

USA

VisitTheUSA.com

Brand USA

CO-OP

Brand USA Originals MULTI-CHANNEL PROGRAM: WESTERN CANADA

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.

Be part of the Canada campaign with a record of proven success in delivering visitors to the US!

Travel USA Print & Digital Insert

This four-color, glossy travel magazine is rich in editorial content.

- Digital version available on VisitTheUSA.ca
- Distribution is geo-targeted to top HHI



PUBLICATIONS AND INSERTION DATES SUBJECT TO CHANGE

THE VANCOUVER SUN

50,000 CIRC.
MAY 2018 ISSUE



128,000 CIRC.
MAY 2018 ISSUE

The Province

44,000 CIRC.
MAY 2018 ISSUE

CALGARY HERALD

128,000 CIRC.
MAY 2018 ISSUES

New interactive digital edition / Top rated UX - available on most platforms

350,000 total print distribution



Six-Week Content Traffic Generation Campaign

- Traffic is driven directly to your content on VisitTheUSA.ca or to your localized website via the Google Display Network
- 2,000 to 4,600 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 triple 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 partners with more creative real estate to tell their story to the right audience
- 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

Estimated 1 Million 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.

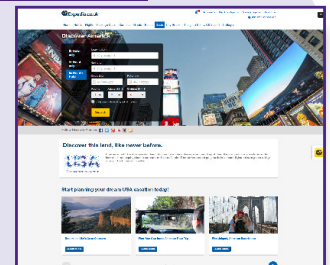
Benefits include:

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

- Co-branded Expedia display ad campaigns driving to dedicated partner landing pages
- Publications and insertion dates subject to change
- Consistent metrics and timely results

In Spring 2017 the Canada campaign measured more than \$16 million in gross bookings that converted directly post-view or post-click of an Expedia Multi-Channel campaign ad.

*Expedia CA Booking data 2017



*January 2016 ComScore, Inc. rankings

PROGRAM SUMMARY

Market Availability

Dates Active in Market:

Spring 2018
May - June 2018

Number of Programs:

1

Program Availability:

Spring 2018

Program Launch: May 2018
Opportunity Close Date: December 8, 2017
Materials Due Date: December 15, 2017



Western Canada:
Calgary, Vancouver,
& Edmonton



DREAM



CONSIDER



ACTIVATE

Canada Multi-Channel Campaign Rates

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

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>	\$32,900	2-Page Spread	STATE: 4,000/1,400,000 CITY: 4,600/2,300,000	STATES - Tile Number 1 position in one unit* CITIES - Tile Number 2 position in one unit**	STATES: 2,100 CITIES: 1,500	- Responsive, custom landing page with offers sourced by Expedia (one page per co-op) - 900,000 co-branded display ads driving to your custom page - Inclusion on VisitTheUSA.ca Page linking to your custom page
Tier 2	\$16,800	Full Page	4,000/1,400,000	Added-Value: Tile 3 or 4 position in one unit***	N/A	- Dedicated Hotel search results page (one per co-op) - 415,000 co-branded display ads driving to your custom page - Inclusion on "Visit The USA" landing page linking to your hotel search results page
Tier 3	\$9,700	Half Page	2,000/700,000	N/A	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; Facebook ad unit cannot be co-op, one tile available for state only

**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

Canada Multi-Channel Campaign Timing*

JAN 2018	FEB 2018	MAR 2018	APR 2018	MAY 2018	JUN 2018	JUL 2018	AUG 2018	SEP 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

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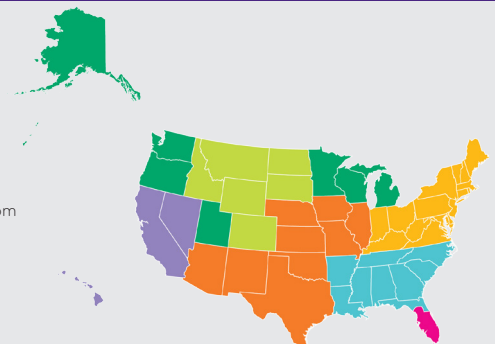
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Program marketed with MILES