



Brand USA Originals

MULTI-CHANNEL PROGRAM: INDIA

The U.S. Department of Commerce projects tourism from India will increase by 47% from 2014 to 2021. Now is the time to leverage Brand USA's marketing efforts in India to grow your travel brand in this key market. Aligned with Brand USA's consumer marketing efforts in 2018, this is an opportunity for U.S. destinations and travel suppliers to reach out to qualified consumers with inspirational messaging that will result in increased visitation.

Be a part of this Brand USA's annual India campaign with proven results!

Travel USA Print & Digital Insert

A broadsheet newspaper insert produced by The Times Group featuring US travel content is one of the most effective ways to reach consumers in India, to inspire travel and engage with them.



The Times of India - ET Panache Travel - India's No. 1 National Daily

IN MARKET: February 1, 2019
Distribution in 12 Key Markets:

Bombay	Calcutta	Chandigarh
Delhi	Chennai	Jalpur
Bangalore	Hyderabad	Indore
Pune	Ahmedabad	Lucknow

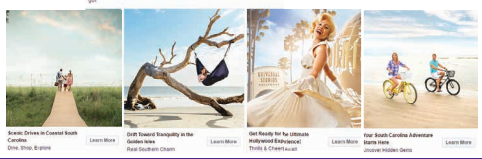
692,600 Total Distribution

Storytelling & Website Traffic

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 & 2 buys)
- Drives traffic to your content on site, delivering strong CTRs
- Packages include dedicated and shared messaging - depending on level of participation

Estimated 9,000,000 Impressions per Unit



Global Activation Partner

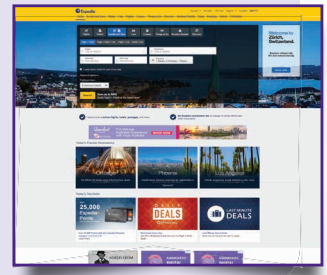
Brand USA's partnership with Expedia brings a strategic approach to enhance the activation and tie into the campaign as a whole. This multi-prong marketing approach is showing positive booking results for many of our partners.

Benefits include:

- Overarching digital campaign for consumer engagement with Expedia's Visit The USA landing page - estimated \$125,000 in media support in India; approximately 8.33MM impressions
- Co-branded Expedia display ad campaigns driving to dedicated partner landing pages
- Brand USA's match with Expedia included in campaign investment, depending on level of participation
- Consistent metrics and timely results

Expedia delivers 2.6 million unique monthly visitors*

*January 2016 ComScore, Inc. rankings







Content Traffic Generation: 6 Week Campaign



- Traffic is driven directly to your content on GoUSA.in or to your localized website via the Google Display Network
- Increase in clicks with 5,000 to 15,000 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

5,000 to 15,000 clicks

PROGRAM SUMMARY

<p>Market Availability</p>  <p>India</p>	<p>Dates Active in Market: Winter 2019 February - March 2019</p>	<p>Program Availability: Winter 2019 Program Launch: February 2019 Opportunity Close Date: October 5, 2018 Materials Close Date: October 12, 2018</p>
  		

New Regional traveler targeting with Google Display Network

India Multi-Channel Campaign Rates

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>	\$40,700	Full Page in 8-PG Broadsheet Insert	15,000	1 Dedicated Ad Unit - 4 Tiles*	60,000 clicks/9,000,000 estimated impressions	- 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 GoUSA.in Page linking to your custom page
Tier 2	\$20,500	Half Page in 8-PG Broadsheet Insert	8,000	Tile Number 2 position in one unit**	30,000 clicks	- Dedicated hotel search results page (one per co-op) - 415,000 co-branded display ads driving to your Hotel search results page - Inclusion on GoUSA.in page linking to your Hotel search results page
Tier 3	\$11,900	Quarter Page in 8-PG Broadsheet Insert	5,000	Tile Number 3 or 4 position in one unit***	N/A	- Inclusion on GoUSA.in page linking to your Hotel search results page

Facebook Notation: Impressions and CTR are based on estimates; creative must adhere to Brand USA image and content guidelines

*Dedicated co-branded Brand USA carousel ad unit - total of 4 tiles

**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

*** 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.

PRICES ARE NET

India Multi-Channel Campaign Timing*

JAN 2019	FEB 2019	MAR 2019	APR 2019	MAY 2019	JUN 2019	JUL 2019	AUG 2019	SEPT 2019	OCT 2019	NOV 2019	DEC 2019
	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

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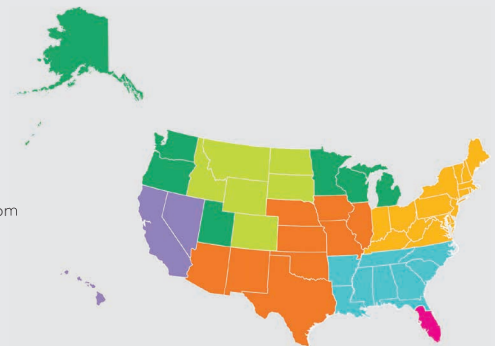
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Program marketed with MILES