



VisitTheUSA.com

Brand USA

CO-OP

Brand USA Originals MULTI-CHANNEL PROGRAM: 2018-2019 Calendar*

Market	Campaign Timing	Opportunity Close	TIER 1	TIER 2	TIER 3
Australia - Fall	October - November 2018	July 20, 2018	\$43,300	\$22,200	\$12,700
Australia - Spring	April - June 2019	January 5, 2019	\$43,300	\$22,200	\$12,700
Brazil - Spring	April - May 2019	January 12, 2019	\$36,300	\$18,600	\$10,700
Canada - Winter	January - February 2019	August 3, 2018	\$32,900	\$16,800	\$9,700
Canada - Spring	May - June 2019	December 7, 2018	\$32,900	\$16,800	\$9,700
China - Fall	September - November 2018	June 8, 2018	\$48,000	\$24,000	N/A
China - Spring	May - July 2019	January 12, 2018	\$48,000	\$24,000	N/A
Germany - Fall	November - December 2018	July 13, 2018	\$41,400	\$20,900	\$11,800
Germany - Spring	April - May 2019	December 3, 2018	\$41,400	\$20,900	\$11,800
India - Winter	February - March 2019	October 5, 2018	\$40,700	\$20,500	\$11,900
Japan -Spring	April - May 2019	December 7, 2018	\$45,700	\$23,300	\$13,300
Mexico - Spring	February - May 2019	December 7, 2018	\$37,250	\$28,500	\$12,800
UK - Fall	October - November 2018	June 8, 2018	\$44,400	\$25,600	\$12,900
UK - Winter	January - February 2019	August 10, 2018	\$44,400	\$25,600	\$12,900

*Programs are subject to change without notice and execution is dependent on minimum partner participation

CONTACT INFORMATION

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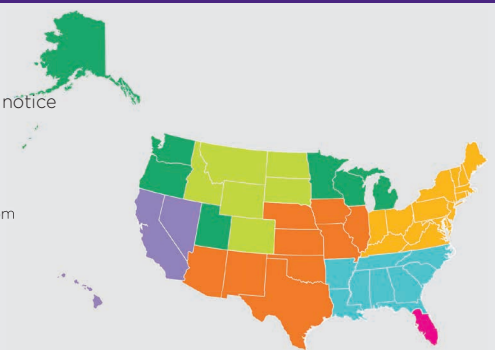
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Program marketed with MILES