

## RETARGETING

Partner with the Explore Georgia in their Programmatic Media Program and receive premium space in digital advertisements targeted to highly qualified audiences of travelers at an affordable cost.

Using first-party data combined with custom audience building tactics, we're able to based on their demographics and behaviors, engaging users who have previously visited ExploreGeorgia.com and retargeting them with meaningful messaging encouraging them to visit.

### PARTNER OPPORTUNITIES

#### \$2,500 Package

Tactic	Format	Timing	CPM	Impressions	Total Cost	Notes
Display & Native	IAB Approved Banner Sizes & Native Banners	30 days	\$7.00	250,000	\$1,750	This package would provide exclusive access to ExploreGeorgia.com first-party audience, through site retargeting and look-alike modeling for a full funnel approach.
Totals			\$7.00	250,000	\$1,750	

#### \$6,000 Package

Tactic	Format	Timing	CPM	Impressions	Total Cost	Notes
Display & Native	IAB Approved Banner Sizes & Native Banners	30 days	\$6.50	800,000	\$5,200	This package would also provide exclusive access to ExploreGeorgia.com first-party audience, through site retargeting and look-alike modeling for a full funnel approach PLUS Prospecting, Contextual, Demo, Behavioral targeting.
Totals			\$6.50	800,000	\$5,200	

#### \$11,000 Package

Tactic	Format	Timing	CPM	Impressions	Total Cost	Notes
Display & Native	IAB Approved Banner Sizes & Native Banners	60 days	\$6.50	800,000	\$5,200	This package would also provide exclusive access to ExploreGeorgia.com first-party audience, through site retargeting and look-alike modeling for a full funnel approach PLUS include pre-roll video for high-impact advertising.
Pre-Roll* Video	:15 or :30 Video	60 days	\$15.75	317,460	\$5,000	
Totals			\$9.13	1,117,460	\$10,200	

#### \$15,000 Package

Tactic	Format	Timing	CPM	Impressions	Total Cost	Notes
Display & Native	IAB Approved Banner Sizes & Native Banners	60 days	\$6.00	2,052,000	\$12,312	This package would also provide exclusive access to ExploreGeorgia.com first-party audience, through site retargeting and look-alike modeling for a full funnel approach PLUS Prospecting, Contextual, Demo, Behavioral targeting.
Totals			\$6.00	2,052,000	\$12,312	

\*Contingent on overall participation levels. Priority will be on display advertising. Ask your rep for updated reach calculation.

\*\*All costs are net.

#### AVAILABILITY

4-6 week production time ahead of campaign start.

Availability based on inventory.

#### REPORTING

At the end of the campaign, you will receive detailed performance metrics.

PRODUCTION CONTACT: Ally Drees | (800) 683-0010 ext 4804 | Ally.Drees@milespartnership.com

SALES CONTACT: Carly Stedman | (202) 681-8169 | Carly.Stedman@milespartnership.com

## RETARGETING

Partner provides ad file sizes as outlined and specified below, along with the main link for all the ads to go to (this link would be from the partner's website).



### BANNER ADS:

All creative must contain 1-pixel dark border (unless creative contains dark background color)

- **Ad Sizes to Provide:** 300x250, 728x90, 160x600, 300x600, 300x50, and 320x50
- **File Format(s):** JPG, Static GIF, Animated GIF, Max File Size is 100 KB
- **File Format:** HTML5  
Max File Size is 200 KB provided in a Zip Folder with backup image less than 100 KB
- **Animation:** Max Loop 3x & Max Time is 15 sec.
- **Clickthrough URL**

#### File Submission:

Ad materials can be emailed directly to [Ally.Drees@milespartnership.com](mailto:Ally.Drees@milespartnership.com)

**MATERIALS DEADLINE:**  
3 weeks prior to Go Live date

Once contracted, assume all offerings are non-cancellable. All content (text, ads, images, etc.) placed on Explore Georgia owned media channels must adhere to Explore Georgia's brand voice and look-and-feel and is subject to edits if content strays too far.

Creative production assistance available on request at an additional fee.