

EXPERIENCE COLUMBIA SC
FY 2022 - 2023
CO-OP MARKETING &
ADVERTISING OPPORTUNITIES



Experience Columbia SC will fill co-op spots on a first come, first served basis. Every effort will be made to grant partners the co-op spots they prefer, but due to limited numbers of opportunities in each area, Experience Columbia SC may direct partners to a comparable or similar opportunity if your first choice is no longer available.

Please email your selections to **McClelland Schilling** at mschilling@experiencecolumbiasc.com. Sending your selections via email helps us to see the order in which selections were received from our partners.

**Once ads are contracted, reimbursements cannot be made. Deadlines indicated in this document are the responsibility of the partner. If deadlines are missed, the DMO cannot provide a replacement co-op opportunity.*

**Experience Columbia SC strongly encourages hotel partners to use the opportunities and programs outlined in this guide as they are planning to expend their Destination Marketing Funds.*

**Please note that all ads are out of market and must include Columbia SC verbiage, or have the Experience Columbia SC logo on the ad.*

For questions contact:

McClelland Schilling

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Kelsey Carmichael

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Plan Roll-Out:

JULY 14TH, 2022

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DIGITAL BILLBOARDS

DEADLINE:

Billboards must be designed to the specifications below by the **15th of the month PRIOR to the month your ad will run**. For example, if your ad is running in April, you must submit your artwork by March 15th. Placements are made based on availability.

SUBMISSION:

Please submit completed ads to **McClelland Schilling** at **mschilling@experiencecolumbiasc.com** by the deadline corresponding to your selected months. It will be forwarded along to the company pending DMO approval.

AUGUSTA:

Location	Washington Road & Alexander Dr. This is a high impact, jumbo display, on busy Washington Road, in an affluent shopping center, and directly across from Augusta National Golf Course, which hosts the coveted Masters Golf Tournament each year. It reaches high-income families that are shopping, dining out, golfing and commuting to nearby downtown.
Size:	48' w X 14' h
Cost:	\$500
Exposure:	393,148 weekly impressions per Columbia's share
File Set-up Size:	1408 w X 384 h pixels
File Set-up:	Sized at 72 dpi, RGB mode, JPEG format
Availability:	6/30/2022

CHARLESTON:

Location	I-26, at mile 215, 3 miles W/O Downtown Charleston, RHR (Right Hand Read) This digital display is located on busy I-26 Westbound, right-side of the road, just 5 minutes West of the Historic Downtown area, and 4 minutes East of the I-526 connector. Audience exposure includes commuters and tourist traffic heading to North Charleston, West Ashley, Summerville and Columbia. Daily traffic destinations include the Airport and Tanger Outlet Mall. This billboard also serves one of the hottest real estate markets in South Carolina.
Size:	48' w X 14' h
Cost:	\$500
Exposure:	214,000 weekly impressions per Columbia's share
File Set-up Size:	1504 w X 416 h pixels
File Set-up:	Sized at 72 dpi, RGB mode, JPEG format
Availability:	6/26/2022

GREENVILLE:

Location	2-84 S. Church Street- Downtown Greenville rooftop Located in the middle of the city, this sign carries a unique structure that makes it stand out. This street has morning and afternoon commuters and tourists, as well as walking traffic on a very busy Main Street. The Peace Center, The Greenville Drive Stadium, and The Bon Secours Wellness Arena are all in very close proximity and create a steady stream of cars going by this sign night and day. Traffic often backs up allowing travelers to view the sign for extended periods.
Size:	36' w X 10' h
Cost:	\$500
Exposure:	75,868 weekly impressions per Columbia's share
File Set-up Size:	1120 w X 288 h pixels
File Set-up:	Sized at 72 dpi, RGB mode, JPEG format
Availability:	6/29/2022



Downtown Greenville Rooftop

CHARLOTTE:

Location 1	I-77, .5 miles N/O Tyvola Road – on the way to Columbia
	This location is on the most traveled and trafficked interstate in the Charlotte area. Commuters going in to uptown Charlotte pass this sign every day. It is also a north-south thoroughfare for travelers. The dynamic and unconventional shape of this sign makes it stand out like no other in the area.
Size:	23' w X 16' h
Cost:	\$500
Exposure:	148,447 weekly impressions per Columbia's share
File Set-up Size:	828 w X 576 h pixels
File Set-up:	Sized at 72 dpi, RGB mode, JPEG format
Availability:	6/26/2022



Charlotte I-77 .5 miles North of Tyvola Rd.

Location 2	Waverly Center, S/O I-485
	ECSC's newest digital display is located in South Charlotte's affluent Waverly Center. Situated on Providence Rd, Waverly is easily accessible from I-485 and Hwy 74, and affords a short commute to Uptown Charlotte, Charlotte- Douglas International Airport, and the neighboring communities of Weddington, Waxhaw, Monroe, Fort Mill, and Ballantyne. With high activity due to families utilizing the green space that faces the digital unit and those enjoying eating at the multiple restaurants or shopping at the various high-end retailers, Waverly provides an opportunity to captivate and capitalize on the booming South Charlotte consumer market.
Size:	14' w X 18' h
Cost:	\$500
Exposure:	341,313 weekly impressions
File Set-up Size:	260 w X 340 h pixels
File Set-up:	Sized at 72 dpi, RGB mode, JPEG format
Availability:	6/30/2022



Waverly Center

COLUMBIA SC INSIDER'S GUIDE

Experience Columbia SC prints 100,000 copies of the Columbia SC Insider's Guide. The guide is distributed at all nine official state welcome centers, and also reaches visitors to UofSC and other colleges and universities in the region, military families visiting Fort Jackson, vacationing families with young children, and professionals coming to Columbia on business.

In addition to print, the guide is offered in a digital, mobile-friendly edition, and the two versions reach 300,000 readers.

This year's guide will be sized at 8" x 10.5". More details can be found in the media kit for Madden Media.

RATES:

Premium Positions:	
Back Cover	\$5,500
Inside Front Cover	\$5,000
Page 1	\$5,000
Facing Table of Contents	\$4,500
Inside Back Cover	\$4,500
Standard Positions:	
2-page Spread	\$9,500
Full page	\$4,000
Half page	\$2,500
1/4 page	\$1,500

SIGN-UP DEADLINE:

September 2

MATERIALS DEADLINE:

September 9

PUBLISHED:

January 2023

SUBMISSION:

Please e-mail TJ Fletcher at tjfletcher@maddenmedia.com and Philip Rahm at prahm@maddenmedia.com for space reservation, specs, deadlines, and submission.



ECSC WEBSITE & E-NEWS

With nearly 1.3 million website visits generating more than 2.6 million page views, and over 10,000 email subscribers, capitalize on an engaged audience that is specifically searching for information on the Columbia region through ExperienceColumbiaSC.com and the ECSC e-newsletter. Details for each opportunity listed below can be found in the media kit from Madden Media.

WEBSITE RATES:

50,000 Impressions	\$1,000
100,000 Impressions	\$1,500
DMF Preferred Hotel Partners Featured Listing	\$2,000/year
Other Business Featured Listing	\$500/quarter or \$1,500/year

WEBSITE SIGN-UP DEADLINE:

Ongoing

E-NEWS RATES:

Featured E-News Content	\$500
Custom E-mail	\$875

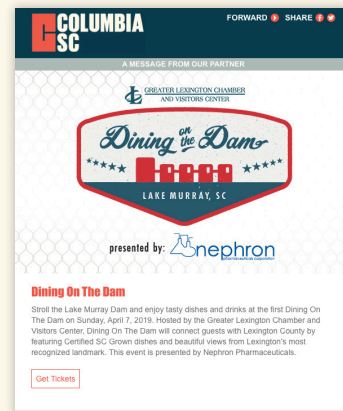
**Limit of six custom e-mails available per year*

E-NEWS SIGN-UP DEADLINE:

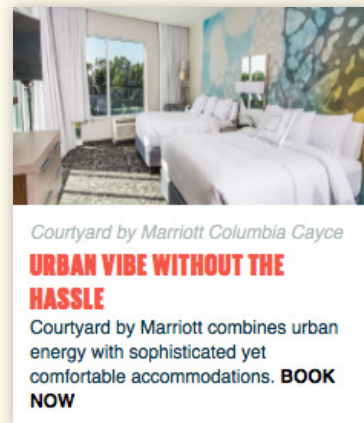
15th of each month

SUBMISSION:

Please e-mail **TJ Fletcher** at tjfletcher@maddenmedia.com and **Philip Rahm** at prahm@maddenmedia.com for space reservation, specs, deadlines, and submission.



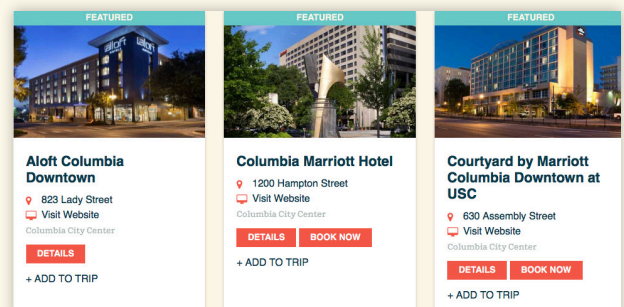
Custom Email



Web Banner



E-Newsletter Featured Content



Featured Listing Row

ECSC DMF PARTNER PACKAGES

Preferred Partners, take advantage of your DMF dollars with these all-in-one packages. Leverage Experience Columbia SC's inventory of print and digital to drive your marketing efforts toward travelers who are already interested in coming to Columbia SC.

PACKAGES:

Package 1 (Print & Digital)

<ul style="list-style-type: none"> • Full Page Ad in the Columbia SC Insider's Guide • Featured Listing on ECSC Website • Native Ads – 100k Impressions • Two Featured E-News Content Sends in ECSC Newsletter • One Custom ECSC E-mail 	\$9,375
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Package 2 (Print & Digital)

<ul style="list-style-type: none"> • Half Page Ad in the Columbia SC Insider's Guide • Featured Listing on ECSC Website • Native Ads – 100k Impressions • One Featured E-News Content Send in ECSC Newsletter • One Custom ECSC E-mail 	\$7,375
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Package 3 (Print & Digital)

<ul style="list-style-type: none"> • Half Page Ad in the Columbia SC Insider's Guide • Featured Listing on ECSC Website • Native Ads – 50k Impressions • One Featured E-News Content Send in ECSC Newsletter 	\$6,000
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Package 4 (Digital)

<ul style="list-style-type: none"> • Featured Listing on ECSC Website • Native Ads – 100k Impressions • Two Featured E-News Content Sends in ECSC Newsletter • One Custom ECSC E-mail 	\$5,375
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Sign up for any DMF Partner Package and receive an additional 25k impressions on ExperienceColumbiaSC.com.

SIGN-UP DEADLINE:

Ongoing

SUBMISSION:

Please e-mail **TJ Fletcher** at tjfletcher@maddenmedia.com and **Philip Rahm** at prahm@maddenmedia.com for space reservation, specs, deadlines, and submission.

Tripadvisor is the world's largest travel site, with over 463 million monthly visitors. Tripadvisor enables travelers to plan and have the perfect trip, offering trusted advice from real travelers and a wide variety of travel choices and planning features with seamless links to booking tools.

FLIGHT:

4-week flight, beginning the 15th of the month

RATE:

\$2,275 per 130,000 impressions

REPORTING:

Impressions, clicks, ad quality

TARGETING:

Travelers researching Columbia on Tripadvisor, travelers researching South Carolina on Tripadvisor, travelers located in competing cities in Georgia, South Carolina and North Carolina (excluding Columbia SC), and retargeting those travelers that have viewed Columbia and South Carolina content as they continue on and off Tripadvisor.

MATERIALS DEADLINE:

The first of the month in which your ads will run. For example, ads beginning August 15 will be due August 1.

SPECS:

Desktop & Tablet:

728w x 90h, 300w x 250h, 300w x 600h

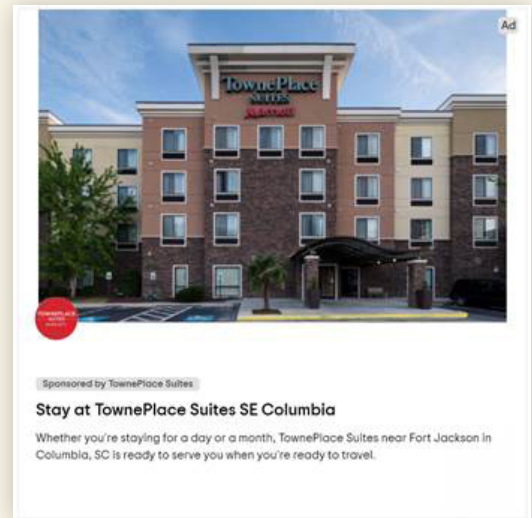
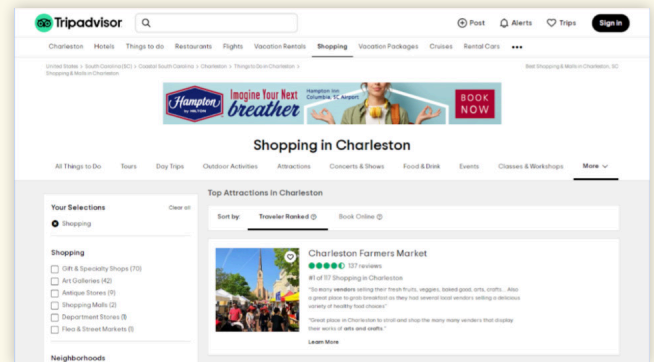
Mobile:

320w x 50h

Native Boost: This new offering from Tripadvisor allows you to strategically place your content in front of your target audience by boosting it natively across the site. Required materials for the Native Boost will be provided upon contracting.

SUBMISSION:

Please submit all ad sizes to **McClelland Schilling** at mschilling@experiencecolumbiasc.com by the deadline corresponding to your run date. They will be forwarded along to the publication pending DMO approval.



6AM CITY DIGITAL BANNERS

6AM City is the parent organization for the popular conversational daily newsletter, COLAtoday. Get in front of their other markets of engaged and loyal followers who have the ability and desire to travel for new experiences.

MARKETS:

- CHStoday – Charleston, South Carolina
- AVLtoday – Asheville, North Carolina
- LALtoday – Lakeland, Florida
- NOOGAtoday – Chattanooga, Tennessee
- NASHToday – Nashville, Tennessee
- RALtoday – Raleigh, North Carolina
- KCtoday – Kansas City, Missouri

AVAILABILITY:

Contracting depends on dates available in the 6AM City inventory

RATES:

Banner Ad (Bottom half of e-mail, creative not included)	\$340 each*
E-mail Header Ad (First ad space in the e-mail, custom creative included, with proof & 1 revision)	\$637.50 each*

* Minimum buy of four

SPECS:

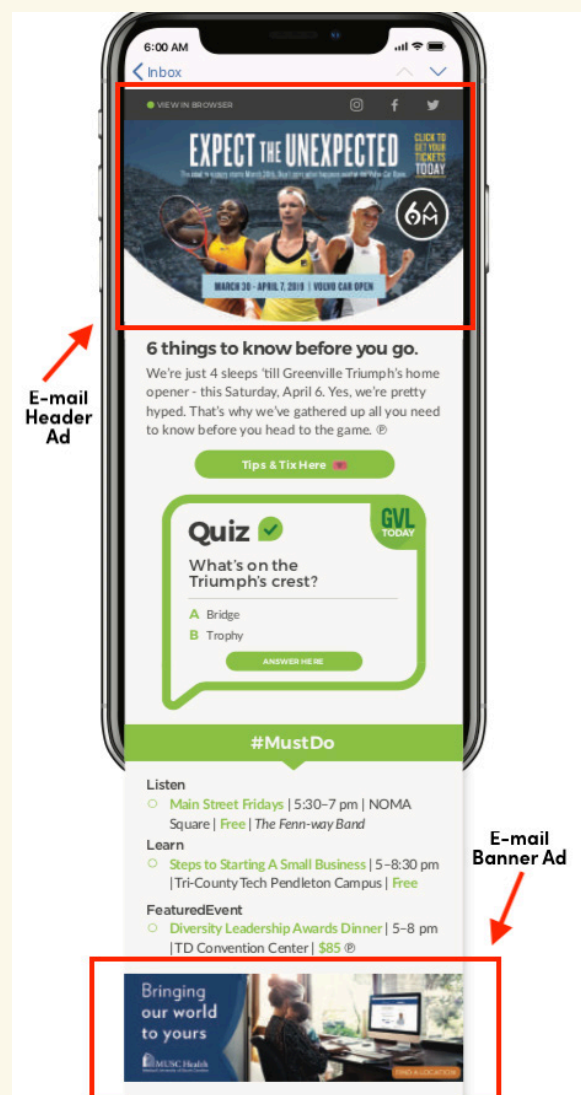
Banner Ad	1200 w X 380 h, JPG, PNG or GIF. Max file size of 1 MB + linking URL
E-mail Header Ad	Photos & points of direction for ad

DEADLINE:

10 business days prior to run date

SUBMISSION:

Please e-mail **McClelland Schilling** at mschilling@experiencecolumbiasc.com if you're interested and you will be put in touch with the appropriate source for space reservation, specs, deadlines and submission.



GEOFENCING & RETARGETING

Targeted Display (Extended Reach) Digital Marketing – Partner with Free Times and sister digital marketing agency King + Columbus to conduct a targeted display digital advertising campaign that can precisely reach your organization's target audience through several key tactics: site retargeting, keyword search retargeting, contextual keyword targeting, mobile geofencing and addressable geofencing.

RATES:

Static or Animated Display Banners:

\$8.00 CPM (per 1,000 impressions). Minimum of 25,000 impressions per month.

Example pricing:

Minimum buy of 25,000 impressions would be \$200
50,000 impressions would be \$400
75,000 impressions would be \$600

Video Banners:

\$30 CPM (per \$1,000 impressions). Minimum of 25,000 impressions.

Example pricing:

Minimum buy of 25,000 impressions would be \$750
50,000 impressions would be \$1,500
75,000 impressions would be \$2,250

SPECS:

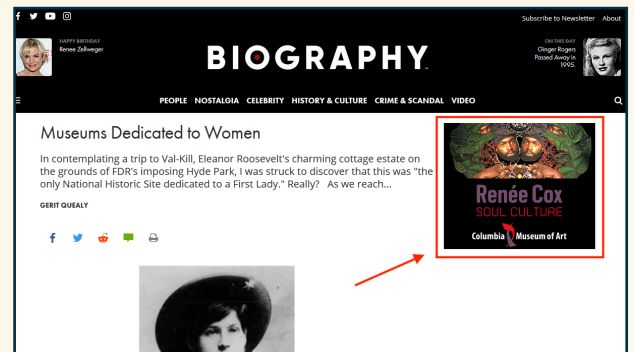
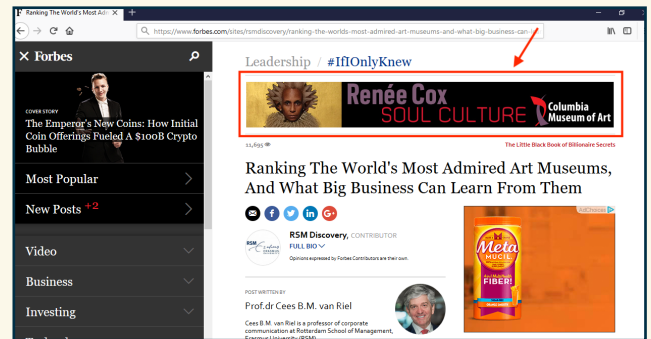
300 w X 250 h, 320 w X 50 h, 728 w X 90 h

DEADLINE:

72 hours prior to start date

SUBMISSION:

Please submit all ad sizes to **McClelland Schilling** at **mschilling@experiencecolumbiasc.com** by the deadline corresponding to your run date. They will be forwarded along to the publication pending DMO approval.



SOCIAL MEDIA MARKETING

Social media increases brand reach and awareness. It connects users with businesses and builds relationships. Whether you need fresh content for your page or you want to get behind a paid strategy, Free Times, powered by sister digital agency King + Columbus is here to help.

PACKAGES:

King Social	\$1,750/month*
Advertising: <ul style="list-style-type: none"> • \$1,175 per month in paid advertising • \$50 per month in boosted posts 	
Organic Content Creation: <ul style="list-style-type: none"> • 8 posts per month (2 boosted) • Cross-posting across networks • Dynamic/Interactive creatives 	

Columbus Social	\$1,250/month*
Advertising: <ul style="list-style-type: none"> • \$825 per month in paid advertising • \$50 per month in boosted posts 	
Organic Content Creation: <ul style="list-style-type: none"> • 6 posts per month (2 boosted) • Cross-posting across networks 	

Meeting Social	\$750/month
Advertising: <ul style="list-style-type: none"> • \$475 per month in paid advertising • \$50 per month in boosted posts 	
Organic Content Creation: <ul style="list-style-type: none"> • 4 posts per month (2 boosted) • Cross-posting across networks 	

Included in Account Set-up:

- Access to social platforms, ad account activation and set-up, business manager set-up, pixel tracking on website, ad design and creation**, organic content and hashtag research, organic content curation.
- *Each package has a one-time \$300 start-up fee. 3-month commitment required.
- **Calhoun & Columbus packages include static image and graphic designs.

Ads Only/Custom Package	\$1,000 minimum + \$200 account activation/set-up
<ul style="list-style-type: none"> • Need something custom? If there is a special combination you need, or if you are interested in other social platforms, Free Times is happy to create a custom quote for you. • *30% management fee includes 	

- Optional Add-Ons
 - Business Page Creation – \$350
 - Facebook Pixel Placement – \$100
 - Event Page Activation – \$75 per event

DEADLINE:

Ongoing

SUBMISSION:

Please e-mail **McClelland Schilling** at mschilling@experiencecolumbiasc.com if you're interested and you will be put in touch with the appropriate source for deadlines and submissions.



DISCOVER SC VACATION GUIDE

Experience Columbia SC encourages any partner, if budget allows, to run an ad in the 2023 Vacation Guide through SCPRT to get in front of potential visitors and reinforce the Columbia message throughout the state.

DISTRIBUTION:

Over 315,000 copies distributed at South Carolina Welcome Centers, SCPRT travel shows and upon request through SCPRT January 2023 – December 2023.

RATES:

1/4 Page	\$3,488
1/2 Page	\$6,975
Full Page	\$13,950

DEADLINE:

Reservation Deadline: August 23rd

Materials Deadline: September 8th

SPECS:

1/4 Page	4.5" w x 3.5" h
1/2 Page	4.5" w x 7.1875" h
Full Page	11" w x 8.375" h, Trim: 10.75" w x 8.125" h
Keep all text within 3/8 around entire page	

SUBMISSION:

Please submit completed ads to **McClelland Schilling** at mschilling@experiencecolumbiasc.com by the deadline provided above. It will be forwarded along to the publication pending DMO approval.



South Carolina Living celebrates the Southern rural and suburban lifestyle of the Palmetto State, and the people, food, and travel experiences that make South Carolina so great. With over 600,000 subscribers and more than 1.7 million readers, Experience Columbia SC encourages any partner to take advantage of SC Living's print and digital advertising opportunities, if budget allows.

RATES:

1/6 Page (Vertical)	\$1,930
1/3 Page (Vertical/Square)	\$3,665
1/2 Page (Horizontal)	\$5,490
Full Page	\$9,205
2-page Spread	\$17,400
4-page Spread	\$34,800

DIGITAL RESOURCES:

Dedicated E-Blast	\$1,000
Sponsored Facebook	\$1,875
Banner Ad	\$350

SPECIAL TRAVEL GUIDE EDITIONS:

- September 2022 – Fall and Winter Travel Guide
- April 2023 – Spring and Summer Travel Guide

DEADLINE & SPECS:

Will be provided upon contracting

SUBMISSION:

Please submit completed ads to **McClelland Schilling** at mschilling@experiencecolumbiasc.com by the deadline provided above. It will be forwarded along to the publication pending DMO approval.



ADDITIONAL PRINT OPPORTUNITIES

Experience Columbia SC places static ads and advertorials in lifestyle publications like *Southern Living* and *Garden & Gun* in order to get in front of potential travelers who have shown an interest in Southern culture and travel. Should your budget allow, ECSC encourages any partners to run an ad in the same months to reinforce the Columbia message.

ECSC MARKETING PLAN – GARDEN & GUN, SOUTHERN LIVING:

If you're interested in running an ad in the same edition(s) as ECSC, please contact our team to confirm which months have been contracted.

AUDIENCE:

Southern Living Audience:	SC: 144,000 NC: 241,000 GA: 230,000
Garden & Gun Audience:	National: 1,600,000

RATES:

SOUTHERN LIVING	SC	NC	GA
1/3 page 1-2x	\$3,460	\$4,752	\$4,190
1/3 page 3+x	\$3,080	\$4,225	\$3,730
1/3 can be vertical (column) or square			
1/2 page 1-2x	\$4,888	\$6,707	\$5,920
1/2 page 3+x	\$4,355	\$5,960	\$5,265
1/2 can be vertical or horizontal			

The rates listed above are for 2022.
Please contact us for 2023 rates.

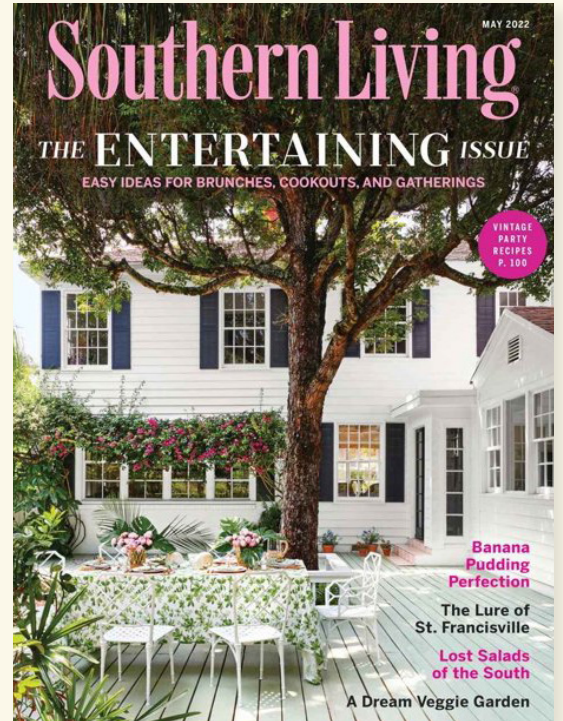
GARDEN & GUN	
1/2 page	\$11,000
1/3 page:	\$5,500

DEADLINES & SPECS:

Deadlines & specs will be provided upon contracting.

SUBMISSION:

All submissions should go through **McClelland Schilling** at mschilling@experiencecolumbiasc.com by the deadline provided. It will be forwarded along to the publication pending DMO approval. .



Creative assistance can help you submit the best ad possible in order to maximize your co-op dollars!

AD DESIGN:

If you do not have someone on your team to design your ad, Experience Columbia SC would be happy to put you in touch with one of their design contacts. Once the company has been contracted, it is your responsibility to provide them with photos and direction for the ad.

REIMBURSEMENT:

Preferred hotel partners may use their DMF to be reimbursed for ad design and photography costs. Invoicing from the design firm or photographer will go through ECSC.

CONTACT:

If you are interested in having an ad designed for you, or if you would like to schedule a photography session with a photographer from our network please contact **McClelland Schilling** at mschilling@experiencecolumbiasc.com or (803) 545-0269.

Use your Destination Marketing Funds to cover the cost of registration to tradeshow + the cost of hotel and travel associated with the show. Upon completion of the trip, submit all receipts, along with an invoice to the DMO.

You can also work with the DMO to host a dinner, lunch or entertainment outing with a key meeting planner or group of targeted meeting planners, using your Destination Marketing Funds.

CONTACT FOR SHOWS & CLIENT ENTERTAINMENT:

If you're interested in attending a tradeshow with the Experience Columbia SC team, please contact **Danna Lilly** at dlilly@experiencecolumbiasc.com or **803-545-0022** for the team's most up-to-date tradeshow schedule.

CONTACT FOR TRAVEL REIMBURSEMENTS:

Please send all receipts and invoices to **McClelland Schilling** at mschilling@experiencecolumbiasc.com.

MARKETING & ADVERTISING PACKAGES

ECSC now offers our partners marketing and advertising packages to make your selection process timelier and more efficient. Packages can be selected at the beginning of the fiscal year and during, to help you use your remaining funds more effectively throughout the year.

By choosing a package, rather than selecting à la carte, you'll receive complimentary digital billboard space. The same marketing and advertising opportunities you trust to maintain your clientele and generate new business, now conveniently packaged together with added value.

DEADLINES & SPECS:

Deadlines & specs will be provided upon contracting.

SUBMISSION:

All submissions should go through **McClelland Schilling** at mschilling@experiencecolumbiasc.com by the deadline provided. It will be forwarded along to the publication pending DMO approval.

**Substitution or omission of selections, and adjustments to number of impressions within packages may be allowed upon request.*

PACKAGES:

THE CAPITAL PACKAGE (Digital Only)

ECSC Website Banner Ad	50,000 impressions	\$1,000
Tripadvisor Advertising	260,000 impressions	\$4,550
Geofencing & Retargeting	500,000 impressions	\$4,000
Social Media Marketing	Meeting Social Package, 3 months	\$2,250

ADDED VALUE

Digital Billboard(s)*	2 locations OR 2 months	\$1,000 value
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**Billboard location determined by partner and availability*

STANDARD RATE TOTAL: \$12,800

PACKAGE RATE TOTAL: \$11,800

THE SALUDA PACKAGE (Digital Only)

Tripadvisor Advertising	130,000 impressions	\$2,275
Geofencing & Retargeting	125,000 impressions	\$1,000
6AM City E-mail Header Ad	Four days minimum	\$2,550
ECSC Website Banner Ad	50,000 impressions	\$1,000

ADDED VALUE

Digital Billboard(s)*	1 location OR 1 month	\$500
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**Billboard location determined by partner and availability*

STANDARD RATE TOTAL: \$7,325

PACKAGE RATE TOTAL: \$6,825

THE GERVAIS PACKAGE (Digital & Print)

Tripadvisor Advertising	130,000 impressions	\$2,275
Geofencing & Retargeting	125,000 impressions	\$1,000
Social Media Marketing	Meeting Social Package, 3 months	\$2,250
Southern Living ½ Page Ad in SC Distribution*		\$4,888

ADDED VALUE

Digital Billboard(s)**	2 locations OR 2 months	\$1,000
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**Publication issue month determined by partner and availability*

***Billboard location determined by partner and availability*

STANDARD RATE TOTAL: \$11,413

PACKAGE RATE TOTAL: \$10,413

THE CONGAREE PACKAGE (Digital & Print)

Tripadvisor Advertising	130,000 impressions	\$2,275
Geofencing & Retargeting	125,000 impressions	\$1,000
SC Living 1/3 Page Ad*		\$3,665

ADDED VALUE

Digital Billboard(s)**	1 location OR 1 month	\$500
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*Publication issue month determined by partner and availability

**Billboard location determined by partner and availability

STANDARD RATE TOTAL: \$7,440

PACKAGE RATE TOTAL: \$6,940

THE LINCOLN PACKAGE (Print Only)

Garden & Gun 1/3 Page Ad	\$5,500
SC Living 1/3 Page Ad	\$3,665
Southern Living 1/2 Page Ad in SC Distribution	\$4,888

ADDED VALUE

Digital Billboard(s)* 2 locations OR 2 months	\$1,000
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*Billboard location determined by partner and availability

STANDARD RATE TOTAL: \$15,053

PACKAGE RATE TOTAL: \$14,053

THE MEETINGS PACKAGE

Tripadvisor Advertising	130,000 impressions	\$2,275
Geofencing & Retargeting	125,000 impressions	\$1,000
ECSC Website Banner Ad	100,000 impressions	\$1,500

ADDED VALUE

Digital Billboard(s)*	1 location OR 1 month	\$500
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*Billboard location determined by partner and availability

STANDARD RATE TOTAL: \$5,275

PACKAGE RATE TOTAL: \$4,775

