



*Augusta*  
CONVENTION &  
VISITORS BUREAU

**Marketing  
Opportunities Planner**  
—  
**2020**

[VISITAUGUSTA.COM](http://VISITAUGUSTA.COM)

# 2020 Augusta Convention & Visitors Bureau Marketing Opportunities Planner

**Please note:** *Many costs are estimated for planning purposes only. Actual costs will be determined closer to placement.*

**Partner Commitment Deadline for the following programs: October 25, 2019**

## PRINT

### 1. 2021 Georgia Travel Guide

One full page ad spread in the 2021 Georgia Travel Guide

- Circulation: 700,000+

**Issue Date: January 2021**

**Limit: 8 partners**

**Individual Partner Investment: \$4,350 (includes placement and creative)**

### 2. Roam: Georgia Group Tour Planner

One full-page ad in the 2020 edition

- Top resource on Georgia for the travel trade, including tour operators focusing on domestic and international markets.

**Issue Date: 2020**

**Limit: 4 partners**

**Individual Partner Investment: \$825 (includes placement and creative)**

### 3. Southern Living

- Placement: Two (2) full-page ads, one in the April South's Best edition and one in the July Hidden Escapes edition.
- Placement Dates: April 2020 and July 2020
- Circulation: 374,000 (Georgia + South Carolina)

**Issue Dates: April & July 2020**

**Limit: 4 partners per full-page ad (8 partners total)**

**Individual Partner Investment: \$4,243.40 per issue (includes placement and creative)**

## DIGITAL

### 1. Digital Marketing Package

Continuing upon the strong digital placement opportunities in previous years, the 2020 co-op plan integrates advanced targeting and unique native placement opportunities for each partner. Inclusion of both paid social (Facebook/Instagram) and digital display banners.

- Inclusion of paid social, digital display banners and native content.

- Engage potential travelers targeting them with your unique value proposition and messaging.
- Drive visitors to interact with and complete custom goals and key performance indicators for your event/attraction via a custom landing page on VisitAugusta.com and enhanced conversion tracking.

**Duration:** Three full months of advertising

**Limit:** 4 Partners for each quarter/three month run

**Individual Partner Investment:** \$11,418.75 for one quarterly spot with digital display, paid social and native placements.

## 2. Augusta Weekend Getaway

Augusta will be facilitating a register to win a weekend getaway to Augusta contest package. This will allow for attraction, hotelier and restaurant partners to participate in giving one lucky winner an exclusive weekend in Augusta getaway.

- Inclusion of paid social, digital display banners and native placements to engage potential travelers.
- Drive Augusta CVB website landing page views featuring co-op partners for the giveaway and driving contest entries.
- Generate email sign ups via contest entries. All email and audience data will be shared with co-op partners for future communications.

**Duration:** Six-week campaign

**Limit:** Four partners; (2) attractions, (1) hotelier, (1) restaurant

**Individual Partner Investment:** \$2,812.50 plus complimentary meal, accommodations or admissions for one contest spot with digital display, paid social and native placements. Inclusive of creative and placement.

*\*\*Partners are required to provide all images and video for use in static and rich media ads*

## 3. TripAdvisor

Travelers don't always know where their next vacation will take them, and they go to TripAdvisor searching for inspiration. Some travelers know they're visiting a region or state, but they are unsure beyond that. They use TripAdvisor to narrow that decision to the perfect destination.

- Inspire travelers to come to Augusta
- Includes 300x250 and 300x600 banner placements on Augusta CVB's destination page, two (2) feature photos, and an article highlighted in the discovery carousel.
- Engage potential travelers

**Duration:** Three full months of advertising

**Limit:** Two (2) partners per quarter

**Individual Partner Investment:** \$7,312.50

# VIDEO/PHOTOGRAPHY

## 1. Campaign Video/Photography

Video and photography showcasing the Augusta CVB partners. The assets will be distributed on VisitAugusta.com, social media and paid digital placements. Participants will receive photo assets, access to b-roll and the campaign :15 & :30 second cut downs for use on partner owned properties.

**Limit:** 6 partners

**Individual Partner Investment:** \$4,000 (Includes pre-production, videographer, photographer and paid talent.)

## 2. Snackable Video Production

Production of snackable video content from existing footage that partners participating may have. If shooting is needed additional costs will be required. Videos may be used across social media platforms and any additional placements the partner may have.

**Limit:** 8 partners

**Individual Partner Investment:** \$1,500 if existing video is available. Cost will increase if additional video shooting is needed.

*\*The Augusta CVB retains creative control over all photo & video production.*

# RESEARCH OPPORTUNITIES

*\*Not eligible for Tourism Grant Funding*

## 1. MOSAIC Visitor Profiling

Utilizing Mosaic Segmentation profiling we will provide a detailed look at your various segments and identify which are the most critical to you. You will gain such depth that you will know their nuances - likes and dislikes, values and attitudes, and lifestyles. These insights will help you communicate effectively and develop offerings to which they will respond.

- Based on the visitors you have seen over a one to twelve-month time period.
- You must supply a database with first & last names and physical home mailing addresses (street/city/state/zip).
- Requires a minimum of 500 viable names.
- Report will be delivered within 14 days of receiving database.

**Individual Partner Investment:** \$750

## 2. Festival + Event Research

Research collaborative to conduct surveys that identify festival and event visitor attendee characteristics and travel behaviors.

Research will include:

- Visitor point of origin
- Visitor expenditures
- Accommodation preferences
- Length of Stay
- Travel related behaviors
- Overall satisfaction with the event
- A faculty and student research team will conduct the research
- The event organizer is required to provide an incentive for each participant that completes an event survey

**Limit:** 4

**Individual Partner Investment:** \$2,000

# THE NEW AUGUSTAN

Total Distribution is 80,000 with one issue per year and approximately 50% out of area and 50% local.

## In-Magazine Traditional Display Advertising

Inside Front Cover (Full Page)	\$5,200
Inside Front Cover (Spread)	\$6,150
Inside Back Cover	\$5,100
Opposite TOC	\$4,300
Back Cover	\$5,950
Full Page	\$3,950
Half Page	\$2,200

## Customized Content Feature

An implementation of a custom content/native advertising offering that will provide the look and feel of a feature article and provide an alternative to a traditional ad for those who are looking for a different advertising solution.

Inside Front Cover (Full Page)	\$5,450
Inside Front Cover (Spread)	\$6,450
Inside Back Cover	\$5,250
Opposite TOC	\$4,550
Full Page	\$4,250
Half Page	\$2,400

# VISITAUGUSTA.COM

**VisitAugusta.com Advertising:** Online advertising placements on VisitAugusta.com are available through Destination Travel Network (DTN) to include featured listings, page sponsorships, mobile banners, etc. Pricing varies based on placement and package. For more information, contact:

Destination Travel Network  
[advertising@DTNads.com](mailto:advertising@DTNads.com)  
520.284.1090

### 1. VisitAugusta.com Advertising Package *\*Tourism Grant Only*

The following online advertising on VisitAugusta.com is available through Destination Travel Network (DTN) for Tourism Grant Participants:

- Featured listing, 5k Spotlight, and page sponsorship opportunity, 12-month commitment beginning in January 2020

**Individual Partner Investment:** \$125/month or \$1,500 annually

### Disclaimers:

*All programs are pending approval by the Augusta CVB Board.  
Some prices may vary depending on participation.*