

EXPLORE
GEORGIA.

2020-2021 EXPLORE GEORGIA
OWNED MEDIA OPPORTUNITIES



A NOTE FROM EXPLORE GEORGIA

2020 has been a challenging year for all of us in the tourism industry. A quarantine, mandatory stay-at-home orders, and social distancing guidelines aren't exactly conducive to travel experiences. However, Georgia is fortunate to have diverse tourism product that travelers are now seeking out. With thousands of acres of state and national parks, charming small towns, historical and cultural sites, and 100 miles of coast, we offer visitors – from both within the state and throughout the world – an extraordinary variety of safe traveling experiences.

The Explore Georgia team focuses on inspiration and connection: inspiring travelers to choose Georgia as a destination and connecting them to your destinations and experiences.

While much remains uncertain, Explore Georgia will continue to support you through our owned platforms. Within this document, we have summarized the opportunities within our owned channels that can help you amplify your investment and marketing programs. We know budgets are limited this year, and we want to ensure offerings across a spectrum of investment levels. We'll also share additional opportunities if/when they arise throughout the year.

Explore Georgia is grateful for our industry partners across the state. We appreciate your partnership and know that working together will keep Georgia on visitors' minds.

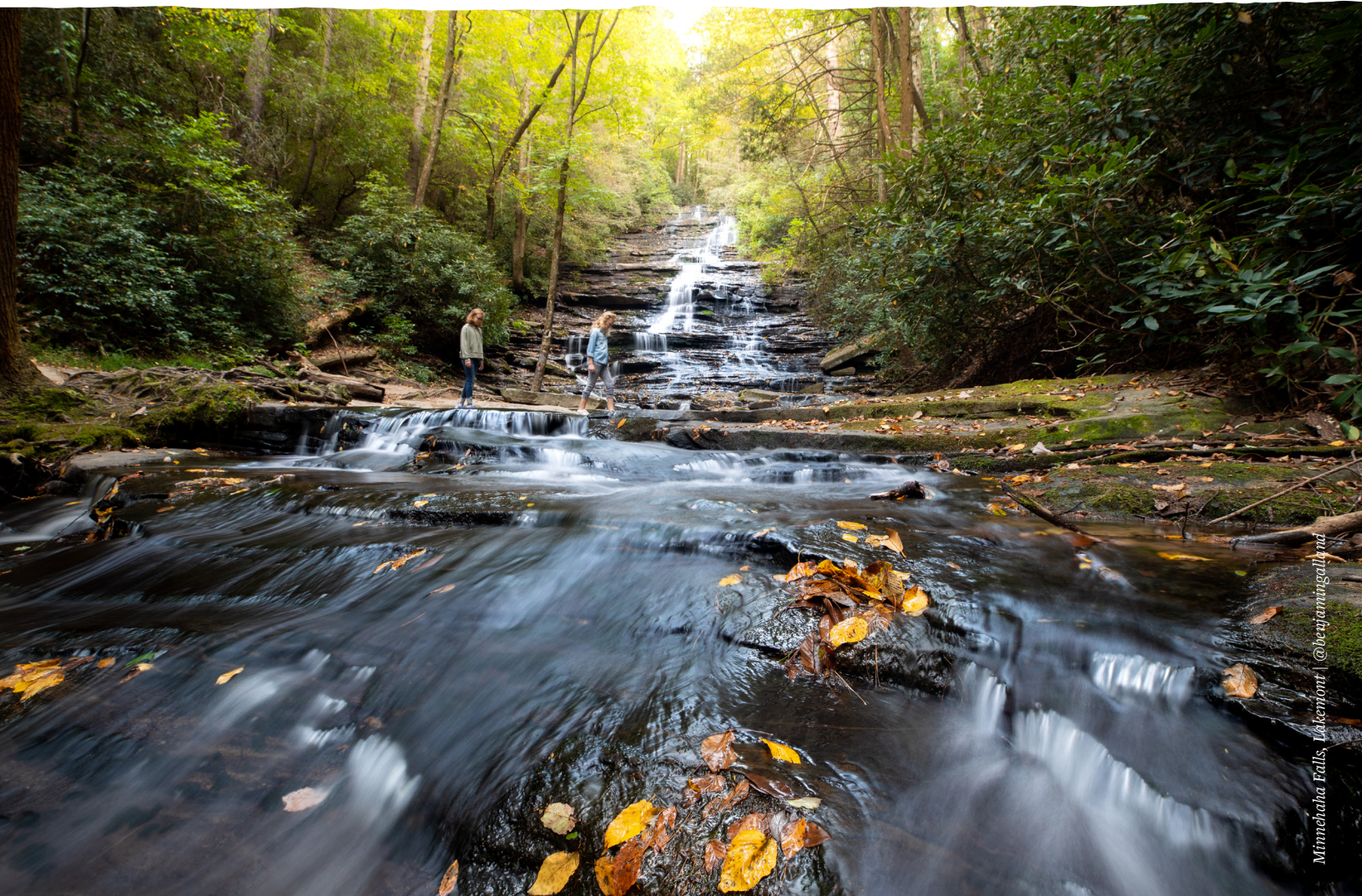


TABLE OF CONTENTS

Georgia Tourism by the Numbers	4
Explore Georgia Travel Guide	5
Explore Georgia Website	7
Featured Listings	8
Display Banner Program	9
Sponsored Content	10
Explore Georgia Social	12
Explore Georgia Email	13
Monthly Newsletter	13
Quarterly Events	14
Dedicated Partner Email	15

SALES CONTACTS

Atlanta Magazine Custom Media serves as the publishing and digital sales partner for the Explore Georgia owned media properties presented here. Please contact AMCM with questions on any of these opportunities or to reserve your space.

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jbrasher@atlantamagazine.com

JILL TETER

Travel Sales Director

912.577.0062 (cell)

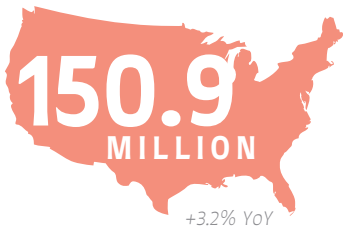
jteter@atlantamagazine.com



GEORGIA TOURISM BY THE NUMBERS: 2019

Tourism has long been a vital industry for the state of Georgia. The following data reflects the most comprehensive, updated available.

DOMESTIC VISITORS



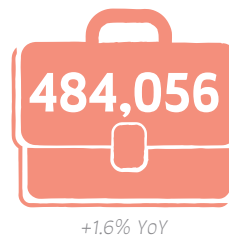
Source: 2019 Travel USA Visitor Profile Report, Longwoods International

INTERNATIONAL VISITORS



Source: International States Travel Database Tourism Economics

TOTAL JOBS SUPPORTED



Source: 2019 Tourism Satellite Account Tourism Economics

VISITOR SPENDING *Domestic & International*



Source: 2019 Tourism Satellite Account Tourism Economics & U.S. Travel Association

TOTAL TOURISM ECONOMIC IMPACT



Source: 2019 Tourism Satellite Account Tourism Economics & U.S. Travel Association

TOTAL STATE & LOCAL TAX REVENUES GENERATED



Source: 2019 Tourism Satellite Account Tourism Economics & U.S. Travel Association



2021 EXPLORE GEORGIA TRAVEL GUIDE

The state's official Travel Guide serves an inspirational role for travelers and a resource for Explore Georgia's tourism partners.

NEW FOR 2021

- Revised publish date of April 2021
- Reduced circulation of 500,000
- Redesigned look & feel showcasing Explore Georgia branding
- Incorporate Culinary Guide & Roam/Group Travel editorial content
- Additional connectivity between the Guide and ExploreGeorgia.org
- Updated lead generator: Advertiser Index + dedicated URL for collateral requests and links to advertisers' websites

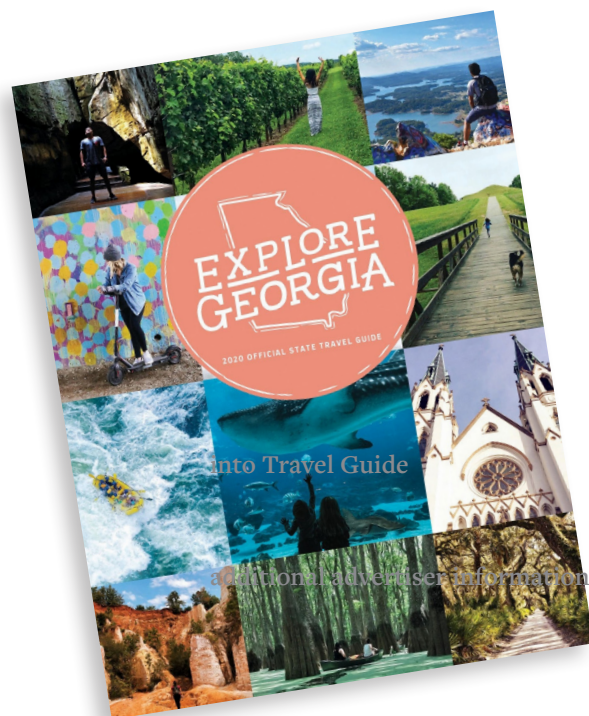
DISTRIBUTION

The Guide will continue to be primarily distributed through:

- Explore Georgia Visitor Information Centers (VICs): nine locations throughout the state that assist 13 million visitors, annually
- Direct requests on ExploreGeorgia.org: more than 48,500 ordered in FY20 + nearly 29,000 online views of the digital version
- Direct requests through 1-800-VISITGA: Nearly 8,500 ordered in FY20
- Regional Visitor Information Centers: 60 locations throughout Georgia operated by local CVBs and Chambers of Commerce
- Georgia State Parks and Lodges

Additional Distribution:

- Newsstands throughout Georgia and the Southeast
- Statewide events and festivals
- Consumer and industry trade shows
- Hotels, resorts, private home rentals, and bed & breakfasts
- Georgia State Capitol
- Atlanta Magazine events



2021 DETAILS & DEADLINES	Ad Space Deadline January 15 Materials Deadline February 2	Circulation 500,000 Frequency Annual	Size 8" x 10.5"	Publication Date April 2021
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2021 ADVERTISING RATES*

FRONT OF BOOK / PREMIUM

2-Page Spread: Display or Advertorial	\$25,950
Back Cover	\$22,950
Inside Front Cover	\$20,950
Inside Back Cover	\$19,950
Page One	\$17,950
Table of Contents	\$16,950
Masthead	\$16,950
Full Page	\$14,950
Half Page	\$8,750

RUN OF BOOK DISPLAY ADS

Full Page, Bleed	\$14,950
2/3 Page (vertical)	\$12,500
1/2 Page (island or horizontal)	\$8,750
1/3 Page (vertical or square)	\$6,295
1/4 Page	\$5,450
1/6 Page (vertical or horizontal)	\$3,150

*All rates are net and include 4-color.

Production Contact:

Whitney Tomasino, Production Director,
wtomasino@atlantamagazine.com,
 404-527-5526

File Submission:

Ads can be emailed directly to
wtomasino@atlantamagazine.com
 if less than 6MB. If larger than 6MB,
 please email Whitney for an upload link.

ADVERTISING SPECIFICATIONS

- Spread (with bleed): 16.25" x 10.75"
(keep text .375" from trim edges)
- Full Page (with bleed): 8.25" x 10.75"
(keep text .375" from trim edges)
- 2/3 Page Vertical: 4.625" x 9.5"
- 1/2 Page Island: 4.625" x 7.1125"
- 1/2 Page Horizontal: 7" x 4.625"
- 1/3 Page Vertical: 2.25" x 9.5"
- 1/3 Page Square: 4.625" x 4.625"
- 1/4 Page: 3.375" x 4.625"
(quarter pages are formatted ads on same page)
- 1/6 Page Vertical: 2.25" x 4.625"
- 1/6 Page Horizontal: 4.625" x 2.125"

AD REQUIREMENTS

Printing Process: Web offset

Binding Method: Perfect bound

Line Screen: 150 line

Ink: CMYK, convert all spot colors to CMYK

Ink Density: 280 percent

Acceptable File Format:

PDF X1A - high resolution (300 dpi). All fonts and images must be embedded within the PDF. Images should be 300 dpi before embedding.

Color Proofs:

A 100% sized, color-accurate proof, with crop marks is preferred to accompany your ad.

EXPLORE GEORGIA WEBSITE

ExploreGeorgia.org is the state’s official tourism destination website. The site supports travel ideas and inspiration to 5 million users and has provided 1.5 million referrals for partners in FY19. ExploreGeorgia.org holds a Page 1 position in Google for more than 11,000 keywords, making it the sixth best performing State DMO site nationwide.

Visitor Overview:

5 Million Annual Visitors



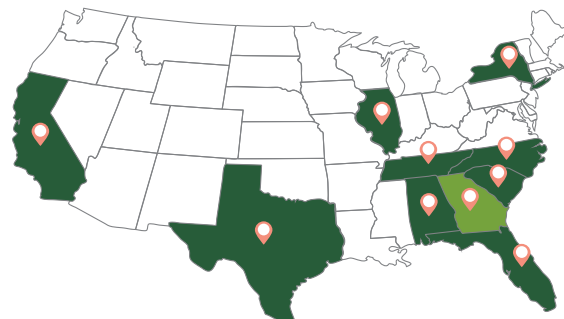
Nearly 12 million sessions



1,180,207 Partner Referrals



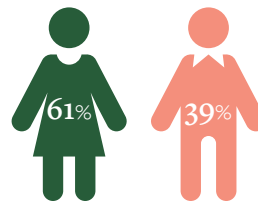
Top Markets



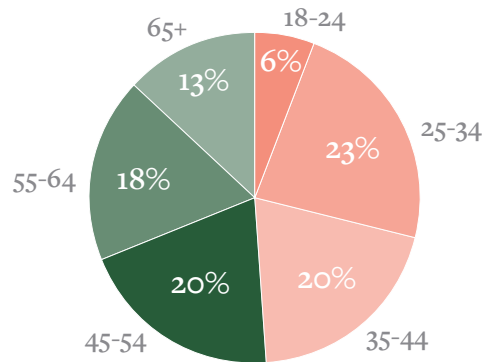
- Georgia
- Florida
- Alabama
- North Carolina
- Tennessee
- New York
- South Carolina
- Texas
- California
- Illinois

Demographic Profile:

Sex



Age



Location



Source: Google Analytics

EXPLOREGEORGIA.ORG WEBSITE OFFERINGS

Featured listings

Featured Listings offer a top-tier sort of all listings, highlighting four partner listings per category. This opportunity offers partners a cost-effective, annual presence on ExploreGeorgia.org and helps drive qualified traffic to your site through your partner profile.

Available Categories:

Categories should be directly associated with your listing and will assign a location for the featured listing on the site. Each category has a designated URL on the site and your listing will show up on that page and its sub-pages as they apply.

For CVB/DMO listings, please select a specific category or purchase multiple categories.

- Places to Stay - <https://www.exploregeorgia.org/places-to-stay>
- Attractions & Entertainment - <https://www.exploregeorgia.org/attractions-entertainment>
- Outdoors & Adventure - <https://www.exploregeorgia.org/outdoors-adventure>
- Food & Drink - <https://www.exploregeorgia.org/food-drink>
- Events & Festivals - <https://www.exploregeorgia.org/events-festivals>
- Transportation - <https://www.exploregeorgia.org/transportation>

Frequency:

Featured Listings are live for 12 consecutive months.

Pricing: \$1,200

Reflects an annual commitment.

Specs:

Featured Listings are populated through Explore Georgia's Extranet. If you do not currently have a listing or if you have any questions on your listing's content prior to transitioning to a Featured Listing, please contact Lori Hennesy at lhennesy@georgia.org.

Browse Places to Stay

TYPE

REGIONS

CITIES

GENERAL

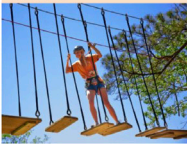
SORT BY ALPHA

APPLY

RESET FILTERS


Showing 1 - 8 of 245

FEATURED




Callaway Resort & Gardens DETAILS >

Resorts, Lodges & Plantations
Pine Mountain




VISIT WEBSITE

FEATURED



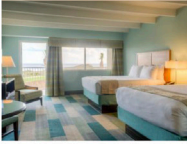
Helendorf River Inn Suites & Conference Center DETAILS >

Hotels & Motels
Helen




VISIT WEBSITE

FEATURED




Holiday Inn Resort Jekyll Island DETAILS >

Hotels & Motels
Jekyll Island




VISIT WEBSITE

FEATURED



The King and Prince Beach & Golf Resort DETAILS >

Resorts, Lodges & Plantations
St. Simons Island



VISIT WEBSITE

EXPLOREGEORGIA.ORG WEBSITE OFFERINGS

Display Banner Program

Five million users visit ExploreGeorgia.org each year to find travel inspiration to all of the state’s diverse offerings. Increase your brand’s exposure on our highly visited site through a targeted display banner package. Using a tiered approach of guaranteed impressions delivery, partners can select the package best suited to meet your business and budget goals. Impressions will be served run-of-site – rotating with two unit sizes – and be optimized across the site throughout your campaign’s flight. Campaigns are priced on a CPM model, with discounts triggering at defined impression levels.

TOTAL IMPRESSIONS	RATE	CPM
50,000+	\$900	\$18
100,000+	\$1,600	\$16
200,000+	\$2,800	\$14

Minimum buy-in: 50,000 impressions

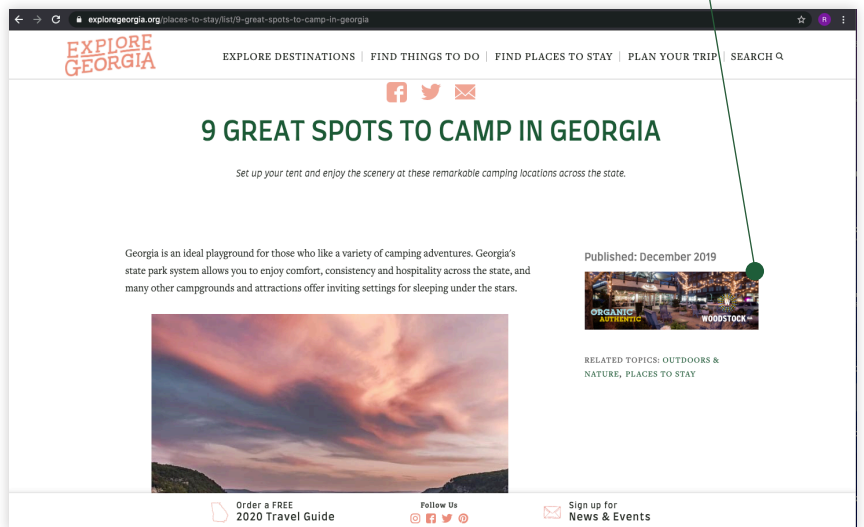
Specs:

- Ad sizes: 300 x 250 & 300 x 100
- File format: JPG or PNG
- RGB
- Include URL for click-through landing page
- Send all materials to Jon Brasher jbrasher@atlantamagazine.com AND Jill Teter jteter@atlantamagazine.com one week prior to confirmed launch date

300x250 sample



300x100 sample



EXPLOREGEORGIA.ORG WEBSITE OFFERINGS


Sponsored Content


Elevate your brand’s presence on ExploreGeorgia.org with this professionally-written content opportunity. Your brand’s content – developed in conjunction with you, Explore Georgia, and Miles Partnership – will live on ExploreGeorgia.org, gaining the audience of our widely-visited site. Your article will have 100% share-of-voice, all ad units on this page, and priority sorting in related content throughout the site.

Additionally, your sponsored content may be promoted when space is available in banner ad inventory on ExploreGeorgia.org, Explore Georgia social posts, and/or within Explore Georgia e-newsletter ad positions. If any of these spaces are available, you will be contacted with the materials needed to enact this offering.

This opportunity is limited to 10 total partners per 12-month window.

EXPLORE
GEORGIA
EXPLORE DESTINATIONS | FIND THINGS TO DO | FIND PLACES TO STAY | PLAN YOUR TRIP | SEARCH





7 REASONS WHY ALPHARETTA’S MUSIC SCENE CAN’T BE BEAT

From world-class music festivals to famous venues, it’s no mystery why this Atlanta 'burb is known for its vibrant music culture.

Music is in Georgia’s DNA, but Alpharetta has staked a claim as one of the most dynamic music destinations in Georgia. Located about 20 miles north of Atlanta, Alpharetta has everything from the Wire & Wood Music festival to the iconic Velvet Note jazz club, plus a huge amount of concerts throughout the year – many of them free and family-friendly. Whether you’re into pop, country, rock, or just appreciate great lyrics and a catchy tune, here’s your guide to the best of Alpharetta Music City.

EXPLOREGEORGIA.ORG WEBSITE OFFERINGS

Sponsored Content, continued

Frequency:

Sponsored Content is live for 12 consecutive months.

Pricing: \$5,000

Cost reflects all development and production of sponsored content.

Specs:

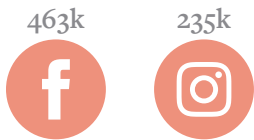
Sponsored content is written by Miles Partnership to live within the brand voice of ExploreGeorgia.org using a list of partner-provided content, a collaborative outline process, and final approval by partner and Explore Georgia.

- Content Request: Partner's desired topical focus for the article, including any mandatory requests. Please keep in mind the final article will be between 600-800 words, so please limit content focus accordingly.
 - Miles Partnership will create a content outline for review with each partner. Upon approval, Miles will write the article for partner and Explore Georgia approval, prior to publishing.
 - Content development is limited to three rounds of proofing
- Images: Up to 10 photos to accompany the article
 - High resolution, horizontal-oriented images
 - Partners can resource images from PictureGeorgia if needed
- URLs: Please include a click-through URL related to the article's main theme
 - Additional URLs can be submitted to be included as content hyperlinks, as applicable
- Promotional Assets: To be provided upon request by Miles as space becomes available within Explore Georgia properties.
 - File formats: JPG or PNG
 - Display Banner: 300 x 250 & 300 x 100
 - Email Image: 225x160
- Send all content requests and materials to Taylor Litzen at taylor.litzen@milespartnership.com four weeks prior to confirmed publish date

EXPLORE GEORGIA SOCIAL MEDIA

Explore Georgia has one of the strongest social media followings. On Instagram, @ExploreGeorgia is the seventh most followed state DMO account in the U.S. Each quarter, social metrics continue to exceed growth and engagement industry benchmarks. Activity across @ExploreGeorgia platforms also drives website sessions and conversions, supporting ExploreGeorgia.org. Reach our engaged audience of inspired travelers with your content, drive traffic to your site, and navigate visitors to your location, attraction, or event.

Followers as of August 2020



Sources: Explore Georgia & Sprout Social

Sponsored Social Media Posts

Take advantage of the reach on Explore Georgia’s social media channels. Showcase your destination and increase awareness through partner social posts, either as a Facebook + Instagram combo post or a Facebook-only post.

Participation is limited to one time per quarter, and excludes consecutive-month purchases.

Frequency:

Two (2X) sponsored social media posts available per month.

Pricing:

All costs include the development and production of partner social content.

- Facebook + Instagram: \$1,000 per post
- Facebook only: \$650 per post

Specs:

Content is written by Miles Partnership using partner-provided content to align with the Explore Georgia brand. Content provided by the partner should NOT be overly promotional, use stock photography, or include a logo.

- Photography
 - Maximum file size: 4MB
 - Instagram: 1080x1350; 1080x1080, if square
 - Facebook: 1200x630
- Click-thru URL/landing page link
- Send all materials to Taylor Litzen at taylor.litzen@milespartnership.com four weeks prior to confirmed publish date
- Content development is limited to three rounds of proofing



Explore Georgia reserves the right to cancel any scheduled social post for a full refund to partner should circumstances warrant going dark or limiting messaging on social, e.g., travel restrictions during pandemic or due to natural disaster.

EXPLORE GEORGIA EMAIL

Explore Georgia newsletters hold a large, and engaged database of Georgia travelers, and will help drive traffic to your site.

SUBSCRIBER COUNT	197K+
AVERAGE OPEN RATE	12.0%
AVERAGE CLICK-TO-OPEN RATE	16.5%

Source: MailChimp, as of July 2020

Monthly Newsletters

Each month, Explore Georgia sends travel ideas and inspiration to its robust database. Include your message in one of two exclusive ad units in one of our monthly e-newsletters. Choose from the Featured Partner content or the Leaderboard Display Banner included in the footer of the email.

Participation is limited to one time per quarter and excludes consecutive-month purchases.

Frequency:

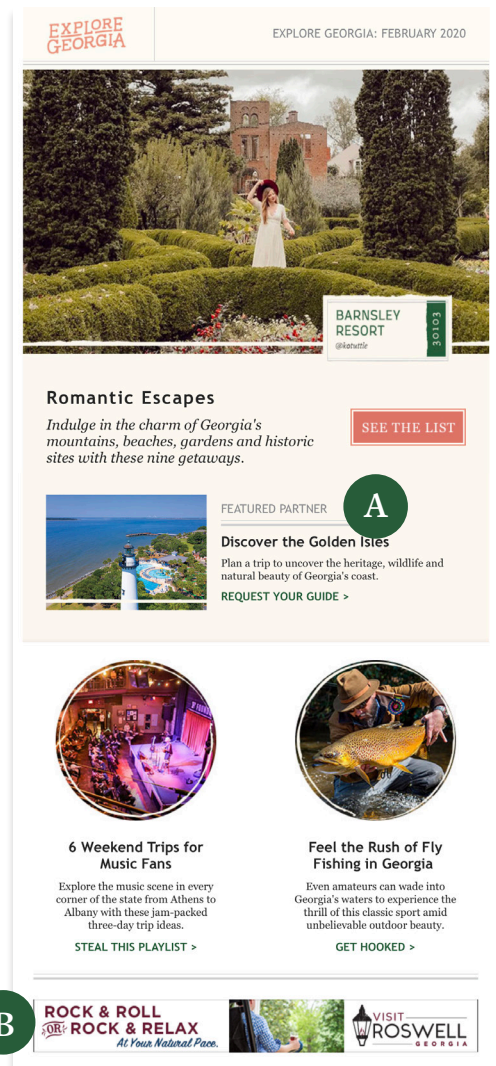
Monthly, deploys the first Thursday of each month; partner gets one email ad placement per purchase.

Pricing:

- **A** - Featured Partner: \$1,500/email
- **B** - Footer Display Banner Ad: \$1,000/email

Specs:

- Featured Partner
 - Image: 225x160 | JPG or PNG | RGB
 - Copy: All copy specs include spaces
 - Headline: 25 characters
 - Body Copy: 100 characters
 - URL: Click-through landing page
- Footer Leaderboard Display Banner
 - Image: 634x74 | JPG or PNG | RGB
 - URL: Click-through landing page
- Send all materials to Jon Brasher jbrasher@atlantamagazine.com AND Jill Teter jteter@atlantamagazine.com three weeks prior to confirmed email deployment date



Explore Georgia reserves the right to cancel any scheduled email for a full refund to partner should circumstances warrant going dark or limiting messaging on social, e.g., travel restrictions during pandemic or due to natural disaster.

EXPLORE GEORGIA EMAIL

Quarterly Georgia Events

Once a quarter, Explore Georgia spotlights the state’s best and most interesting events. Detailed by month, this quarterly summary includes a Featured Event (partner ad unit) plus three Explore Georgia-selected events for that month. The footer of the email also includes a Leaderboard Display Banner.

Participation is limited to one time per quarter and excludes consecutive-month purchases. Events must be relevant to the subscriber and cannot be added to the email if they have happened prior to the deployment date.

Frequency:

Quarterly, deploys the second Tuesday of the month

- Spring: Deploys in February, including events taking place in February, March, and April
- Summer: Deploys in May, including events taking place in May, June, and July
- Fall: Deploys in August, including events taking place in August, September, and October
- Winter/Holidays: Deploys in October, including events taking place in November, December, and January

Pricing:

- **A** - Featured Event: \$1,500/email
- **B** - Footer Display Banner Ad: \$1,000/email

Specs:

- Featured Event
 - Image: 200x200 | JPG or PNG | RGB
 - Copy: All copy specs include spaces
 - Headline: 30 characters
 - Body Copy: 145 characters
 - URL: Click-through landing page
- Footer Display Banner
 - Image: 634x74 | JPG or PNG | RGB
 - URL: Click-through landing page
- Send all materials to Jon Brasher jbrasher@atlantamagazine.com AND Jill Teter jteter@atlantamagazine.com

GEORGIA EVENTS THIS SEASON

SAVANNAH MUSIC FESTIVAL
 March 26 - April 11

Top Spring & Summer Festivals

Share in the excitement of warm sunshine, blooming flowers and seasonal traditions at these crowd favorites in Georgia.

READ MORE

APRIL

FEATURED

A

Vidalia

43rd Vidalia Onion Festival

Lee Brice headlines the Sat. April 25th concert. Recipe/onion eating contests, run, arts/crafts, carnival, chalk art, and fireworks April 23-26.

[READ MORE >](#)

<p>Americus Hot Glass Craft Beer Fest</p> <hr/> <p>APRIL 3-4</p> <p><i>Americus</i></p> <p>GET CRAFTY ></p>	<p>Spring Tune-Up Cycling & Music Fest</p> <hr/> <p>APRIL 17-19</p> <p><i>Rutledge</i></p> <p>RIDE & ROCK ></p>	<p>Braselton Antique & Artisan Festival</p> <hr/> <p>APRIL 24-26</p> <p><i>Braselton</i></p> <p>TREASURE HUNT ></p>
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B

WILD CHICKEN FESTIVAL
 MARCH 20-21

Come help us celebrate Fitzgerald's wild chickens in our downtown historic district! And...see the world's largest chicken topiary!

Explore Georgia reserves the right to cancel any scheduled email for a full refund to partner should circumstances warrant going dark or limiting messaging on social, e.g., travel restrictions during pandemic or due to natural disaster.

EXPLORE GEORGIA EMAIL

Dedicated Partner Emails

Promote your tourism product with this 100% SOV email offering. Your brand’s content – developed in conjunction with you, Explore Georgia, and Miles Partnership – will be sent to Explore Georgia’s database.

Participation limited to one time per quarter and excludes consecutive-month purchases.

Frequency:

Monthly, deploys on the third Thursday of each month.

Pricing: \$5,000

Cost reflects all development and production of email.

Specs:

- Images
 - High resolution, horizontal-oriented photos | GIF or JPG, at least 72 dpi | RGB
 - Hero photo: 650x400 | Secondary photo: 565x297
 - Please provide a minimum of three images for each photo type to allow for flexibility
 - Partners can resource images in PictureGeorgia if additional images are needed
 - Logo: 140x140
- Copy
 - Headline: 35 characters, including spaces
 - Body copy: 200 words
 - URL: Click-through landing page
- Send all materials to **Taylor Litzen** at taylor.litzen@milespartnership.com four weeks prior to confirmed email deployment date



Explore Georgia reserves the right to cancel any scheduled email for a full refund to partner should circumstances warrant going dark or limiting messaging on social, e.g., travel restrictions during pandemic or due to natural disaster.

EXPLORE GEORGIA®



Sly Valley | @kimmeyates

Front Cover Photo Credits

Top row, L-R:

Driftwood Beach, Jekyll Island | @ppatel821
National Center for Civil and Human Rights, Atlanta | @nemosnaps
Tybee Island Lighthouse | @mylittlifesjourneys
R&A Orchards, Ellijay | @diaryofdualeh

Second row, L-R:

Tiny Doors ATL, Atlanta BeltLine | @miss.justine.olivia
Georgia Aquarium, Atlanta | @mseeley
Mountain Cabin, Flintstone | @benjamingalland

Third row, L-R:

Sope Creek Trail, Atlanta | @westy4xer
Providence Canyon State Park, Lumpkin | @capturecalliope
Centennial Olympic Park, Atlanta | @ExploreGeorgia

Bottom row, L-R:

The Hay House, Macon | @soapzz
Chattahoochee River, Columbus | @whitewaterexpress
Southern Belle Farms, McDonough | @justthekings
Rock City Gardens, Lookout Mountain | @pableks