_Display_Meredith Digital_Best Performing_Omni-channel	6/10/2019	5039281644	100.05%	48,647	58	0.12%
20108854-1_Display_Meredith Digital_Best Performing_Omni-channel	6/11/2019	5039281644	100.05%	47,974	47	0.10%
20108854-1_Display_Meredith Digital_Best Performing_Omni-channel	6/12/2019	5039281644	100.05%	48,132	41	0.09%
20108854-1_Display_Meredith Digital_Best Performing_Omni-channel	6/13/2019	5039281644	100.05%	48,612	50	0.10%
20108854-1_Display_Meredith Digital_Best Performing_Omni-channel	6/14/2019	5039281644	100.05%	47,025	55	0.12%
20108854-1_Display_Meredith Digital_Best Performing_Omni-channel	6/15/2019	5039281644	100.05%	47,613	42	0.09%
20108854-1_Display_Meredith Digital_Best Performing_Omni-channel	6/16/2019	5039281644	100.05%	47,533	70	0.15%
20108854-1_Display_Meredith Digital_Best Performing_Omni-channel	6/17/2019	5039281644	100.05%	47,447	60	0.13%
20108854-1_Display_Meredith Digital_Best Performing_Omni-channel	6/18/2019	5039281644	100.05%	47,214	63	0.13%
20108854-1_Display_Meredith Digital_Best Performing_Omni-channel	6/19/2019	5039281644	100.05%	46,694	60	0.13%
20108854-1_Display_Meredith Digital_Best Performing_Omni-channel	6/20/2019	5039281644	100.05%	48,031	57	0.12%
20108854-1_Display_Meredith Digital_Best Performing_Omni-channel	6/21/2019	5039281644	100.05%	45,384	76	0.17%
20108854-1_Display_Meredith Digital_Best Performing_Omni-channel	6/22/2019	5039281644	100.05%	46,533	69	0.15%
20108854-1_Display_Meredith Digital_Best Performing_Omni-channel	6/23/2019	5039281644	100.05%	44,971	107	0.24%
20108854-1_Display_Meredith Digital_Best Performing_Omni-channel	6/24/2019	5039281644	100.05%	47,929	75	0.16%
20108854-1_Display_Meredith Digital_Best Performing_Omni-channel	6/25/2019	5039281644	100.05%	44,170	67	0.15%
20108854-1_Display_Meredith Digital_Best Performing_Omni-channel	6/26/2019	5039281644	100.05%	43,988	62	0.14%
20108854-1_Display_Meredith Digital_Best Performing_Omni-channel	6/27/2019	5039281644	100.05%	45,424	49	0.11%
20108854-1_Display_Meredith Digital_Best Performing_Omni-channel	6/28/2019	5039281644	100.05%	43,322	79	0.18%
20108854-1_Display_Meredith Digital_Best Performing_Omni-channel	6/29/2019	5039281644	100.05%	71,674	96	0.13%
20108854-1_Display_Meredith Digital_Best Performing_Omni-channel	6/30/2019	5039281644	100.05%	8,874	12	0.14%
<b>Total</b>			-	<b>1,141,412</b>	<b>1433</b>	<b>0.13%</b>





# 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, 2020
- **OTD Participation:** No participation
- **DMO Participation:** Consider Homepage Takeover if enough DMOs participate
  - **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” Custom Article, Estimated Impressions 1.4M
    - Includes 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, FlexPlayVideo and FlexPlayMozaic
  - **Option 5:** \$7,500; Estimated Impressions 600,000
    - Ripple
  - **Option 6:** \$5,000; Estimated Impressions 400,000
    - Includes choice of Cascade, WP+ Audience Extension, WP+ Facebook or rotational Cross-Platform media



# 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**  
An effectiveness score which is a measure of overall attention paid to ads.

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

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





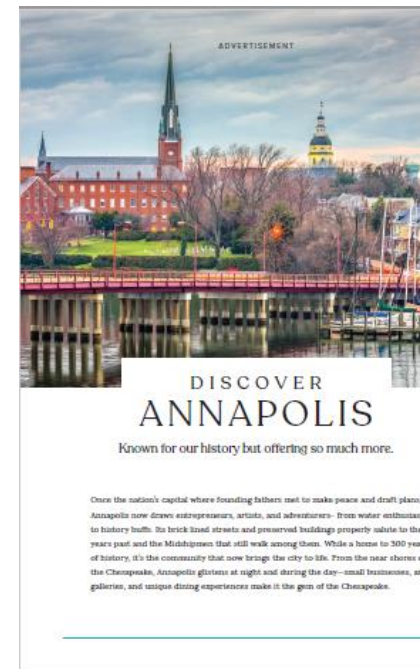
PRINT





# 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 2-Pg MD section
- **Material Close:** 1/24
- **OTD Participation:**
  - FP 4C \$15,000
  - Added Value
    - Online Reader Service
    - Brochure distribution in AAA stores
- **DMO Participation:** \$15K Total min, 10 advertisers max
  - \$1,500/DMO includes image and editorial



# City Magazines

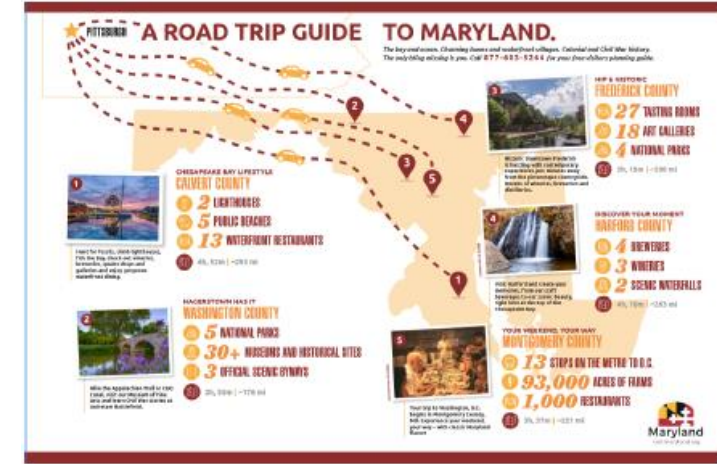
- **Rationale:** Geographically targeted to key cities
- **Format:** Full Page or Spread depending on number of DMOs
- **Recommended Issue:** April, May and/or June
- **OTD Participation:** No participation
- **Cincinnati Magazine:** (Min 6 participants)
  - Circulation: 33,500
  - Material Close: Apr-2/24; May-3/24
  - 1/6P 4C Cost: \$720
- **Cleveland Magazine:** (Min 2 participants)
  - Circulation: 34,000
  - Material Close: Apr-3/3; May-3/31
  - 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-3/27
  - 1/3P 4C Cost: \$1,250
- **Philadelphia Magazine:** (Min 6 participants)
  - Circulation: 72,083
  - Material Close: May-3/20; Jun-4/24
  - 1/3P 4C Cost: \$2,500 (includes photo, 30 words)
  - Added Value: 500 Leads, Sept Road Trips event listing
- **Pittsburgh Magazine:** Apr and June (Min 3 DMOs, 2 issues)
  - Circulation: 34,271
  - Material Close: 3/1
  - \$2,819 max/DMO insertion (depends on number of DMOs and issues)
  - Added Value: Pg 2 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:** May/MD multi-page section
- **Material Close:** 2/1
- **OTD Participation:** No participation
- **DMO Participation:** Minimum 6 participants (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:** 1,884,108
  - Country Living
  - Good Housekeeping
  - Woman's Day
- **Geography:** CT, DC, DE, MA, MD, ME, NH, NJ, NY, PA, RI
- **Recommended Issue/Format:** May/MD multi-page section
- **Material Close:** 2/19
- **OTD Participation:** No participation
- **DMO Participation:**
  - 1/2P 4C \$23,360
  - 1/3P 4C \$15,580
  - 1/6P 4C \$7,770
  - Added Value: Print and Online Reader Service





# Meredith Publications – Note: Effective January 2020 Rachael Ray will be a quarterly newsstand-only publication. Changes to below are TBD.

- **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)
  - Family Circle (May)
  - rachael ray (June)
  - Real Simple (May)
- **Geography:** CT, DC, DE, MD, NJ, NY, OH, PA, VA





# Meredith Publications

- **Recommended Issue/Format:** See previous page/MD multi-page section
- **Material Close:** 1/24
- **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



**MEET THE Neighbors**

At the Elk Room, each cocktail is made with care and care in a neighborhood steeped in stories. Here, conversations take priority over coffee, because no cellphones are allowed. Through there's no sign on the door, it's not hard to find this speakeasy — just ask around. Because in Baltimore, we treat you like a neighbor even if it's your first visit. Say you're from out of town and we'll help you find the best hidden spots to explore. We're not about great food or keeping secrets. We're about keeping it casual, taking it slow and taking the time to get to know one another. That's how Baltimore does good.

**BALTIMORE AND > SAVOR THE MOMENT WITH US**




**Experience, Expand, Explore!**  
Neighbor to our nation's capital, Prince George's is home of some of the Washington DC region's top attractions — Six Flags America, National Harbor, Target Outlets, the Capital Wheel, Gaylord National Resort & Casino, FedEx Field, and the amazing MGM NATIONAL HARBOR RESORT CASINO. 301.925.8300



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Create YOUR MEMORIES  
410.839.7777 | www.visitwarford.org



**Chipp & Historic**  
These 16 historic homes are up for sale. They're also up for sale as a historic district. They're also up for sale as a historic district. They're also up for sale as a historic district.



**Visit Frederick**  
Frederick, MD  
410.413.3434



**OPEN FOR ARCHITECTS**

Vacations are more memorable here in Maryland from our monuments to monumental waterscapes. Plan your trip today and be open for exploring more than 3,500 miles of shoreline. We're open for you. As long as you're **OPEN FOR IT** visitmaryland.org

**Maryland**  
Larry Hogan, Governor



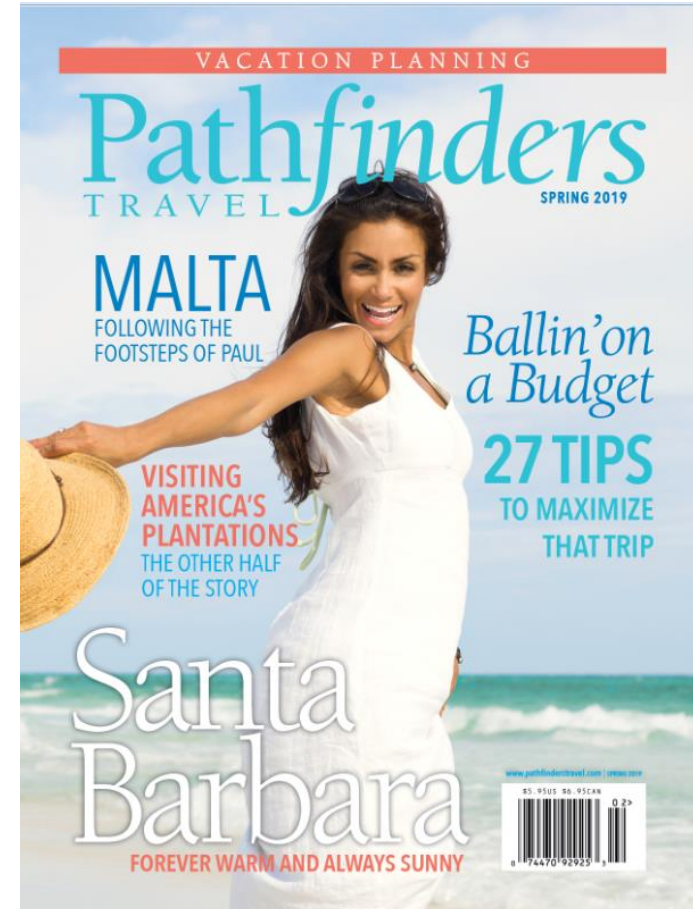
**WE'RE OPEN FOR YOU**  
WITH EVERY IMAGINABLE TREASURE AND ADVENTURE MARYLAND IS TRULY THE PLACE TO BE OPEN.

From left to right:  
Docks on Smith Island in Somerset County  
Ocean City beach in Worcester County  
Smith Island Cuke, waterfront B&B in Talbot County, and National Harbor in Prince George's County.



# Pathfinders Travel

- **Rationale:** Travel focused and demographically targeted
- **Circulation:** 105,000
- **Geography:** National
- **Recommended Issue/Format:** Spring
- **Material Close:** 3/1
- **OTD Participation:** No participation
- **DMO Participation:**
  - FP 4C \$5,100
  - 1/2P 4C \$3,750
  - 1/4P 4C \$2,550





# Preservation Magazine

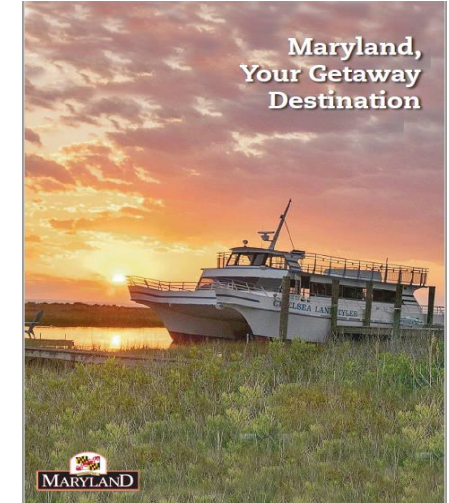
- **Rationale:** Travel focused, proven partner
- **Circulation:** 135,000
- **Geography:** National (59% east of Mississippi)
- **Recommended Issue/Format:** Spring/MD multi-page section
- **Material Close:** 2/18
- **OTD Participation:**
  - FP 4C \$7,048 w/120 words plus two images
  - Added Value: Reader Service
- **DMO Participation:**
  - 1/6P 4C \$2,380 w/45 words plus one image
  - Added Value: Reader Service





# 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:** 1/17
- **OTD Participation:**
  - FP edit and 1/2P 4C \$22,902
  - Added Value: Reader Service
- **DMO Participation:**
  - 1/6P 4C \$5,535 (Min 6 participants)
  - Added Value: Reader Service



ADVERTISEMENT

**MARYLAND**  
*Be Open For It*

All types of adventures—and vacation goals—come to life in Maryland. Be open to boundless opportunities for fun and exploration, from beaches, bays, and national parks to vibrant cities and historic small towns. Whether you're a history buff or food lover, on a family trip or romantic getaway, Maryland inspires travelers to be open—and dive in. →

ADVERTISEMENT

**MARYLAND MAKING HISTORY—AND MEMORIES**

Powered by nearly 400 years of history, Maryland is where the independent spirit comes and the possibilities for adventure are endless. One of the 13 original colonies, the Free State's legend goes from the base for an exciting modern destination. From byways to downtown, look no further to find historic, have one some of the top ways to discover Maryland.

**SOUTHERN BEACHS**

Headed by beachfront town of Calvert Cliffs. Set on a historic Maryland peninsula, and framed by the Potomac River, Chesapeake Bay, and the blue waters of Chesapeake Bay and nearby bays, Calvert Cliffs State Park offers a unique experience. Come on out to enjoy with a day of fishing, kayaking, walking, or walking to a restaurant for lunch. For an special day at a beautiful beach. The one of Calvert Cliffs State Park. [calvertcliffs.com](http://calvertcliffs.com)

Win walk and explore traditions with the historic town of the Underground Railroad and our nation's oldest. The "Top Strategic Beaches" in addition to numerous and historic sites, visitors will continue to find the National Park System (2011 and 2012).

**SAVOR THE STATE**

While in Maryland, be sure to enjoy the local seafood favorite and contemporary items alongside the state's 18 State Parks. Being the walk from the state's capital to the coastal sea of the Chesapeake Bay. Being the way, you'll enjoy the state's many historic sites, including the historic town of Annapolis, such as the Governor's Palace, the waterfront town of Annapolis, and the historic town of Annapolis. The waterfront town of Annapolis, and the historic town of Annapolis.

**DISCOVER YOUR BEST**

The Old Line State's legendary past and contemporary spirit converge along the state's 18 State Parks. Being the walk from the state's capital to the coastal sea of the Chesapeake Bay. Being the way, you'll enjoy the state's many historic sites, including the historic town of Annapolis, such as the Governor's Palace, the waterfront town of Annapolis, and the historic town of Annapolis.

**EXPLORE ALL MARYLAND HAS TO OFFER AT VISITMARYLAND.ORG**

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**Harford County Maryland**

Discover Harford's rich history, arts, culture, and history.

Harford County Maryland

301-791-2048 | [www.visitharford.com](http://www.visitharford.com)

# 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:** 2/16
- **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

The collage features several distinct advertisements:

- Top Left:** "TRAVEL ADVERTISEMENT" featuring a scenic view of a coastline with a boat. Text includes "Look for a view through scenic Maryland" and "Maryland's scenic views are as diverse as the state itself." A map of Maryland highlights scenic spots like Annapolis, Baltimore, and the Chesapeake Bay.
- Top Right:** "TRAVEL ADVERTISEMENT" featuring a plate of dumplings. Text includes "Dumplings are a staple of many cultures" and "In Maryland, they're a favorite comfort food." It lists various regional spots like Annapolis, Baltimore, and the Chesapeake Bay.
- Middle Left:** "OPEN FOR DEMOLITIONISTS" advertisement for Maryland's historic architecture. Text includes "We have lots to offer" and "Visit Maryland.org".
- Middle Right:** "OPEN FOR EVERYTHING" advertisement for Maryland's diverse experiences. Text includes "Sometimes nothing is everything you need" and "Visit Maryland.org".
- Bottom Left:** "TRAVEL ADVERTISEMENT" featuring a scenic view of a park. Text includes "Experience the beauty of Maryland's parks" and "Visit Maryland.org".
- Bottom Center:** "TRAVEL ADVERTISEMENT" featuring a scenic view of a historic town. Text includes "Discover the history of Maryland's historic towns" and "Visit Maryland.org".
- Bottom Right:** "TRAVEL ADVERTISEMENT" featuring a scenic view of a lighthouse. Text includes "Discover the beauty of Maryland's historic lighthouses" and "Visit Maryland.org".



Thank you

