

# CHATTA NOOGA TOURISM CO.



## OFFICIAL PARTNERSHIP KIT

[Partner@ChattanoogaTourism.com](mailto:Partner@ChattanoogaTourism.com)



## ABOUT CHATTANOOGA TOURISM CO.

### MISSION

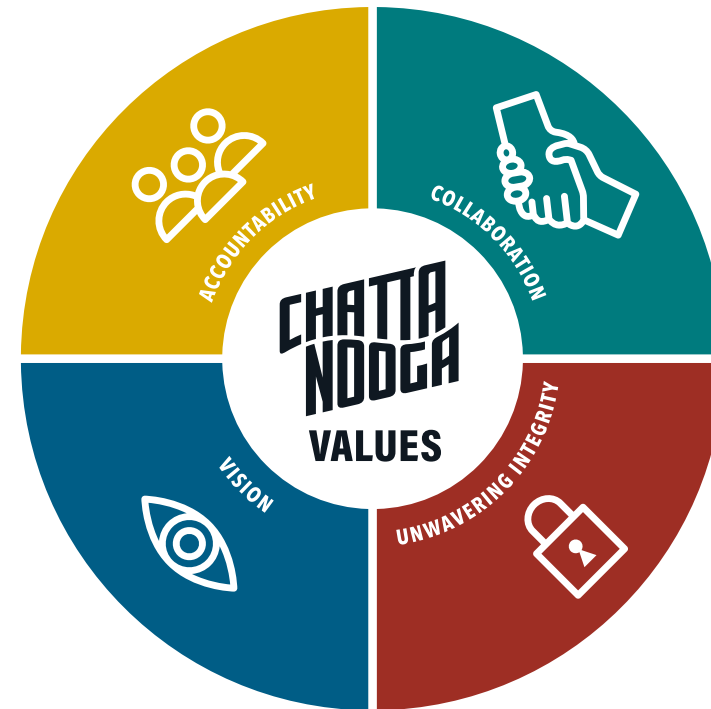
To promote and develop visitor experiences for our community's economic and social prosperity.

### VISITOR PROMISE

We connect visitors to Chattanooga experiences.

### PARTNER PROMISE

We champion tourism-related economic opportunities for our community.



## 2022 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

**2-3M**  
VISITORS

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**CHATTANOOGA**  
TOURISM CO.

# PARTNERSHIP PACKAGES

	ON TRACK FREE (\$4,500 VALUE)	LOCOMOTIVE \$1,000 (\$7,500 VALUE)	CONDUCTOR \$5,000 (\$13,500 VALUE)	ENGINEER \$12,000 (\$17,500 VALUE)
Listing on VisitChattanooga.com reaching 2+ million potential visitors annually.	1 Picture	5 Pictures	8 Pictures	10 Pictures
Partnership onboarding orientation.	Virtual	In Person	In Person	In Person
Marketing opportunities with Chattanooga Tourism Co. including matching advertising funds through our various co-op programs.	●	●	●	●
Partner PORTAL access with ability to update contacts, photos, promotions, business description, and link to social media channels.	●	●	●	●
Digital coupons/special offers linked to your listing on VisitChattanooga.com.	●	●	●	●
Partnership recognition at our newly designed digital Information Center kiosk.	●	●	●	●
Event submission to VisitChattanooga.com Events Calendar. (Conditional upon approval.)	●	●	●	●
Access to Chattanooga Tourism Co. Convention Calendar.	●	●	●	●
Networking and educational event opportunities hosted by Chattanooga Tourism Co.	●	●	●	●
Receive Regular Chattanooga Tourism Co. updates, information, and news.	●	●	●	●
Referrals, and sales leads to meeting & convention groups, sports groups, and leisure visitors. [1]	●	●	●	●
Listing on Chattanooga Tourism Co. onsite map publisher.	●	●	●	●
Ability to communicate with other partners through partnership portal.	●	●	●	●
"Proud Chattanooga Tourism Co. Partner" window cling to display at your business.	●	●	●	●
Access to Chattanooga Tourism Co. market research and insights. [2]		●	●	●
10% discount on Add-Ons with digital packages.		●	●	●
Link to your Trip Advisor listing on VisitChattanooga.com.		●	●	●
Table at the annual Chattanooga Tourism Summit.			●	●
Onsite restaurant listing included at same level as primary listing. [1]			●	●
Cross promotional giveaway opportunity featuring your donated product on our social media channel.			●	●
10% off the Chattanooga Tourism merchandise store for your company/staff.			●	●
Partner recognition in Chattanooga Tourism Company's Annual Report.			●	●
Gain additional exposure with digital packages.			Target or Impressions	I Want It All
Full page color ad in magazine and digital microsite.			One Issue	Both Issues

All programs are subject to change without notice at the discretion of the Chattanooga Tourism Co.

[1] This benefit applies to Accommodations/Lodging/Event Venues with an onsite restaurant. [2] Available Q2 2023.

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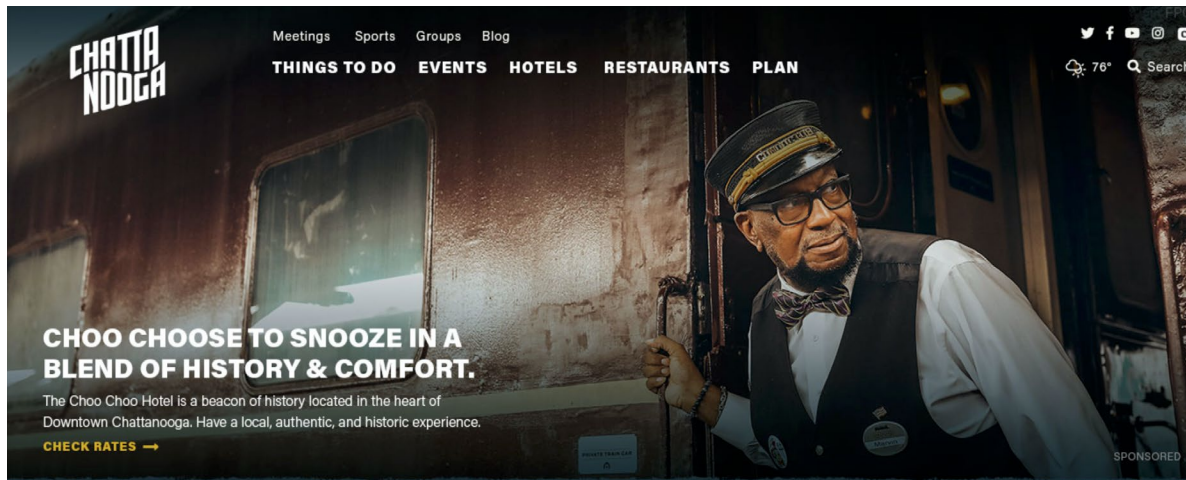
ADD-ONS	AD PRODUCTS	GOAL	PRICE
<i>I Want It All</i> (Header, Run of Site, Spotlight, Page Sponsor, Featured Listing)	Header, ROS, Spotlight, Page Sponsor, and Featured Listing	Maximize Everything	\$4,000
<i>Target, Target, Target</i> (Page-Specific Premium Page Sponsor and Featured Listing)	Page Specific Premium Page Sponsor and Featured Listing	Reach Targeted Audience	\$2,000
<i>Impressions Matter</i> (Run of Site and Spotlight Combo)	Run of Site + Spotlight Combo	Maximize Impressions to 3M Visitors	\$1,500
Featured Listing			\$500
Mobile Banner	Banner Locked to Bottom of Mobile Website		\$2,500
Sponsored Content (Up to 1,500 Word Article on VisitChattanooga.com, option to add your video, \$500 Social Promo, Email)	Places Approved Content on VisitChattanooga.com and Social Media	Exposure Through Sponsored Content	\$2,000
Magazine Ad (\$3,500 1 issue, \$5,500 2 issues)			\$3,500/\$5,500

All add-ons are subject to change without notice at the discretion of the Chattanooga Tourism Co. and have limited availability.

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# ADVERTISING OPPORTUNITIES ON VISITCHATTANOOGA.COM

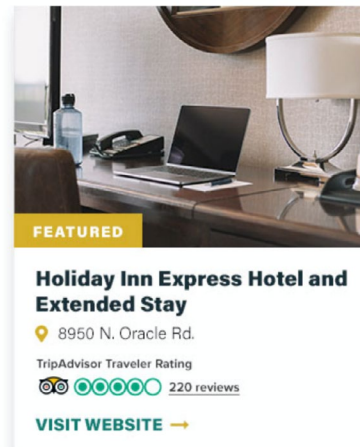
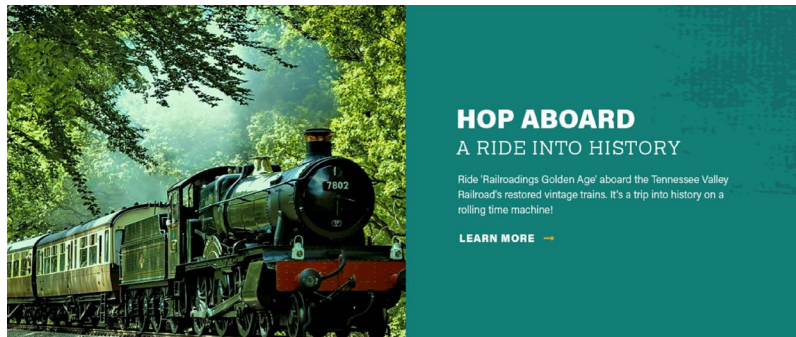


## HEADER IMAGE SPONSOR

- Photo: 1598w × 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 × 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



# ADVERTISING OPPORTUNITIES ON VISITCHATTANOOGA.COM

## RUN OF SITE

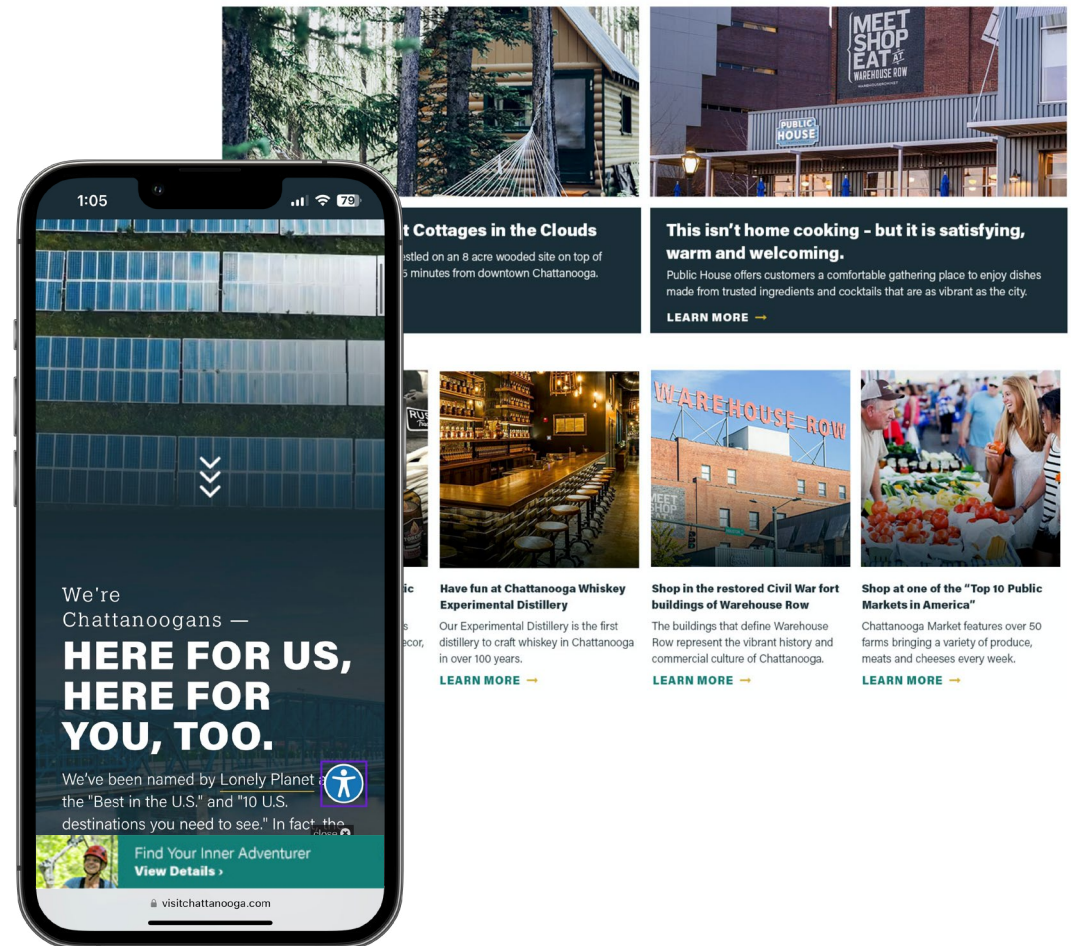
- Photo: 678w × 678h pixels
- Headline Copy (96 characters) + Body Copy (180 characters)
- Runs across all pages on VisitChattanooga.com
- "Learn More" button links to your site or CTC Partner Listing

## SPOTLIGHT

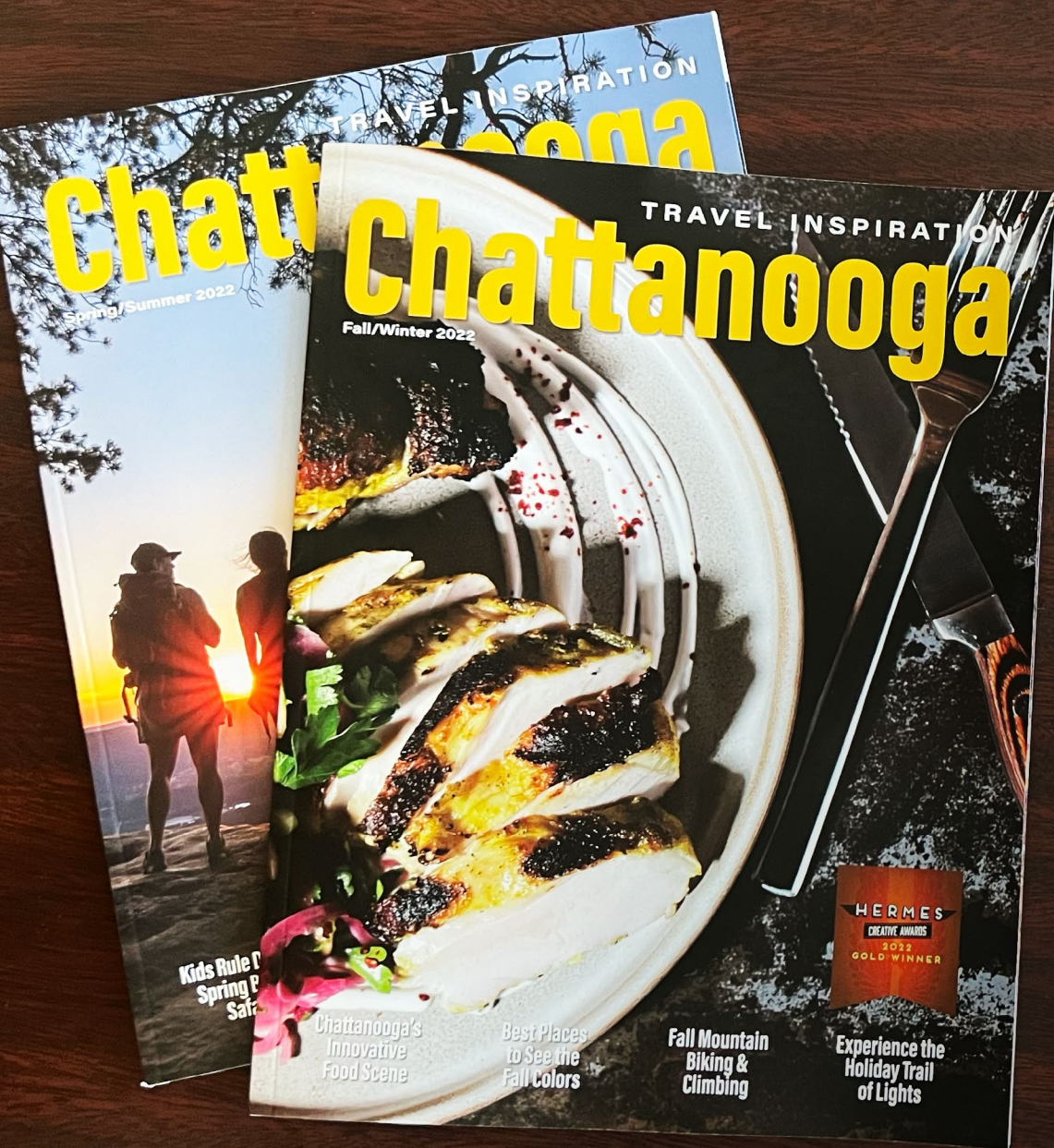
- Photo: 529w × 529h pixels
- Headline Copy (62 characters) + Body Copy (130 characters)
- Runs across all pages on VisitChattanooga.com
- "Learn More" button links to your site or CTC Partner Listing

## MOBILE BANNER

- Photo: 110w × 110h pixels
- Headline Copy (33 characters) + Call-to-Action (60 characters)
- Runs across all mobile pages on VisitChattanooga.com
- "Call-to-Action" button links to your site or CTC Partner Listing







## CHATTANOOGA TRAVEL INSPIRATION MAGAZINE AD OPPORTUNITIES

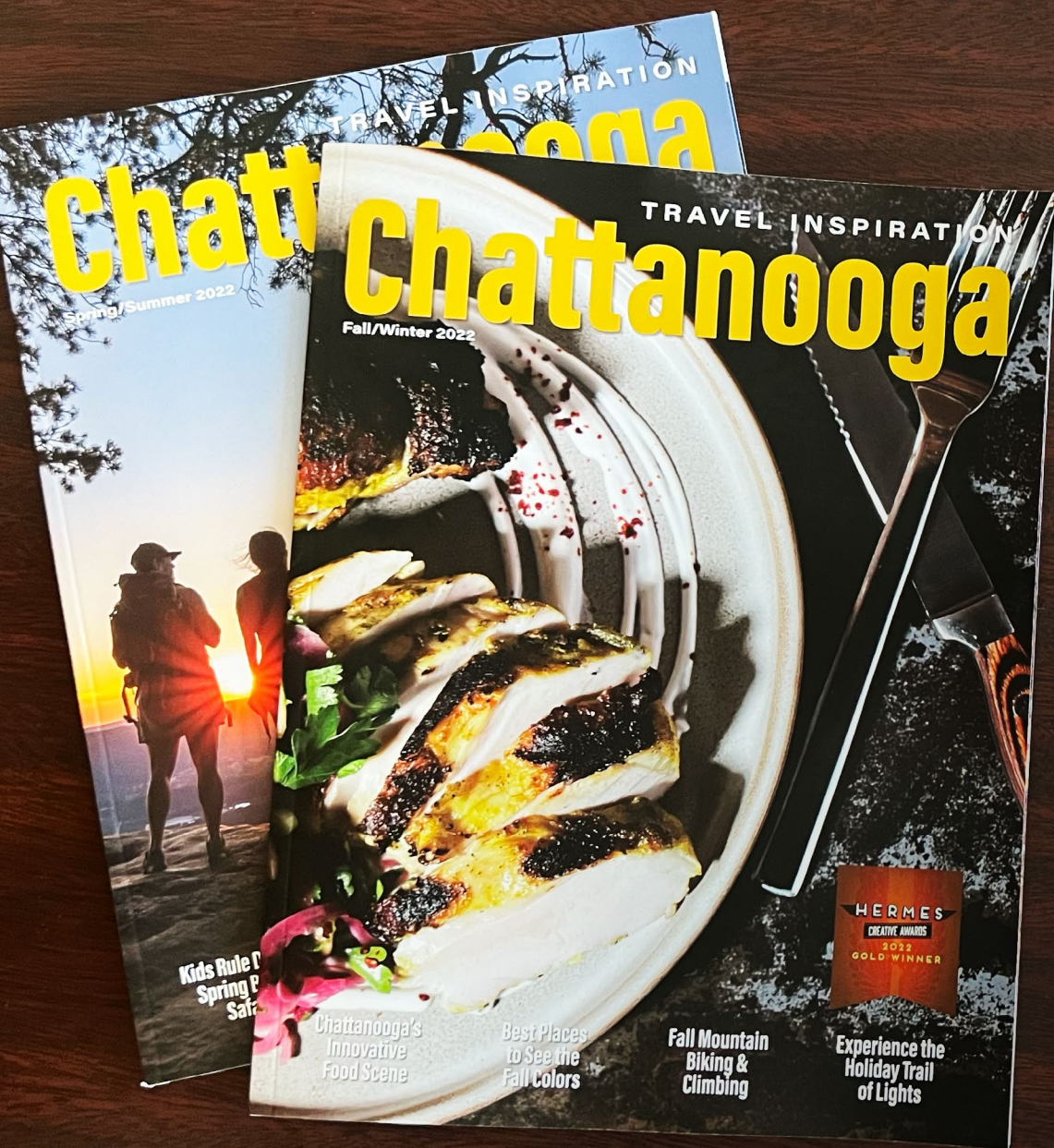
In keeping with our visitors' needs, we launched our semi-annual magazine. We moved away from a listings-based Visitors Guide, and we are focusing on this travel inspiration publication. This publication is available both digitally and as a print magazine, with a focus on telling the authentic stories of our tourism partners.

Up to 200,000 print copies will be distributed throughout our drive market region for each issue. An additional 200,000+ readers are reached through the digital publication. Advertising will be priced similar to previous years, and with the opportunity to run full page color print and digital ads with broad audience reach.

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## FULL PAGE AD + DIGITAL AD

TIER 1 - BOTH ISSUES BUNDLE - \$5,500/YEAR

- Full Page Ad
- Website Ad

TIER 2 - ONE ISSUE - \$3,500/YEAR

- Full Page Ad
- Website Ad

TIER 3 - DIGITAL PRESENCE ONLY - \$1,500

- Website Ad
- 1 Social Media Post

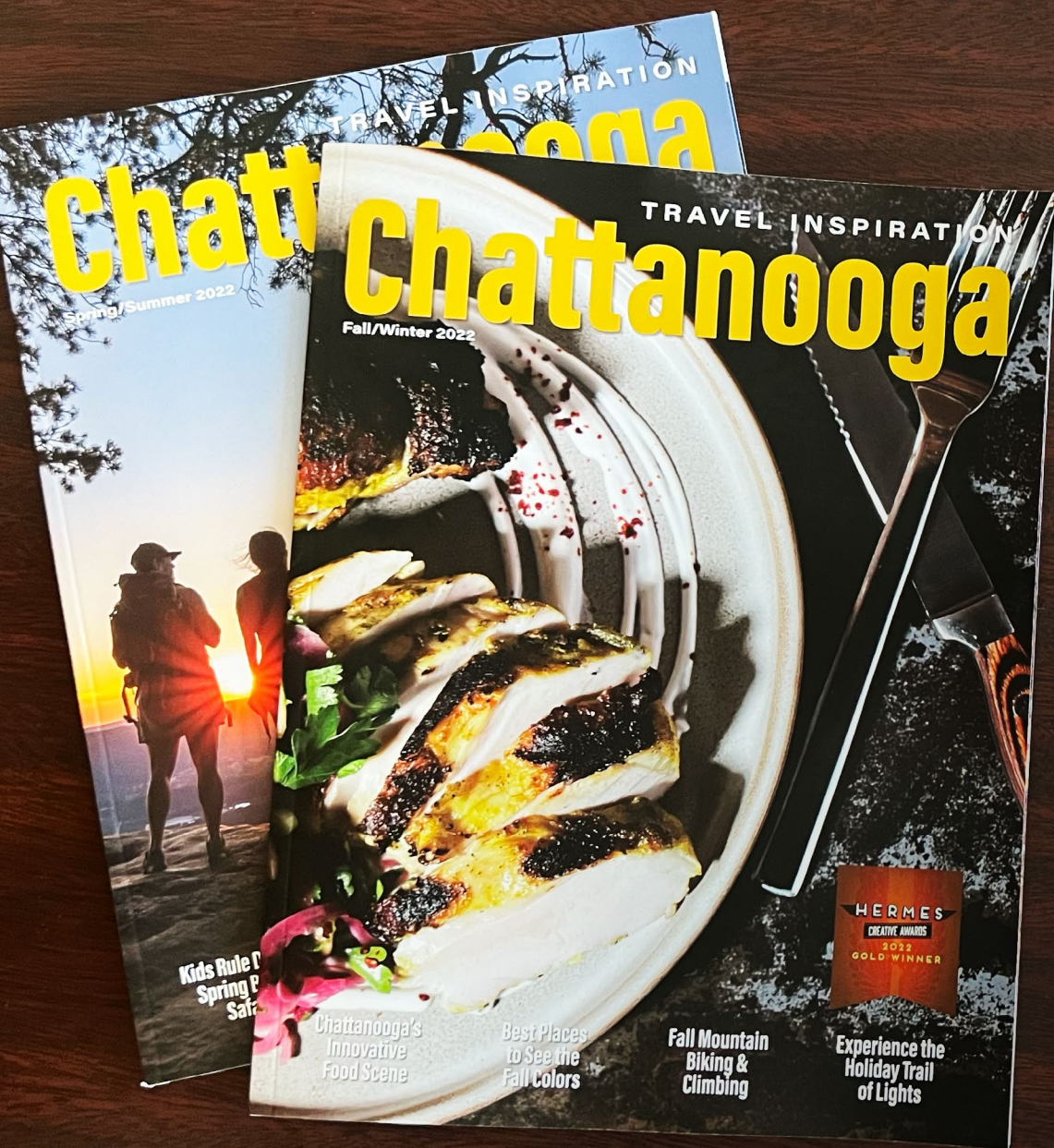
PREMIUM PLACEMENT - BOTH ISSUES

- Back Inside - \$6,500
- Inside Front - \$6,500

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## ADVERTISEMENT SUBMISSION

### FOR PRINT MAGAZINE ADVERTISEMENTS

Trim Size: 8.5" x 11"

Setup: 0.125" Bleed

Total Size with Bleed Should be 8.75" x 11.25"

Export As: PDF-X1A or High Quality Print PDF

### FOR DIGITAL ADVERTISEMENTS

Hi-Res Photo: At least 529 x 529 px or larger.

Headline will overlay photo, so a text-free photo is advised.

Headline: Submit copy, 62 characters.

Body: Submit copy, 130 characters.

Link: Submit a link. Default is your website.

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# PARTNERSHIP CO-OP

## CO-OP

Chattanooga Tourism Co. offers the partner co-op program seasonally.

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.

**1** Family Spring Break

**2** Summer

**3** Fall

**4** Holidays



# CORPORATE PARTNERSHIPS

## 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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[VISITCHATTANOOGA.COM/PARTNERSHIP](https://visitchattanooga.com/partnership)

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