



VisitTheUSA.com

Brand USA

CO-OP

Brand USA Originals MULTI-CHANNEL PROGRAM: 2018 Calendar*

Market	Campaign Timing	Opportunity Close	TIER 1	TIER 2	TIER 3
Australia - Spring	April - June 2018	January 5, 2018	\$43,300	\$22,200	\$12,700
Brazil - Spring	April - May 2018	December 8, 2017	\$36,300	\$18,600	\$10,700
Canada - Spring	May - June 2018	December 8, 2017	\$32,900	\$16,800	\$9,700
China - Spring	April - June 2018	January 2018	\$48,000	\$24,000	N/A
China - Fall	September - November 2018	June 2018	\$48,000	\$24,000	N/A
Germany - Spring	April - June 2018	December 8, 2017	\$41,400	\$20,900	\$11,800
Germany - Fall	November - December 2018	August 3, 2018	\$41,400	\$20,900	\$11,800
India - Winter	February - March 2018	October 6, 2017	\$40,700	\$20,500	\$11,900
Japan -Spring	May - June 2018	December 8, 2017	\$45,700	\$23,300	\$13,300
Mexico - Spring	February - May 2018	December 8, 2017	\$34,150	\$25,900	\$12,800
UK - Fall	October - November 2018	June 8, 2018	\$44,400	\$25,600	\$12,900

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

CONTACT INFORMATION

A Brand USA Representative or

Paul Winkle

Senior V.P., Global Marketing for Miles

Paul.Winkle@MilesPartnership.com

941-342-2325 (office) | 941-724-5437 (mobile)

*Programs, timing and rates are subject to change with notice

Miles Global Marketing Executives

John DeLeva

John.DeLeva@MilesPartnership.com
206-679-1798

Angie Zok

Angie.Zok@MilesPartnership.com
904-687-9352

Irish Carroll

Irish.Carroll@MilesPartnership.com
941-320-6447

Mitch Knothe

Mitch.Knothe@MilesPartnership.com
208-869-5178

Julie Armstrong

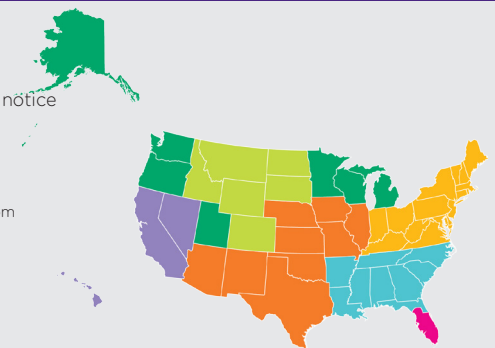
Julie.Armstrong@MilesPartnership.com
804-467-1464

Debi Saldana

Debi.Saldana@MilesPartnership.com
210-723-9957

Demetria Clemons

Demetria.Clemons@MilesPartnership.com
818-517-2595



Program marketed with MILES