

USA

VisitTheUSA.com

Brand USA

CO-OP

Brand USA Originals MULTI-CHANNEL PROGRAM: BRAZIL

Experience an extraordinary 3-to-1 value through Brand USA's Official Multi-Channel Program compared to creating your own targeted, international campaign. With its robust digital, print, social, traffic generation and activation campaign, your targeted message will reach international travelers through the very media they consume most. Customized calls-to-action take consumers from inspired to desired to booked - generating real, measurable results.

Reach the right audience at the right time in Brazil!

Travel USA Print & Digital Insert

This stunning travel magazine is rich in editorial content.

- Digital version available on VisiteOsUSA.com.br
- Print insert is distributed to travel publication subscribers and newsstand



108,000 CIRC.
FULL CIRCULATION
April 2018 Issue
ON SALE:
Late March 2018

Six-Week Content Traffic Generation Campaign

- Traffic is driven directly to your content on VisiteOsUSA.com.br or to your localized website via the Google Display Network
- 3,750 to 15,000 guaranteed clicks depending on level of participation
- The Google Display Network reaches 90% of Internet users worldwide and includes more than 2 million publisher sites
- GDN's unique affinity audiences allows for audience-based targeting and big reach. Using the **Travel Affinity model**, your display ads will reach a more qualified audience most likely to travel. This includes "learnings" from Brand USA's overall marketing strategies
- Proven model with high CTRs - clicks guaranteed

More than quadruple the number of engagements compared to 2016 campaign

Storytelling & Website Traffic **facebook**

Benefit from Brand USA's strategic partnership with Facebook, a leading social platform for travel marketers. Partners will be able to align their message with Brand USA's Facebook consumer campaign, which will create even stronger results. Using newly introduced image-based ad units, partners have a new way to tell their story and reach qualified consumers.

- Media placements align with top-performing targeting from Brand USA campaigns
- Three-week campaign to generate quick and timely results during the height of travel planning
- Carousel ad format provides more real estate to tell your story
- Highly visual and engaging ad unit - may include video (tier 1 buys only)
- Drives traffic to your content on site, delivering strong CTRs
- Packages include shared messaging on ad unit - position based on level of participation

8.5 Million Estimated Impressions per Unit



Global Activation Partner

Brand USA's partnership with Expedia brings a strategic approach to enhance the activation and tie into the campaign as a whole. This multi-prong marketing approach is showing positive booking results for many of our partners.

Benefits include:

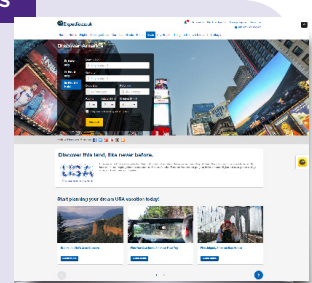
- Overarching digital campaign for consumer engagement with Expedia's Visit The USA landing page - estimated \$125,000 in media support in Brazil; approximately 8.33MM impressions

Expedia delivers 661,000 monthly unique visitors*

- Co-branded Expedia display ad campaigns driving to dedicated partner landing pages
- Expedia and Brand USA will amplify your reach, depending on level of participation
- Consistent metrics and timely results

35% of total gross revenue booked through Expedia during campaign and post campaign measurement period converted directly post-view or post-click* a Brand USA

*Based on the results from the Brazil Spring 2017 Multi Channel program; Source: Expedia BR internal booking data



*January 2016 ComScore, Inc. rankings

PROGRAM SUMMARY

Market Availability



Brazil

Dates Active in Market:

Spring 2018

April - May 2018

Number of Programs:

1

Program Availability:

Spring 2018

Program Launch: April 2018

Opportunity Close Date: December 8, 2017

Materials Close Date: December 15, 2017



New Partner Benefit - Up to 80% increase in Expedia media impressions - no incremental cost

Brazil Multi-Channel 2018 Campaign Rates

Partner Tiers	Investment	Print & Digital Insert	GDN Traffic Generation: Clicks/ Estimated Impressions	Facebook Carousel Ad Unit	Estimated Facebook Clicks	Expedia Activation Partner Marketing****
Tier 1 <i>This package may be shared by up to 3 partners</i>	\$36,300	2 Page Spread	15,000/1,900,000 impressions	Tile Number 1 position in one unit*	30,000	- Responsive, custom landing page with offers sourced by Expedia (one page per co-op) - 900,000 co-branded display ad impressions driving to your custom page - Inclusion on "Visit The USA" landing linking to your custom page
Tier 2	\$18,600	2 Page Spread	7,500/950,000 impressions	Tile Number 2 position in one unit**	10,000	- Dedicated hotel search results page (one per co-op) - 415,000 co-branded display ads driving to your hotel search results page - Inclusion on "Visit The USA" landing page linking to your hotel search results page
Tier 3	\$10,700	Full Page	3,750/480,000 impressions	Added-Value: Tile Number 3 or 4 position in one unit***	N/A	- Inclusion on "Visit the USA" landing page linking to your hotel search results page

PRICES ARE NET

Note for Co-op Partners: The Tier 1 package includes a tile in a Facebook carousel unit, a component that cannot be evenly divided between partners within a co-op; each tile offers the opportunity to include one image and one link

*Co-branded Brand USA carousel ad unit - partner receives the first tile position; remainder of tiles will include other partners that are thematically or geographically related

**Co-branded Brand USA carousel ad unit - partner receives the second tile position; remainder of tiles will include other partners that are thematically or geographically related

***Added-Value - Co-branded Brand USA carousel ad unit - partner receives the third or fourth tile position; remainder of tiles will include other partners that are thematically or geographically related

**** Offers for DMOs are populated based on current inventory available in Expedia's ecosystem. For non-DMO participants, please see your representative for information about featuring product. Measurements include passengers booked, room nights; total gross revenue for bookings

Brazil Multi-Channel Campaign Timing*

JAN 2018	FEB 2018	MAR 2018	APR 2018	MAY 2018	JUN 2018	JUL 2018	Aug 2018	SEPT 2018	OCT 2018	NOV 2018	DEC 2018
			Core Campaign								

*Program execution is dependent on minimum partner participation

Materials Submission Requirements

- For any questions or needs, please contact MC-Materials-Due@MilesPartnership.com
- All supplied photos must adhere to Brand USA guidelines and are subject to Brand USA approval

Additional Information

To learn more about Brand USA programs, please visit: BrandUSA.MilesPartnership.com

CONTACT INFORMATION

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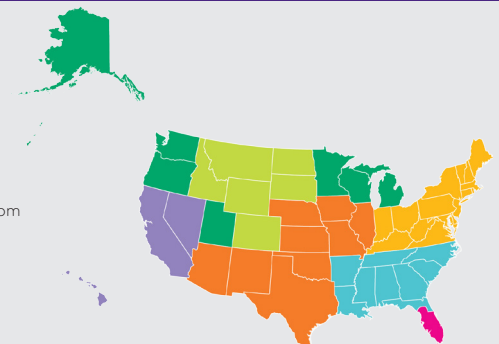
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Program marketed with MILES