



# 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



**THE VANCOUVER SUN**  
50,000 CIRC.

**EDMONTON JOURNAL** 128,000 CIRC.

**The Province**  
44,000 CIRC.

**CALGARY HERALD**  
128,000 CIRC.

PUBLICATIONS AND INSERTION DATES SUBJECT TO CHANGE

350,000 total print distribution

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

## Google 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
- Distribution utilizes the Travel Affinity model with a NEW layer of regional targeting to identify users who are planning a trip to the U.S. via a gateway market, ensuring your message reaches a highly qualified audience
- Proven model with high CTRs - clicks guaranteed

## 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 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 1.9 Million Impressions per Unit

## Expedia® Global Activation Partner

Expedia delivers 1.8M monthly unique visitors\*

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.

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

### 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

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



Western Canada:  
Calgary, Vancouver,  
& Edmonton

### Dates Active in Market:

Winter 2019  
January - February 2019



### Program Availability:

Winter 2019  
Program Launch: January 2019  
Opportunity Close: August 3, 2018  
Materials Close: August 10, 2018

## Canada Multi-Channel Campaign Rates

New Regional traveler targeting with Google Display Network

Partner Tiers	Investment	Print & Digital Insert	GDN Traffic Generation: Clicks	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 CITY: 4,600	STATES - Tile Number 1 position in one unit* CITIES - Tile Number 2 position in one unit**	STATES: 3,100 CITIES: 2,500	- Responsive, custom landing page with offers sourced by Expedia (one page per co-op) - <b>900,000</b> 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	Added-Value: Tile 3 or 4 position in one unit***	N/A	- Dedicated Hotel search results page (one per co-op) - <b>415,000</b> 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	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 2019	FEB 2019	MAR 2019	APR 2019	MAY 2019	JUN 2019	JUL 2019	AUG 2019	SEP 2019	OCT 2019	NOV 2019	DEC 2019
Core Campaign				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](mailto: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](http://BrandUSA.MilesPartnership.com)

## CONTACT INFORMATION

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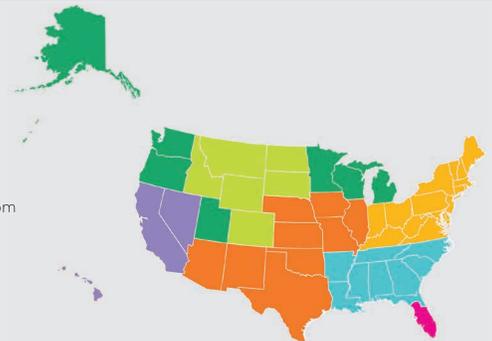
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Program marketed with MILES