



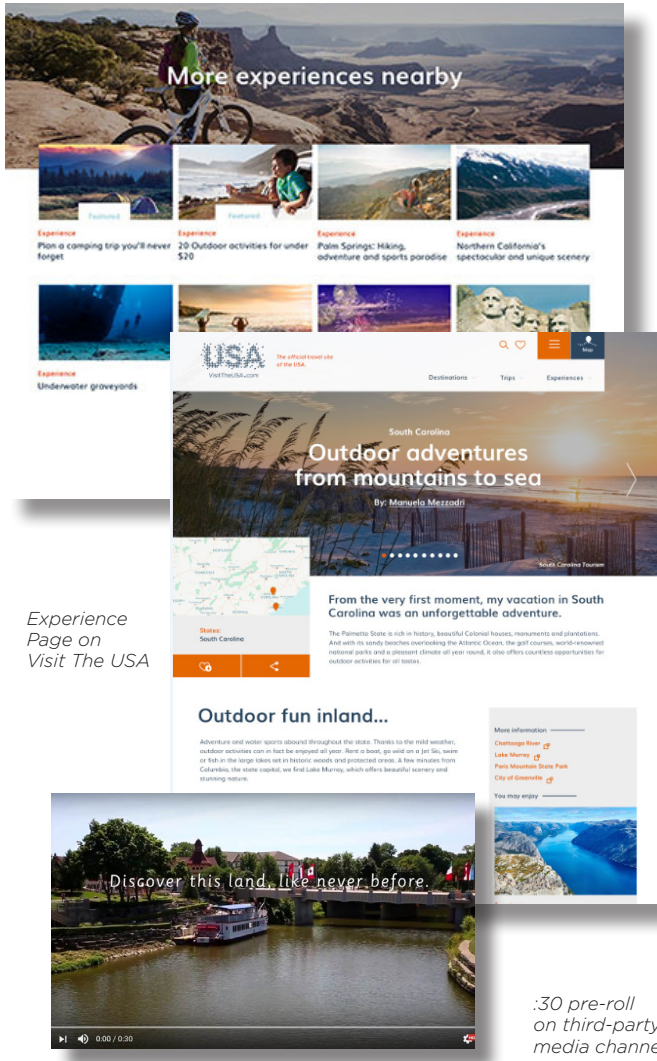
VisitTheUSA.com

Brand USA

CO-OP

# Brand USA Originals: Video Services DISTRIBUTION EXTENSIONS

Expand your in-language content's reach beyond Brand USA's owned channels to increase user engagement. Additional reach opportunities include Brand USA-owned channels and third-party media channels.



## Visit The USA Experience Page Extension\*

Editors will modify your Native Traveler content package's travel article to give it a more global viewpoint. The new travel article will be used to create a new Experience Page throughout the Visit The USA network of websites. The new global pages will include the photos, with supporting metadata, from your Native Traveler content package. The cost includes translations (Japanese, Korean, Brazilian Portuguese, German, Mexican Spanish, French and Global English), as well as metadata in each language to increase visibility on international web searches.

Cost: \$4,500 per package (Value: \$7,000 per package)

## Third-Party Distribution Channels

Expand your content's reach through a turnkey platform that creates awareness, engagement and direct response. Our team will work to create targeted campaigns based on your preferences. Media channels include Rocket Fuel, Outbrain/Taboola and Facebook. Traffic is directed to your content on the language-appropriate Visit The USA or Go USA global websites.

Please see separate Video Services Third-Party Extensions program sheet.

\*Experience Page Extensions can only be applied to multiple Native Traveler packages if they focus on different themes and locations.

:30 pre-roll on third-party media channels

## CONTACT INFORMATION

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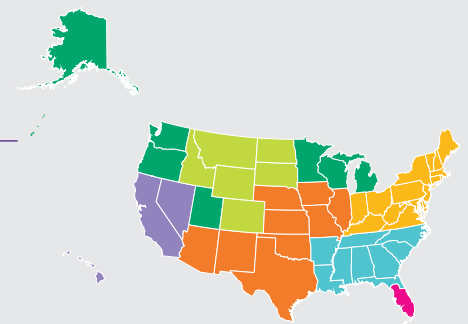
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