MISSION
To promote and develop visitor experiences for our community’s economic and social prosperity

VISITOR PROMISE
We connect visitors to Chattanooga experiences

PARTNER PROMISE
We champion tourism-related economic opportunities for our community

2021 PLANS & PROJECTIONS

- Chattanooga Tourism Co. will reopen its Visitor Center and engage 75,000+ visitors
- Chattanooga Tourism Co. will produce a twice-annual printed and digital publication reaching 400,000+ locals & visitors
- Our website - visitchattanooga.com will see 3M+ visitors
<table>
<thead>
<tr>
<th>PARTNERSHIP PACKAGES</th>
<th>BASIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic Web Listing on VisitChattanooga.com to include: Business Name, Address, Phone Number, Website URL, and 1 Photo.</td>
<td></td>
</tr>
<tr>
<td>Basic access to CTC Partner Extranet with ability to update Contacts and Business information</td>
<td></td>
</tr>
<tr>
<td>Ability to submit events to VisitChattanooga.com Online Public Calendar</td>
<td></td>
</tr>
<tr>
<td>Subscription to Confidential Convention Calendar (Quarterly)</td>
<td></td>
</tr>
<tr>
<td>Opportunity to attend CTC Functions and Events</td>
<td></td>
</tr>
<tr>
<td>Receive regular CTC Updates, Information, and News</td>
<td></td>
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</tbody>
</table>

*Access and ability to share Chattanooga Tourism Co. reports may be restricted based on contract agreements and privacy restrictions. All programs are subject to change without notice at the discretion of Chattanooga Tourism Co.*

**Allison Wolfe**  
Partnership Director  
Allison@ChattanoogaTourism.com  
(423) 424-4439
<table>
<thead>
<tr>
<th>PARTNERSHIP PACKAGES</th>
<th>TEAL - $500</th>
<th>BLUE - $800</th>
<th>GOLD - $1200</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Enhanced Priority Listing on VisitChattanooga.com - Teal PKG = Up to 5 photos, Blue PKG = Up to 8 photos, Gold PKG = Up to 10 photos</td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
</tr>
<tr>
<td>• Enhanced access to CTC Partner Extranet with ability to update Contacts and Business information</td>
<td>![ ]</td>
<td>![ ]</td>
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<tr>
<td>• Ability to post Digital Coupons and Events directly to your listing</td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
</tr>
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<td>• Ability to submit events to VisitChattanooga.com Online Public Calendar</td>
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<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
</tr>
<tr>
<td>• Company Media Notices featured in Tourism Newsletter</td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
</tr>
<tr>
<td>• Social Media Promotion (Twitter, Facebook, Instagram, Crowdriff)</td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
</tr>
<tr>
<td>• Invitation and Complimentary tickets to Annual Tourism Summit</td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
</tr>
<tr>
<td>• Brochure Slot at Chattanooga Tourism Locations</td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
</tr>
<tr>
<td>• Additional listing(s) on Visitchattanooga.com web pages</td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
</tr>
<tr>
<td>• Priority Listing on CTC Onsite Map Publisher</td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
</tr>
<tr>
<td>• Event/Meeting Facilities Promotion &amp; Priority Listing on VisitChattanooga.com Meetings Page</td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
</tr>
<tr>
<td>• Onsite Restaurant included in “Where to Eat” page [2]</td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
</tr>
<tr>
<td>• Special Invitation to CTC Ambassador Program.</td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
</tr>
<tr>
<td>• Inclusion in Online “Things To Do Itinerary” [1]</td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
</tr>
</tbody>
</table>

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[1] This benefit applies to Restaurants & Attractions. [2] This benefit applies to Accommodations/Lodging with an Onsite Restaurant

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Partnership Director  
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ADVERTISING OPPORTUNITIES ON VISITCHATTANOOGA.COM

HEADER IMAGE SPONSOR
- Photo: 1598w x 639h pixels
- Headline Copy (45 characters) + Body Copy (100 characters)
- Runs on specific page on VisitChattanooga.com
- Links to your site or CTC Partner Listing

PREMIUM PAGE SPONSOR
- Photo: 700w x 700h pixels
- Headline Copy (24 characters) + Sub-Headline Copy (18 characters) + Body Copy (300 characters)
- Full width native advertising
- Runs on specific page on VisitChattanooga.com
- Links to your site or CTC Partner Listing

FEATURED LISTING
- Features your CTC Partner Listing
- Guaranteed Top Result Placement
- Runs on specific page on VisitChattanooga.com

For pricing options, please contact Allison Wolfe
Allison Wolfe
Partnership Director
Allison@ChattanoogaTourism.com
(423) 424-4439
ADVERTISING OPPORTUNITIES ON VISITCHATANOOGA.COM

RUN OF SITE
- Photo: 678w x 678h pixels
- Headline Copy (96 characters) + Body Copy (180 characters)
- Runs across all pages on VisitChattanooga.com
- “Learn More” button links to your site or CTC Partner Listing

SPOTLIGHT
- Photo: 529w x 529h pixels
- Headline Copy (62 characters) + Body Copy (130 characters)
- Runs across all pages on VisitChattanooga.com
- “Learn More” button links to your site or CTC Partner Listing

MOBILE BANNER
- Photo: 75w x 50h pixels
- Headline Copy (33 characters) + Call-to-Action (30 characters)
- Runs across all mobile pages on VisitChattanooga.com
- “Call-to-Action” button links to your site or CTC Partner Listing

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Partnership Director
Allison@ChattanoogaTourism.com
(423) 424-4439
### Partnership Pricing

<table>
<thead>
<tr>
<th>DIGITAL PACKAGE</th>
<th>AD PRODUCTS</th>
<th>GOAL</th>
<th>AVAILABLE</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>IMPRESSIONS MATTER</strong>&lt;br&gt; If you want to reach the most people for the least money this is your package. Get your message in front of the 3 Million people looking to spend money in the Chattanooga area.</td>
<td>Run of Site and Spotlight Combo</td>
<td>Maximize impression to 3M Visitors</td>
<td>25</td>
<td>$1,500</td>
</tr>
<tr>
<td><strong>TARGET, TARGET, TARGET</strong>&lt;br&gt; If you want to reach people specifically looking to spend money in your industry segment (i.e. dining or accommodations, etc) this is the place for you.</td>
<td>Page Specific Premium Page Sponsor and Featured Listing</td>
<td>Reach Targeted Audience</td>
<td>15 PER PAGE</td>
<td>$2,000</td>
</tr>
<tr>
<td><strong>I WANT IT ALL</strong>&lt;br&gt; Big impressions, big reach, big impact. This combines the Impressions Matter and Target, Target, Target packages, and layers on top our largest ads on an industry specific page of your choice.</td>
<td>Header, ROS, Spotlight, Page Sponsor and Featured Listing</td>
<td>Maximize Everything</td>
<td></td>
<td>$4,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>A LA CARTE</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MOBILE BANNER</strong>&lt;br&gt; With everything going mobile, this is an opportunity to be one of five advertisers rotating on our mobile site.</td>
<td>Banner Locked to Bottom of Mobile Website</td>
<td></td>
<td></td>
<td>$1,000</td>
</tr>
<tr>
<td><strong>SPONSORED CONTENT</strong>&lt;br&gt; Sponsored content takes your content and puts it out via our channels. You have the opportunity to share a blog and have it promoted with $500 at the basic level or go big with blog, video, $1000 promotion, email, and multiple social platforms with the premium.</td>
<td>Places Approved Content on VisitChattanooga.com and Social Media</td>
<td>Exposure Through Sponsored Content</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td><strong>BASIC PROMOTION</strong>&lt;br&gt; Places approved piece of content (up to 1500 words) on VisitChattanooga.com and includes post on Facebook with $500 social media promotion</td>
<td>Places Approved Content on VisitChattanooga.com and Social Media</td>
<td>Exposure Through Sponsored Content</td>
<td></td>
<td>$1,000</td>
</tr>
<tr>
<td><strong>PREMIUM PROMOTION</strong>&lt;br&gt; Places approved piece of content (up to 1500 words) and video on VisitChattanooga.com, sends to qualified email subscribers and includes posts on multiple social platforms with $1,000 social media promotion, 1st choice of months promoted</td>
<td>Places Approved Content on VisitChattanooga.com and Social Media</td>
<td>Major Exposure Through Sponsored Content</td>
<td></td>
<td>$2,000</td>
</tr>
</tbody>
</table>

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**Allison Wolfe**<br> Partnership Director<br>Allison@ChattanoogaTourism.com<br>(423) 424-4439
CHATTANOOGA CURRENT MAGAZINE ADVERTISING OPPORTUNITIES

We are moving away from a listings-based Visitors Guide and creating a travel inspiration publication. This publication, which will be a print magazine telling the authentic stories of our tourism partners, will be fully rebuilt as a microsite on Visit-Chattanooga.com. 200,000 copies will be printed in total for the Spring/Summer and Fall/Winter issues of the magazine. An additional 200,000 readers will be targeted online. Advertising will be priced similar to previous years, but with the opportunity to run full page ads, sponsored content in the form of articles and online content, which we will drive extra traffic to through our destination marketing efforts.

SUBMITTING YOUR FULL PAGE AD:

SIZE: 8.5X11"
SETUP: 0.125" BLEED
BEST PRACTICE FOR FULL PAGE AD DESIGN: 1 HI-RES (300 DPI) FULL PAGE IMAGE WITH MINIMAL TEXT OR 1-2 HI-RES IMAGES WITH MINIMAL TEXT
SPONSORED FULL PAGE ARTICLE OPTION: CONTACT ALLISON WOLFE TO HAVE MEMBER OF CHATTANOOGA TOURISM CO. CONDUCT INTERVIEW/WRITE ARTICLE.
EXPORT AS: PDF-X1A
EMAIL PDF TO: ALLISON@CHATTA NOOGATOURISM.COM

DEADLINES:

SPRING/SUMMER DEADLINE: FEB. 26, 2021
FALL/WINTER DEADLINE: JUNE 18, 2021

SEE PAGE 2 FOR AD PRICING DETAILS
Tier 1 - Both Issues Bundle - $5,500/year
• Full Page Ad or Article ($4,500 for each additional page)
• Website ad included

Tier 2 - One Issue - $3,500/year
• Full Page Ad or Article ($4,500 for each additional page)
• Website ad included

Tier 3 - Digital Presence Only - $1,500
• Web Ad
• 1 Social Media Post

Premium Placement - Both Issues
• Back Cover - $9,000
• Back Inside - $6,500
• Inside Front - $6,500

Questions/Feedback? Contact Allison Wolfe, Partnership Director, at (423) 424-4439 or at allison@chattanoogatourism.com
2021 CO-OP
Chattanooga Tourism Co. will offer the partner co-op program seasonally in 2021

Your investment is matched by Chattanooga Tourism Co. dollars to promote both your destination and Chattanooga

WHY CO-OP?
• Ability to increase the value of your investment
• Gain access to Visit Chattanooga's existing social, digital, and email audiences
• Gain access to Chattanooga Tourism Co's Agency of Record for media buying expertise
• Tap into Chattanooga First Party Data
• When a user lands on the Chattanooga site, we have the ability to retarget them with partner messaging across the web. From there we are able to identify and target other users who exhibit similar characteristics as VisitChattanooga.com Visitors, creating a unique audience that is highly likely to click thru our co-op messaging

PARTNERSHIP CO-OP

1. Family Spring Break
2. Summer
3. Fall
4. Holidays
2021 CO-OP
Partner with the Chattanooga Tourism Co. and get your corporation in front of millions of visitors and/or 30,000 tourism professionals.

1. Chattanooga Sports
2. Chattanooga Tourism Summit
3. Chattanooga Tourism Ambassadors
4. Co-Branded Collateral

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