

Web Banner Ads

Program Benefits

Banners are sold on a guaranteed impression-over-timeframe basis, which allows you to control your exposure.

Ad Units

We offer Native Banner advertising format.

Creative Testing

Feel free to submit multiple creative messages and optimize based on the best performers.

Creative Best Practices

We recommend creating a 3-frame message following the Attention, Interest/Desire, Action funnel:

1. Frame One (Attention)

Demand attention by using your best image and tag line that communicates why you are a not-to-be-missed experience.

2. Frame Two (Interest/Desire)

Create interest and desire by pulling the user into the experience by using experiential images and copy.

3. Frame Three (Call To Action)

Seal the deal by creating a strong call to action.

Deadlines & Services

All creative assets are due at least two weeks prior to your campaign start date. Please submit all creative to: Samantha.Davis@MilesPartnership.com.

Native Banner Specs

The Native Banner takes its style from the website and each unit comes with 3 frames. Each frame has a photo, tagline and body copy for you to communicate your message. Simply supply all the info below for each frame along with your photos, and the URL for the link.

1. Frame One: (Attention)

Attract attention with compelling copy and imagery

Headline: Up to 25 characters (incl. spaces)

Subhead: 30 characters (including spaces)

Body Copy: Up to 110 characters (incl. spaces)

Photo: 145 px(w) x 143 px(h) (.jpg)

2. Frame Two (Interest/Desire)

Create interest through story-telling copy and a focused image

Headline: Up to 25 characters (incl. spaces)

Subhead: 30 characters (including spaces)

Body Copy: Up to 110 characters (incl. spaces)

Photo: 145 px(w) x 143 px(h) (.jpg)

3. Frame Three (Call To Action)

Seal the deal by compelling the reader to take action

Headline: Up to 25 characters (incl. spaces)

Subhead: 30 characters (including spaces)

Body Copy: Up to 110 characters (incl. spaces)

Photo: 145 px(w) x 143 px(h) (.jpg)

URL for Link

Please submit this form and all materials to:

Samantha Davis • Advertising and Data Manager • Samantha.Davis@MilesPartnership.com

01/16/18



From cozy bed and breakfasts, Kentucky countryside cottages and century-old historic inns, Kentucky offers a number of unique hideaways perfect for weekend getaways and romantic retreats.

SEARCH

Bed and Breakfasts & Historic Inns in Kentucky



EXPERIENCE KENTUCKY'S SPIRITED BOURBON HERITAGE
Stay Where History is Made
See, hear and experience the stories behind Kentucky's legendary bourbon distilleries, then settle in to a unique Historic Hotel in the Bluegrass State [BOOK NOW!](#)



PLANNING A TRIP? It's Better in the Bluegrass
View or request a FREE Visitor's Guide full of travel stories, photos, best bets, attractions, maps and so much more! [ORDER NOW!](#)

BED AND BREAKFASTS

A bed and breakfast is only as good as its surroundings. While every state offers B&Bs, most cannot compete with the beauty of Kentucky's unique geography. Along tree-lined Kentucky highways and horse country landscapes, you'll find dozens of unique bed and breakfast inns, both quaint and elegant. But these B&Bs are more than just vacation lodging -- they also offer spectacular food brimming with local flavor.

HISTORIC INNS

Historic Inns in plantation homes, 19th century estates with nostalgic Kentucky charm, and a list of National Register of Historic Places. Stay in a historic inn, you'll be staying in history.

A bed and breakfast or historic inn just might be the perfect place to stay as you travel through the Bluegrass State. Browse the listings below to find a unique bed and breakfast for your next stay in Kentucky. Read up on our diverse offerings and book today!

Native Banner Ads include 3 frames (example of Frame One is shown here)

