2020 COOPERATIVE MARKETING OPPORTUNITIES

ST. SIMONS ISLAND  |  SEA ISLAND  |  Jekyll Island  |  Little St. Simons Island  |  Brunswick
The Golden Isles Convention & Visitors Bureau is excited to continue offering cooperative marketing opportunities to local partners in St. Simons Island, Sea Island, Jekyll Island, Little St. Simons Island and Brunswick.

Cooperative advertising helps to extend the Golden Isles’ marketing reach and frequency, while providing our partners with lower costs and higher profile placements that might not have been reachable on their own.

As the Golden Isles has continued to grow and make a name for itself as a premier travel destination, presenting Golden Isles partners together elevates our local brand. Thank you to all partners, past and present, who have participated in this program. Together, we have grown tourism by 70% in the past 10 years, and we look forward to continued success.

We are proud to offer exciting new cooperative opportunities for our trusted partners in 2020:

Goldenisles.com Premium Partner Program is the only way to participate in Golden Isles marketing and advertising initiatives, including the initiatives in the following document.

In addition, Premium Partners receive an enhanced website listing which includes:

- Logo (200 px x 150 px)
- Address
- Phone Number
- Description: Maximum of 250 words
- Photographs: Minimum of 5 and up to 20 (873px x 615px)
- Website URL
- Google Map Location
- File attachment, such as a menu or brochure
- Preferred placement on listings page for your category
- Includes one category placement

Additional category placements available upon request.

VITAL STATS
at a glance

1.4 MILLION Website Users
89% Unique Website Visitors

300,000+ Visitors served at Golden Isles Welcome Centers

YES, I WOULD LIKE MORE INFORMATION ON THIS PROGRAM

RATES

ANNUAL RATE
$240

COMBO PACKAGE
Multiple Premium Listings
(First • $240 + Additional • $200)

CREATIVE ASSIST $100
(Copywriter to write up to a 250 word description for your web listing and 5 professionally taken photos.)
Garden & Gun Magazine offers a growing community of readers who look to Garden & Gun for the magic of the South, whether their passion is sports culture, protecting the land, gardening, travel, the arts, or food and drink.

New this year, the Golden Isles will be partnering with Garden & Gun to create a 4-page editorial feature in the June/July print magazine issue, coupled with a digital influencer program, which combined are estimated to reach more than 1 million affluent, well-traveled readers.

This summer promotion will bring a travel writer and social influencer (set of two people) into the Golden Isles to experience “72 hours in the Golden Isles,” during which time the writers will follow a FAM tour itinerary that features participating partners’ businesses. Participating partners would be expected to cover the costs of influencer participation in activities associated with partners’ businesses.

Partners who elect to participate in this promotion will receive dedicated coverage as part of the overall Golden Isles story. Up to five activities partners and six dining partners will be considered. Due to the short time frame for this visit, we will be limited to two hotel or lodging partners for this experience.

PROMOTION INCLUDES
• Editorial coverage in the June/July printed issue of Garden & Gun as part of the Golden Isles’ 4-page feature
• Potential social media posts via influencer’s Instagram handle during the trip and timed with the Garden & Gun June/July issue release
• Promotion of compelling narrative, written by Garden & Gun for their audiences, surrounding the influencer itinerary and experience
• Full usage rights of photography to use on your own social and marketing channels

RATE CARD
PER PARTNER $6,000

CONTACTS
Sales:
KellySmith@Goldenisles.com

Artwork:
GoldenislesAds@milespartnership.com

1.5 MILLION
Readership

SE REGION
Markets

☐ YES, I WOULD LIKE MORE INFORMATION ON THIS PROGRAM
**CAA Magazine** is the AAA of Canada. Reaching more than 3 million readers per issue, CAA provides a unique opportunity to reach this educated and well-traveled international market. Recent research shows Canadians booking travel to the U.S. 1-5 months in advance of their trip. Partners will appear as part of the custom editorial coverage of the Golden Isles.

**AVAILABLE PLACEMENTS**
Mark with an “X” the months in which you would like to participate, and indicate the size where appropriate:

- **Spring** (February-April 2020); Size: __________
- **Fall** (August-November 2020); Size: __________

*Partner’s Goldenisles.com listing will also be featured on a landing page for a CAA digital campaign scheduled to receive more than 200k impressions.

**ATLANTA Magazine** has won nearly 250 awards for outstanding journalism and design in the past decade. Atlanta Magazine offers compelling content that reaches an affluent, well-educated readership in a top Golden Isles feeder market. Depending on the ad size, cooperative partners will either be included in a formatted display space or as part of the Golden Isles advertorials.

**AVAILABLE PLACEMENTS**
Mark with an “X” the months in which you would like to participate, and indicate the size where appropriate:

- **March 2020**; Size: __________
- **June 2020**; Size: __________
- **August 2020**; Size: __________
- **November 2020**; Size: __________

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**RATE CARD**

<table>
<thead>
<tr>
<th>Placing</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>HALF PAGE</strong></td>
<td>$7,500*</td>
</tr>
<tr>
<td><strong>QUARTER PAGE</strong></td>
<td>$3,700*</td>
</tr>
</tbody>
</table>

**ARTWORK SPECS**
- Copy Points (bulleted)
- URL or Phone Number
- High-Resolution Images (1-4 depending on ad size)

**CONTACTS**
- Sales: KellySmith@Goldenisles.com
- Artwork: GoldenislesAds@milespartnership.com

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**RATE CARD**

<table>
<thead>
<tr>
<th>Placing</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>HALF PAGE</strong></td>
<td>$2,900</td>
</tr>
<tr>
<td><strong>QUARTER PAGE</strong></td>
<td>$1,500</td>
</tr>
<tr>
<td><strong>SIXTH PAGE</strong></td>
<td>$950</td>
</tr>
</tbody>
</table>

**ARTWORK SPECS**
- Headline
- Copy (30/45/60 words)
- URL
- Phone Number
- High-resolution image

**CONTACTS**
- Sales: KellySmith@Goldenisles.com
- Artwork: GoldenislesAds@milespartnership.com

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PRINT OPPORTUNITIES

Southbound Magazine is published twice per year and distributed as a polybag feature with Atlanta Magazine (see details on previous page). This is a travel publication focused on small towns and exciting cities exclusively in the South. Depending on the final ad size, cooperative partners will either be included in a formatted display space or as part of the Golden Isles advertorials.

PUBLICATION at a glance

Southbound Magazine

447,731 Readership
68,280 Circulation

GA Markets

AVAILABLE PLACEMENTS
Mark with an “X” the months in which you would like to participate, and indicate the size where appropriate:

☐ Spring (Published April 2020); Size: __________
☐ Fall (Published October 2020); Size: __________

Georgia Peachscapes is a state co-op placement across several popular publications in GA, AL, SC, Nashville, Charlotte, Tampa, and JAX, including Better Homes & Gardens, Real Simple and Parents magazines. The Golden Isles will appear in the Georgia State Co-op Section, and cooperative marketing ads will be incorporated as formatted display ads within the Golden Isles ad.

PUBLICATION at a glance

Better Homes and Gardens

2 MILLION Readership
618,000 Circulation

GA, AL, FL Markets

AVAILABLE PLACEMENTS
Mark with an “X” the months in which you would like to participate:

☐ May 2020

RATE CARD

HALF PAGE $3,000
QUARTER PAGE $1,600
SIXTH PAGE $975

ARTWORK SPECS
• Headline
• Copy (30/45/60 words)
• URL
• Phone Number
• High-resolution image

CONTACTS
Sales:
KellySmith@Goldenisles.com

Artwork:
GoldenislesAds@milespartnership.com

RATE CARD

SIXTH PAGE $3,600

ARTWORK SPECS
• Headline
• 30 words of copy
• URL
• Phone Number
• High-resolution image

CONTACTS
Sales:
KellySmith@Goldenisles.com

Artwork:
GoldenislesAds@milespartnership.com
Travel + Leisure is an industry-leading travel publication, featuring the world's best hotels, restaurants and things to do. The Golden Isles will be featured in the Southeast region (AL, AK, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV, TX). Depending on the final ad size, cooperative partners will either be included in a formatted display space or as part of the Golden Isles advertorials.

**AVAILAble Placements**
Mark with an “X” the months in which you would like to participate, and indicate the size where appropriate:

- February 2020; Size: __________
- May 2020; Size: __________
- September 2020; Size: __________

Condé Nast Traveler highlights historic towns, creative Low Country cuisine, classic inns and the best beaches in America to a high-end, well-traveled Northeast and Southeast audience (NY, PA, DE, MD, DC, VA, FL, NC, SC, GA, IL, MA, TN, AL, MS). Depending on the final ad size, cooperative partners will either be included in a formatted display space or as part of the Golden Isles advertorials.

**AVAILAble Placements**
Mark with an “X” the months in which you would like to participate, and indicate the size where appropriate:

- May-June 2020; Size: __________
- September-October 2020; Size: __________
- November 2020; Size: __________

**RATE CARD**

<table>
<thead>
<tr>
<th>Section</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>$24,000</td>
</tr>
<tr>
<td>HALF PAGE</td>
<td>$12,000</td>
</tr>
<tr>
<td>SIXTH PAGE</td>
<td>$3,800</td>
</tr>
</tbody>
</table>

**ARTWORK SPECS**

- Headline
- Copy (30/60/85 words)
- URL
- Phone Number
- High-resolution image

**CONTACTS**

Sales:
KellySmith@Goldenisles.com

Artwork:
GoldenislesAds@milespartnership.com

*Includes added value feature in Golden Isles Custom email deployed to 7,500 Condé Nast Subscribers.
PRINT OPPORTUNITIES

Southern Living is filled with beautifully written articles that transport readers into the charm of everyday life that the South is known for. This inspirational lifestyle content is distributed in the Southeast. Depending on the final ad size, cooperative partners will either be included in a formatted display space or as part of the Golden Isles advertorials.

**AVAILABLE PLACEMENTS**
Mark with an “X” the months in which you would like to participate, and indicate the size where appropriate:

- **January:** Size: [ ]
- **July:** Size: [ ]

**PUBLICATION**

**at a glance**

- **Readership:** 629,000
- **Circulation:**
- **Markets:** GA, FL, SC

**Print Opportunities**

**CHARLESTON MAGAZINE** is the city’s longest-standing high-end lifestyle magazine featuring the beauty, style and sophistication of the South, and the magazine offers the largest and most loyal audience of affluent readers in the Low Country. Cooperative partners will be included as part of the Golden Isles two or more page advertorials in this publication.

**AVAILABLE PLACEMENTS**
Mark with an “X” the months in which you would like to participate, and indicate the size where appropriate:

- **February 2020:** Size: [ ]
- **April 2020:** Size: [ ]
- **June 2020:** Size: [ ]
- **October 2020:** Size: [ ]

**PUBLICATION**

**at a glance**

- **Readership:** 135,000
- **SC Markets**

**RATE CARD**

<table>
<thead>
<tr>
<th>Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>HALF PAGE</strong></td>
<td>$11,000</td>
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<tr>
<td><strong>QUARTER PAGE</strong></td>
<td>$6,000</td>
</tr>
<tr>
<td><strong>SIXTH PAGE</strong></td>
<td>$3,500</td>
</tr>
</tbody>
</table>

**ARTWORK SPECS**

- Headline
- Copy (30/45/60 words)
- URL
- Phone Number
- High-resolution image

**CONTACTS**

Sales: KellySmith@Goldenisles.com
Artwork: GoldenislesAds@milespartnership.com
Our State Magazine has state-wide distribution in North Carolina. This magazine is distributed to educated, affluent and influential subscribers. The magazine features North Carolina travel, food, history, people and places. Depending on the final ad size, cooperative partners will either be included in a formatted display space or as part of the Golden Isles advertorials.

**AVAILABLE PLACEMENTS**
Mark with an “X” the months in which you would like to participate, and indicate the size where appropriate:
- April 2020; Size: __________
- June 2020; Size: __________
- September 2020; Size: __________
- November 2020; Size: __________

Orlando Magazine provides readers with compelling local content that is entertaining and informative regarding the arts, dining, travel, entertainment and more. Depending on the final ad size, cooperative partners will either be included in a formatted display space or as part of the Golden Isles advertorials.

**AVAILABLE PLACEMENTS**
Mark with an “X” the months in which you would like to participate, and indicate the size where appropriate:
- February 2020; Size: __________
- May 2020; Size: __________
- September 2020; Size: __________
- November 2020; Size: __________
Savannah Magazine explores Savannah, Georgia’s unique cultural identity through an authentic storytelling voice. Savannah magazine targets affluent, intelligent, mostly female decision-makers who share a passion for the finer things in the Savannah area. Cooperative partners will be included as part of the Golden Isles two or more page advertorials in this publication.

AVAILABLE PLACEMENTS
Mark with an “X” the months in which you would like to participate, and indicate the size where appropriate:

☐ March-April 2020; Size: __________
☐ May-June 2020; Size: __________
☐ July-August 2020; Size: __________
☐ September-October 2020; Size: __________
☐ November-December 2020; Size: __________

PUBLICATION

55,000 Readership
13,100 Circulation
GA Markets

PRINT OPPORTUNITIES

RATE CARD

FULL PAGE $1,600
HALF PAGE $800
QUARTER PAGE $400

ARTWORK SPECS
• Headline
• Copy (45/60/85 words)
• URL
• Phone Number
• High-resolution image

CONTACTS
Sales:
KellySmith@Goldenisles.com

Artwork:
GoldenislesAds@milespartnership.com
Southern Coastal Weddings, previously Savannah Weddings, is an upscale bridal style magazine that showcases beauty and creativity of Savannah, GA and the Southern coast as a wedding destination. Depending on the final ad size, cooperative partners will either be included in a formatted display space or as part of the Golden Isles advertorials.

**Available Placements**

Mark with an “X” the months in which you would like to participate, and indicate the size where appropriate:

- Annual (August 2020-July 2021); Size: __________

**Publication at a Glance**

<table>
<thead>
<tr>
<th>Publication</th>
<th>15,000 Circulation</th>
<th>Savannah, GA Markets</th>
</tr>
</thead>
</table>

**The Knot Magazine** is an elite bridal publication with regional distribution in Charleston, SC, Asheville, NC, New York, NY, Wilmington, NC, Richmond, VA, Atlanta, GA and Charlotte, NC – the Golden Isles’ top markets. Depending on the final ad size, cooperative partners will either be included in a formatted display space or as part of the Golden Isles advertorials.

**Available Placements**

Mark with an “X” the months in which you would like to participate:

- Fall/Winter (August 2020-January 2021); Size: __________

**Publication at a Glance**

<table>
<thead>
<tr>
<th>Publication</th>
<th>20,000 Circulation</th>
<th>GA Markets</th>
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</thead>
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**Rate Card**

<table>
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<th>Type</th>
<th>Price</th>
</tr>
</thead>
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<tr>
<td>Half Page</td>
<td>$700</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$400</td>
</tr>
</tbody>
</table>

**Artwork Specs**

- Headline
- Copy (45/60 words)
- URL
- Phone Number
- High-resolution image

**Contacts**

- Sales: KellySmith@Goldenisles.com
- Artwork: GoldenislesAds@milespartnership.com
**Destination I DO** is a national wedding publication that focuses on destination weddings and the best honeymoon and vacation destinations for newlyweds. Depending on the final ad size, cooperative partners will either be included in a formatted display space or as part of the Golden Isles advertorials.

**Available Placements**

Mark with an “X” the months in which you would like to participate, and indicate the size where appropriate:

- Spring/Summer (February-July 2020); Size: __________
- Fall/Winter (August 2020-January 2021); Size: __________

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**Weddings Atlanta**

Previously *Brides Atlanta*, is a Modern Luxury weddings publication distributed in the Atlanta area. Depending on the final ad size, cooperative partners will either be included in a formatted display space or as part of the Golden Isles advertorials.

**Available Placements**

Mark with an “X” the months in which you would like to participate:

- Fall/Winter (June-November 2020); Size: __________
- Spring/Summer (December 2020-May 2021); Size: __________

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**Rate Card**

<table>
<thead>
<tr>
<th>Placement</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half Page</td>
<td>$2,000</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$1,000</td>
</tr>
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</table>

**Artwork Specs**

- Headline
- Copy (45/60 words)
- URL
- Phone Number
- High-resolution image

**Contacts**

- Sales: KellySmith@Goldenisles.com
- Artwork: GoldenislesAds@milespartnership.com

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**Rate Card**

<table>
<thead>
<tr>
<th>Placement</th>
<th>Price</th>
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<tr>
<td>Half Page</td>
<td>$1,200</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$600</td>
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</table>

**Artwork Specs**

- Headline
- Copy (45/60 words)
- URL
- Phone Number
- High-resolution image

**Contacts**

- Sales: KellySmith@Goldenisles.com
- Artwork: GoldenislesAds@milespartnership.com
**Southern Bride** is a regional weddings publication focused on providing high-end and authentic inspiration for brides to plan the perfect Southern wedding. Depending on the final ad size, cooperative partners will either be included in a formatted display space or as part of the Golden Isles advertorials.

**Available Placements**
Mark with an “X” the months in which you would like to participate, and indicate the size where appropriate:

- Summer/Fall (May-September 2020); Size: __________
- Winter/Spring (November 2020-February 2021); Size: __________

**The Celebration Society Weddings Magazine** is an annual magazine dedicated to inspiring weddings and guiding brides through planning their perfect day. Depending on the final ad size, cooperative partners will either be included in a formatted display space or as part of the Golden Isles advertorials.

**Available Placements**
Mark with an “X” the months in which you would like to participate, and indicate the size where appropriate:

- Annual (December 2020-November 2021); Size: __________
Our State Custom Emails are sent to the publication’s opt-in database of 60,000 subscribers in Charlotte, NC. Two partners will be accepted per email.

AVAILABLE PLACEMENTS
Mark with an “X” the months in which you would like to participate:

- [ ] July

Our markets:
- NC
- 60,000+ Subscribers

DIGITAL OPPORTUNITIES

CONTACTS
- Sales: KellySmith@Goldenisles.com
- Artwork: GoldenislesAds@milespartnership.com

RATE CARD

FORMATTED LISTING $500

ARTWORK SPECS
- Headline
- Copy (30 words)
- URL
- Phone Number
- Image
- Color Logo
**TripAdvisor Banner Ads** are served to potential travelers on Tripadvisor.com, a top resource for potential Golden Isles visitors who are planning their vacations. Banner ads are supplied by each partner, and they will be placed on geo-targeted pages including Hilton Head, Savannah and Jacksonville.

Please indicate below the total number of impressions and the time period you would like to run. It is recommended that a minimum of 50,000 impressions are ran per month.

Dates:____________________________________

Impression Total:____________________________

**Lonely Planet Native Articles** are a unique opportunity to reach *Lonely Planet*’s highly engaged audience of travelers. The Golden Isles will be participating with *Lonely Planet* to create inspiring travel content which will be published on LonelyPlanet.com and available to their national audiences. The content will also be promoted to our high-converting DMAs (GA, FL, NC, NY, IL, AL, TN, SC, TX, PA, VA) on Apple News, LonelyPlanet.com and on their social channels. Participating partners will be featured and mentioned by name in the native content articles.

**AVAILABLE PLACEMENTS**

Mark with an "X" the placement in which you would like to participate:

- Spring (February-June 2020)
- Fall (September-December 2020)
CONTACT

First __________________________________________ Last _________________________________________

Business Name _____________________________________________________________________________

Address __________________________________ City __________________________ State _____ ZIP _____

Business Phone _____________________________ Mobile Phone _________________________________

Email Address __________________________________ Website _________________________________________

Billing Address _____________________________ City __________________________ State _____ ZIP _____

PREFERRED ARTWORK CONTACT

First __________________________________________ Last _________________________________________

Email Address _____________________________________________________________________________

AUTHORIZED

Authorized Signature ___________________________ Date ______________

By signing above, I agree to pay for all orders indicated in this contract for the Golden Isles Cooperative Marketing Program and for anything modified in writing after submitting this contract. I acknowledge that there will be a 25% charge for cancellations after this contract has been signed.