



LIFE
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UOT Cafeteria Program FY17

Opt In Deadline: August 19, 2016

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PROGRAM SUMMARY



WHAT IS THE UOT CAFETERIA PROGRAM?

The Cafeteria Program was developed in FY15 and we are now moving into our 3rd year FY17 to provide our Utah partners with strategic marketing tactics. These tactics are designed to leverage UOT's brand awareness campaign to drive consideration and activation for our partners, \$850,000 has been set aside to match towards our partners' cafeteria plan-specific marketing efforts. These funds are in addition to the traditional grant co-op program. All of these programs are being reviewed to see how they fit into the bigger picture for our partners and the state.

WHAT IS THE CAFETERIA PROGRAM OPPORTUNITY?

Each eligible partner can spend up to \$70,000 with a 1:1 match by the UOT. If maxed out, your \$70,000 will turn into a minimum \$140,000 of media value.

WHAT TYPES OF OPPORTUNITIES ARE AVAILABLE THROUGH THE CAFETERIA PROGRAM?

We are providing opportunities internationally in Canada, UK, Germany, China and Australia. Domestically, we are focused on key feeder markets for our year-round visitors. Programs that are available are a mix of content creation, digital display, digital pre-roll, print, digital OOH, email, printed map, and content amplification.

WHAT IF I DO NOT HAVE THE \$70,000 IN MY BUDGET?

If you do not have \$70,000 in your budget, you may consider developing a co-op allowing for other non-profits in your county to participate. This means you would purchase umbrella programs and allow for your partners to buy in. We are happy to guide you through this process.

WHAT IS THE PROCESS FOR ONCE I REVIEW THE OPPORTUNITIES AVAILABLE?

Once you review the opportunities, you will be meeting with our media planner, Tania Leichter from Ad+genuity. Tania will work as your personal media planner once your markets, goals and budgets have been set. Tania will work with you to finalize your plan, which will require a signature by someone in your organization. All billing will come from Ad+genuity Marketing Solutions, Inc. and payment will be required within 30 days of invoice receipt.

WHAT SHOULD BE MY EXPECTATION OF DELIVERABLES FOR EXECUTION OF THE PROGRAMS I PURCHASE?

Depending on which program you have purchased, you will receive a discovery document along with a list of assets required and submission deadlines. It is imperative that you make this a priority and submit on time. All of our programs have long production times and we need to abide by our production schedules.

GLOBAL PROGRAM





DIGITAL TOOL BOX SUMMARY

Program Goals:

Provide partners the opportunity to get a 100% match for video, photography, and custom content. Provide a collection of assets that will be co-owned by UOT and partner that has a consistent look and feel, that enables us to create cohesive marketing programs that fit under the umbrella of the bigger brand initiatives: The Road to Mighty and Find Your Greatest®

Program Offering:

- Video: 2 min, :30 sec, :15 sec, 360 video, + all B-roll
- Photo: Packages that include fully owned photography from 8-24 Photos
- Custom Content (creation, creation + distribution, distribution only):

**All content that is being produced may be used by Visit Utah at Visit Utah's discretion. They are not guaranteeing any distribution on their channels.

Content Usage / Distribution:

Visit Utah:

- Website, Social Channels, TripTuner Content Distribution Tool, Cafeteria Programs

Partner:

- Website, Social Channels, Cafeteria Programs, Consumer Marketing Efforts, B2B efforts

NOTE: We understand that many have their own content that they use, but we are strongly recommending for the expansion of this program that all partners consider this offering. If all partners participate, the cooperative programs will be more aligned with the Utah brand, and the quality of the execution and the possibilities of what we can do with this content will grow significantly.

Ad+genuity will be submitting to you a pre-production questionnaire (photo and video) to make sure that the package the you opt in for what is the right package for you. Once you have answered the questions and we have coordinated with the vendor that your package selection is correct, then you will be working directly with the vendor to schedule your photo shoot, video filming, or content creation. Your timeline for deliverables will be provided to you by the vendor since there is uniqueness in each of your offerings.



DIGITAL TOOL BOX - VIDEO

Timing based on partner

All packages include:

- Script Writing / Creative Brief – 2 revisions
- HD, Audio Balance, Royalty Free Music, Coloring
- Outro Graphics
- Post Production - 1 FREE revision
- Scrim, Lights
- FAA Certified Aerial One Day
- Crew Coordination
- Sony Fs700 Lens + slow mo
- Sony A7 and lens
- Rode NTG 3 Boom Mike & Dead cat
- Cstands (2) + sand bags
- Ronin Stabilizer

DELIVERABLES:

- :15 SEC,
- :30 SEC
- 1-2 MIN
- 360 Video (1) 1 minute 1 location PACKAGE 1 & 2
- 360 Video (5) 1 minute - location PACKAGE 3

PACKAGE 1
\$2668

Full Day Filming

1 Location

2 Camera Man

PACKAGE 2
\$3768

2 Days Filming

2 Locations

2 Camera Men

Professional VO

PACKAGE 3
\$5225

3 Days Filming

3 Locations

Professional VO

3 Camera Men

Audio Engineer

Director



PARTNER REQUIREMENTS:

- Pay for all permitting and locations costs, including any necessary BLM Monitors.
- Contact local authorities to block off roads and allow access for filming if necessary.
- Direct film crew to required shot locations upon arrival.
- Coordinate with production team in order to plan shoot ahead of time.
- Cast actors and extras and pay for any expenses associated with actors.
- Partner is responsible to HOUSE and FEED crew, and to reimburse for gas and travel.

President / Director
Malcolm Judd





DIGITAL TOOL BOX – 360 VIDEO ONLY

Timing based on partner

All packages include:

- Gyro Stabilizer
- Camera Man
- Helmet Cam Attachment
- Water Proof Casing

DELIVERABLES:

- PACKAGE 1: One 360 Video up to 5 minutes
- PACKAGE 2: (5) 360 Videos up to 5 minutes each
- PACKAGE 3: (10) 360 Videos up to 5 minutes each
- ALL PACKAGES: 1-5 MIN OVERVIEW (all locations, one video)

PACKAGE 1
\$1045

1 Location

Half Day Filming

PACKAGE 2
\$1925

Full Day of Filming

5 Locations

4K-8K Resolution

Graphics Inserted

PACKAGE 3
\$3465

2 Days Filming

10 Locations

Camera man w/ additional angles

Hip Attachments

Helicopter Attachments

Aerial Drone

Graphics Inserted



PARTNER REQUIREMENTS:

- Pay for all permitting and locations costs, including any necessary BLM Monitors.
- Contact local authorities to block off roads and allow access for filming if necessary.
- Direct film crew to required shot locations upon arrival.
- Coordinate with production team in order to plan shoot ahead of time.
- Cast actors and extras and pay for any expenses associated with actors.
- Partner is responsible to HOUSE and FEED crew, and to reimburse for gas and travel.

President / Director
Malcolm Judd





DIGITAL TOOL BOX – 360 ADD ON FOR CURRENT VIDEO PARTNERS

Timing based on partner

All packages include:

- Gyro Stabilizer
- Camera Man
- Helmet Cam Attachment
- Water Proof Casing

DELIVERABLES:

- PACKAGE 1: One 360 Video 1-2 Minutes
- PACKAGE 2: (5) 360 Videos 1-2 Minutes Each
- PACKAGE 3: (10) 360 Videos up to 5 minutes each
- PACKAGE 2 & 3: 1-5 MIN OVERVIEW (all locations, one video)

PARTNER REQUIREMENTS: SAME AS OTHER VIDEO PACKAGES

PACKAGE 1 \$1045

- 1 Location Half Day Filming
- 1 Camera Man

TO PARTICIPATE YOU MUST HAVE PURCHASED FULL DAY OF FILMING

PACKAGE 2 \$1925

- Full Day of Filming 5 Locations
- 2 Camera Men
- 4K-8K Resolution
- Graphics Inserted
- Helicopter Attachment

TO PARTICIPATE YOU MUST HAVE PURCHASED 2 FULL DAYS OF FILMING

PACKAGE 3 \$3465

- 2 Days Filming 10 Locations
- 2 Camera man
- Additional Camera Angle
- Hip Attachments
- Helicopter Attachments
- Aerial Drone
- Graphics Inserted

TO PARTICIPATE YOU MUST HAVE PURCHASED 2 FULL DAYS OF FILMING



Other Services GROSS COST PARTNER *BASED ON ORIGINAL PACKAGE	Bronze	Silver	Gold
Additional half-day of filming	\$1,375	\$825	\$605
Additional full-day of filming	\$1,100	\$1,100	\$1,100
Premium Camera (RED ARRI PHANTOM)	\$1,733	\$1,733	\$1,733



DIGITAL TOOL BOX – PHOTO

Timing based on client need

PACKAGE 1
\$1526

- 8 Final Toned Images
- 1/2 Day Pre-Production
- 4 Hours Production / Photo Shoot
- 1 Day Post Production

PACKAGE 2
\$2654

- 16 Final Toned Images
- 1 Day Pre-Production
- 8 Hours Production Photo Shoot
- 2 Days Post Production

PACKAGE 3
\$4868

- 24 Final Toned Images
- 1.5 Days Pre-Production
- 16 Hours Production Photo Shoot
- 2 Days Post Production

Photographer:
Marc Piscotty



Marc Piscotty is a commercial and editorial photographer and videographer based in Denver, Co. specializing in food photography, portraits, sports, travel and assignment based work. He is a two-time Pulitzer Prize winning photographer with a rich background in newspaper and documentary photography. He has covered everything from major sporting events like the Super Bowl and the Winter Olympics to major news events such as the Columbine tragedy and the Democratic National Convention. He also continues to work on an ever-growing collection of stock photography from his own backyard in Colorado to far flung destinations such as Mexico, Panama, Morocco, Spain, Italy, Russia and the Czech Republic. He is available for assignments and commissions worldwide.



DIGITAL TOOL BOX

CUSTOM CONTENT + SOCIAL DISTRIBUTION

Timing based on client need

ABOUT ROOTS RATED:

Roots Rated assembles the largest and most knowledgeable network of outdoor content producers . To provide destinations with the most beautiful and engaging content for their owned media. (websites, email, social) Content really IS King.

PARTNER OPPORTUNITY

- Content Creation
- Content + Distribution
- Distribution Only* Previous Roots Rated Partners

CUSTOM CONTENT

Customized monthly stories with photography for your owned media – articles are between 750-1200 words.

Monthly Packages		
<u>CONTENT</u>	<u>CONTENT + DISTRIBUTION</u>	<u>DISTRIBUTION ONLY</u>
<ul style="list-style-type: none"> • Monthly Tier 1 - \$275 • 1 Article • Monthly Tier 2 - \$550 • 2 Articles • Monthly Tier 3 - \$825 • 3 Articles 	<ul style="list-style-type: none"> • Monthly Tier 1 - \$825 • 1 Article • Minimum 200,000 Social Impressions • Minimum 2,000 Article Visits • Monthly Tier 2 - \$2200 • 2 Articles • Minimum 600,000 Social Impressions • Minimum 6,000 Article Visits • Monthly Tier 3 - \$3575 • 3 Articles • Minimum 1,000,000 Social Impressions • Minimum 10,000 Article Visits 	<ul style="list-style-type: none"> • Monthly Tier 1 - \$550 • 1 Previous Roots Rated Article • Minimum 200,000 Social Impressions • Minimum 2,000 Article Visits • Monthly Tier 2 - \$1650 • 2 Previous Roots Rated Article • Minimum 600,000 Social Impressions • Minimum 6,000 Article Visits • Monthly Tier 3 - \$2750 • 3 Previous Roots Rated Article • Minimum 1,000,000 Social Impressions • Minimum 10,000 Article Visits

HOW IT WORKS

- RR develops editorial calendar
- Provides monthly/weekly/daily articles
- Option for RR to post to own website, social channels
- Partner to submit content to TripTuner (if participating)
- UOT will consider content usage for their site, but will not guarantee usage.



TRIPTUNER

Cost: \$1100

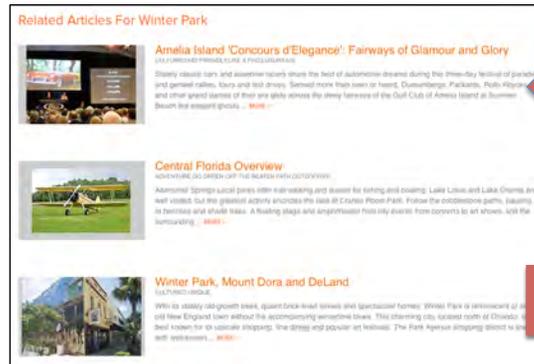
TripTuner Discovery Engine Pro — new distribution channels

- VisitUtah.com International Pages
- Expedia Microsite
- TripAdvisor hub
- Companion Ads for Native Content Initiative

CO-OP PACKAGE:

Experience Enhancement

- TAB Articles – show headlines and link to your articles on website.
- Images should be included
- Add Photos, Videos to existing experience
- pages.
- 3 More Experiences for those who want them DE, EN, CN



Articles only on English Points of Sale



DELTA SKY MAGAZINE INFLIGHT

Cost:

Full Page: \$11,150

Half Page: \$5,613

GLOBAL OPPORTUNITY

Timing: November 2016 SKI THE WEST Issue

Timing: April 2017 3 SEASONS PROMOTION

Road to Mighty – Greatest Snow On Earth

Visit Utah Templated Display Ads

Visit Utah Section: 4-5 page Utah Section desired

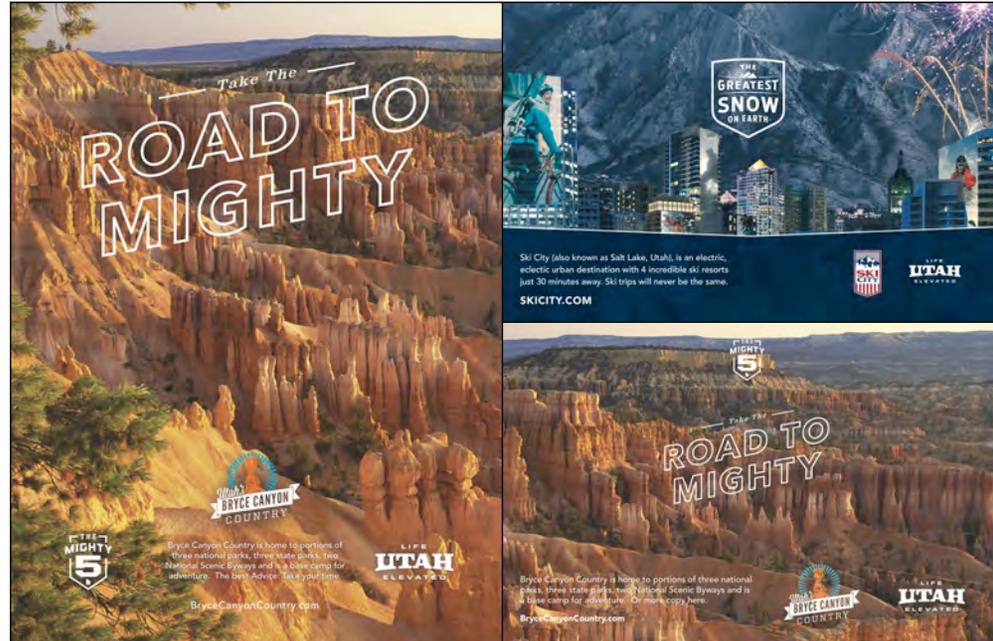
All Display Ads will be templated

- Ski – Find Your Greatest
- 3 Seasons – Road to Mighty

Partner receives: Photo backdrop, Logo,

1 paragraph copy, URL, VisitUtah, URL

Partner Content



Full Page

Half Page

Delta Sky has 5.4 million readers (3:1 domestic to international) each month, the largest of any in-flight per MRI

Top Delta markets include:

- Los Angeles
- Seattle
- Portland
- Phoenix
- Las Vegas

*All important markets for Utah Office of Tourism

INTERNATIONAL PROGRAM





EXPEDIA INTERNATIONAL CREATIVE PARTNERSHIP

Cost: \$5500

Leveraging a brand media spend linking to Expedia HUB (\$130,000 value, inclusive of BrandUSA extension) in:

- Australia
- Canada
- United Kingdom
- Germany

CO-OP OPPORTUNITY

- (3) Dedicated Feature Destination Tiles
- Link within Microsite Carousel
- TripTuner
- Dedicated 750,000 Impressions link to Expedia Feature Destination Content
- 3 Destination Tiles Description
 - Partner summary with photo gallery
 - Video content
 - One article content (partners supply article content EXP to translate to German)

*note: can use the RootsRated Content if participating in the Digital Tool Box Content Program

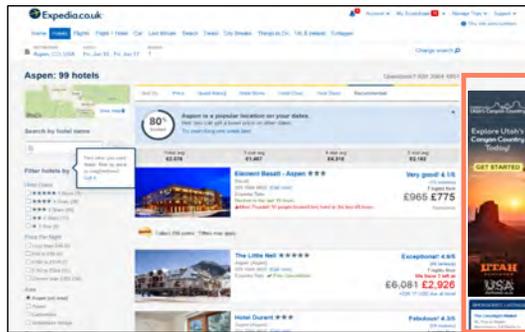


Photo Gallery

Video

Link to HotGroup Hotels

Integrate Article Links

Link to Website



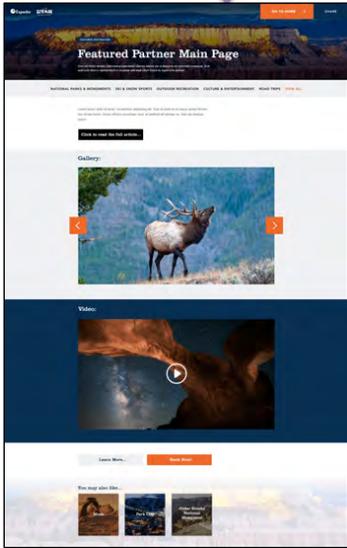
EXPEDIA INTERNATIONAL CREATIVE PARTNERSHIP

Brand Paid Media
In-Kind Media

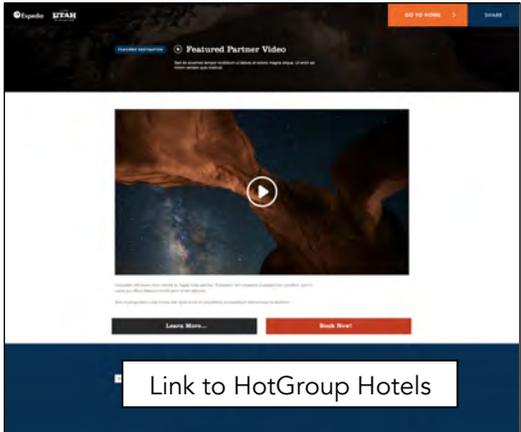


HUB

PARTNER ADS



Featured Destination:
Photos, Video, Articles Tiles



Articles / Link to Website





TRIPADVISOR INTERNATIONAL

Cost: \$5500

MARKETS:

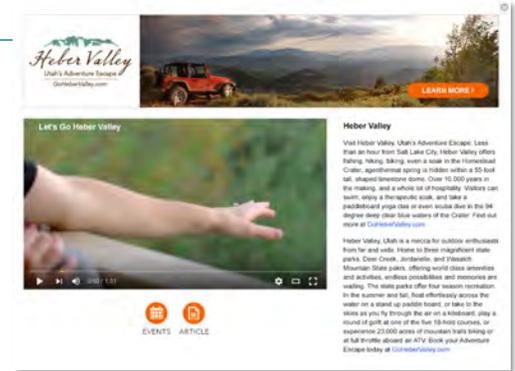
- Canada
- Australia
- United Kingdom
- Germany

Leverage UOT Brand Media!

Timing Options:

1) Nov-Jan: Leverage over 5 Million Impressions driving to the Utah hub, 2.75 Million Impressions to the Utah Premium Destination Platform 53% Ski

2) April – June: Leverage over 3.7 million Impressions driving to Utah hub, and 1.145 Million Impressions to the Utah Premium Destination Platform. 85% 3 Seasons (Except Australia adds Ski)



CO-OP PACKAGE

*minimum 4 partners

750,000 Impressions - Dedicated Impressions

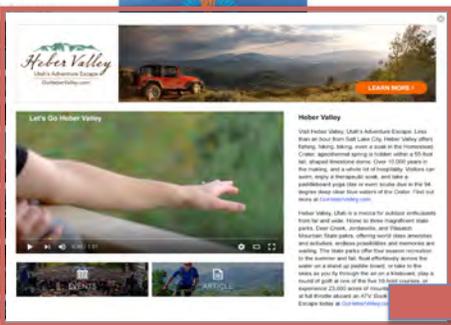
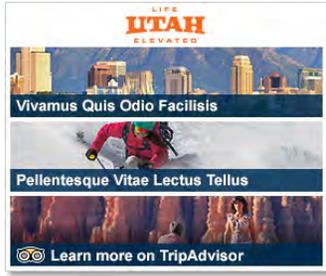
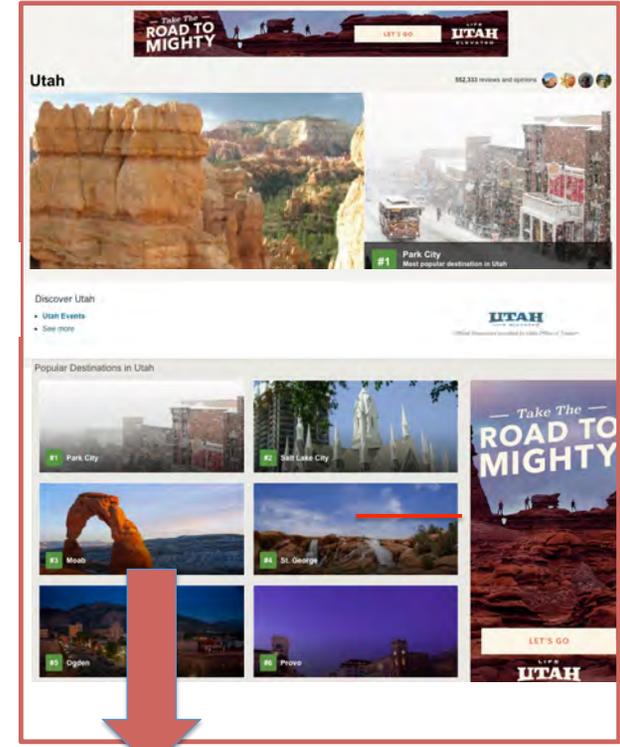
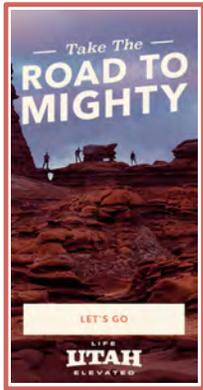
- PDP: 1 articles on PDP for 3 months + 2 events
- Custom Rich Media Ads Featuring Content Articles
 - *link to articles *link to articles. (articles will have links to your website as well as TA content on your destination)
 - 728x90, 300x600, 300x250, 320x50
- Hub: Featured Destination – Value Add
 - * Photo, Video
 - * Content Blurb
 - * Link to Articles on PDP
 - * Link to Website
- Ad Targeting will be Destination Comp Set and Audience Targeting - Ski or Adventure Seekers. Desktop and Mobile

TripTuner will be featured on desktop.



TRIPADVISOR CONTENT FLOW

PDP



HUB

FEATURE DESTINATION

ARTICLE / EVENT

WEBSITE



DISCOVER AMERICA INSPIRATION GUIDE

DATES ACTIVE IN MARKET
January 2017 launch

FINAL CLOSE: August 24, 2016

FINAL CLOSE MATERIALS DUE: October 9, 2016

Cost:

PACKAGE 1 ¼ Page: \$3448

PACKAGE 2 ½ Page: \$6896

**2017 INSPIRATION GUIDE DISTRIBUTION
TOTAL DISTRIBUTION: 575,000+**

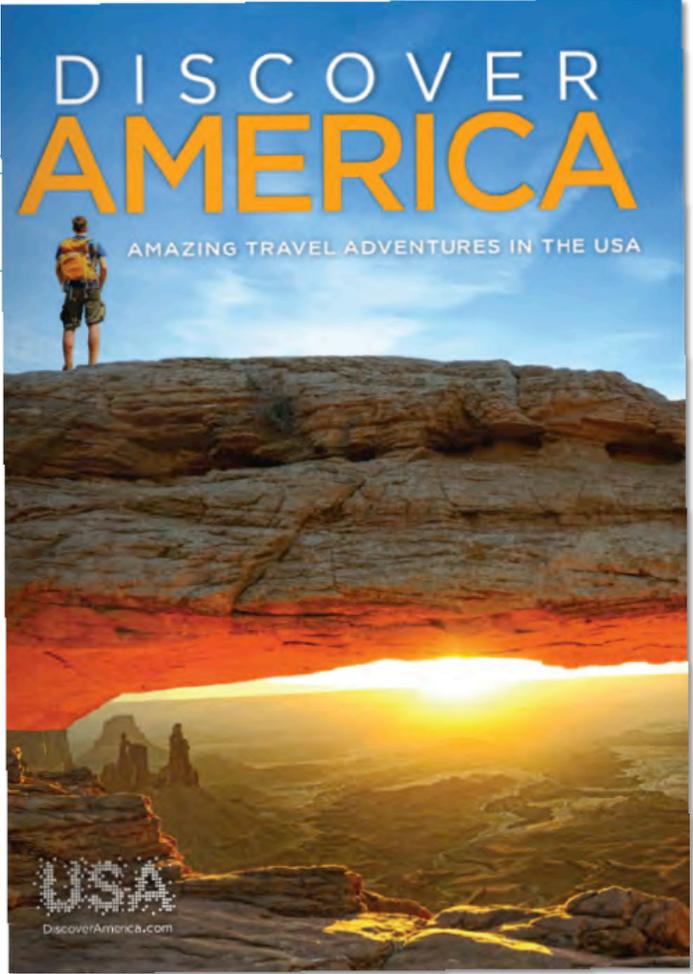
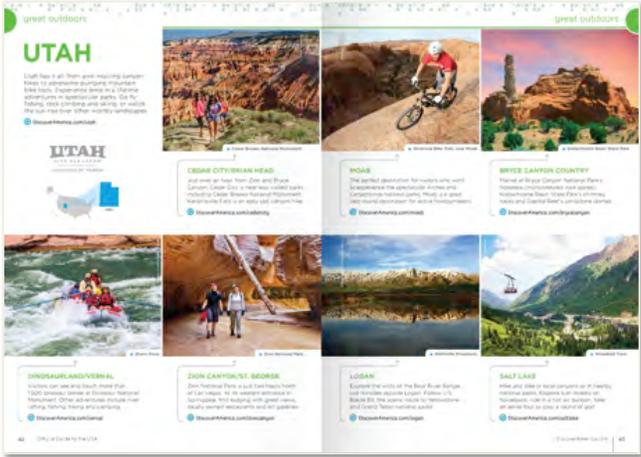
- Mainland China: 76,800
- Hong Kong and Taiwan: 30,000
- Korea: 18,100
- Japan: 25,000
- Australia and New Zealand: 30,325
- India: 21,000
- UK/Ireland: 115,000
- Northern Europe/Scandinavia/Eastern Europe: 34,500
- Germany/Austria/Switzerland: 85,500
- France: 15,000
- Brazil: 21,000
- Mexico: 40,000
- Canada: 50,000
- US: 16,950

PACKAGE 1

- 1/4 page Utah Section

PACKAGE 2

- 1/2 page Utah Section



UK

TAXI WRAPS UK (WTM & SKI SHOW)

Cost: \$7812

RUN DATES: September 22 – December 7, 2016
OPPORTUNITY CLOSE DATE: August 15, 2016
MATERIAL CLOSE DATE: September 1, 2016

10 TAXIS, 12 WEEKS

Includes:

- Superside wrap
- Receipt
- Interior ads (2)
- One taxi to/from Central London/Excel
- Mon, Tues, Wed of WTM



UK

MULTI-CHANNEL UK

Cost:

PACKAGE 1: \$3938

PACKAGE 2: \$6996

RUN DATES: Jan. – Feb. 2017
OPPORTUNITY CLOSE DATE: Sept. 9, 2106
MATERIAL CLOSE DATE: Sept. 16, 2016



PACKAGE 1

- PRINT: 760,000 Circulation - QUARTER PAGE ADVERTORIAL Discover America Print Insert (The Times, The Sunday Times, National GEO Traveler, The Guardian),
- DIGITAL: 125,000 Digital Impressions
- CONTENT AMPLIFICATION: 250 Clicks Outbrain or Taboola

PACKAGE 2

- PRINT: 760,000 Circulation - HALF PAGE ADVERTORIAL Discover America Print Insert (The Times, The Sunday Times, National GEO Traveler, The Guardian)
- DIGITAL: 250,000 Digital Impressions
- CONTENT AMPLIFICATION: 500 Clicks Outbrain or Taboola



AUSTRALIA

AUSTRALIA MULTI-CHANNEL

RUN DATES: February - March 2017
OPPORTUNITY CLOSE DATE: October 7, 2016
MATERIAL CLOSE DATE: October 14, 2016

Cost:
PACKAGE 1: \$3889
PACKAGE 2: \$6897

PACKAGE 1:

PRINT ADS

- Sunday Telegraph, Sunday Herald, Sunday Mail = 850,000 circulation
- 1/4 page advertorial in Discover America print insert, Utah section
- BONUS advertorial: 1/4 page Sunday mail = 394,000 circulation

DIGITAL DISPLAY

- 250,000 Impressions
- Link to VisitUtah or own website

CONTENT AMPLIFICATION

- 250 GUARANTEED CLICKS • Drive traffic to your website

PACKAGE 2:

PRINT ADS

- Sunday Telegraph, Sunday Herald, Sunday Mail = 850,000 circulation
- 1/2 page advertorial in Discover America print insert, Utah section
- BONUS advertorial: 1/2 page Sunday mail = 394,000 circulation

DIGITAL DISPLAY

- 250,000 Impressions
- Link to VisitUtah or own website
- 500 GUARANTEED CLICKS
- Drive traffic to your website



CANADA
EAST

CANADA EAST MULTI-CHANNEL

RUN DATES: December 2016 - January 2017
OPPORTUNITY CLOSE: August 26, 2016
MATERIAL CLOSE DATE: September 2, 2016

Cost:
PACKAGE 1: \$3072
PACKAGE 2: \$5264

PACKAGE 1:

PRINT

- 1/4 page advertorial Discover America print insert (Utah section)
- Canadian Living, Enroute Inflight, Toronto Star, The Globe & Mail
- 460,000 circulation

DIGITAL DISPLAY

- 125,000 digital media impressions
- CONTENT AMPLIFICATION
- 250 Outbrain clicks

PACKAGE 2:

PRINT

- 1/2 page advertorial Discover America print insert (Utah section)
- Canadian Living, Enroute Inflight, Toronto Star, The Globe & Mail
- 460,000 circulation

DIGITAL DISPLAY

- 250,000 digital media impressions
- CONTENT AMPLIFICATION
- 500 Outbrain clicks



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CANADA
WEST

CANADA WEST MULTI-CHANNEL

RUN DATES: December 2016 - January 2017
OPPORTUNITY CLOSE: August 26, 2016
MATERIAL CLOSE DATE: September 2, 2016

Cost:

PACKAGE 1: \$3072

PACKAGE 2: \$5264

PACKAGE 1:

PRINT

- 1/4 page advertorial Discover America print insert (Utah section)
- Vancouver Sun, Calgary Herald, Western Living, AirCanada Enroute
- 425,000 circulation

DIGITAL DISPLAY

- 125,000 digital media impressions

CONTENT AMPLIFICATION

- 250 Outbrain clicks

PACKAGE 2:

PRINT

- 1/2 page advertorial Discover America print insert (Utah section)
- Vancouver Sun, Calgary Herald, Western Living, AirCanada Enroute
- 425,000 circulation

DIGITAL DISPLAY

- 250,000 digital media impressions

CONTENT AMPLIFICATION

- 500 Outbrain clicks



CANADA
WEST

CANADA
EAST

ZOOM MEDIA LIFESTYLE DIGITAL OOH

Cost: \$5500

PACKAGE 1: VIDEO / COMMERCIALS WITH SOUND

of weeks: 4 week campaign
Format: 15 or 30 sec commercial w/ video + audio
Frequency: :15's run 1 time per hour
:30's run 1 time every other hour
Production: no charge multiple creative changes
Total value: \$19,058
Impressions: 907,500
Locations: Vancouver, Calgary, Edmonton, Saskatchewan, Winnipeg, Toronto, Montreal

PACKAGE 2: DIGITAL SIGNAGE

of weeks: 6 week campaign
Format: 15 sec digital signage, no audio
Frequency: :15's run 1 time per hour
Production: no charge, multiple creative changes
Total value: \$20,419
Impressions: 1,361,250
Locations: Vancouver, Calgary, Edmonton, Saskatchewan, Winnipeg, Toronto, Montreal

Leverage \$62,500 Investment and 5,445,000 Impressions in Utah Commercials Across 110 Health Clubs Locations in Canada! Drive CONSIDERATION for your destination!



Commercials with Sound



Digital Signage

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CHINA

CHINA HIGH SPEED RAIL TAKEOVER

Cost: \$5500

Timing: Mid-October – Mid December

- Route: Beijing - Shanghai
- Product: OOH High Rail Posters
- Carriages: 8 minimum
- Posters per Car: 3-5
- Posters Per Partner: 4-6 depending on train
- Total Posters: 24 - 40 (Depends on allocated trains by the CRH)
- Artwork: Up to 5 partners featured into the VisitUtah templated creative (partners)
- Posters will be templated by VisitUtah
- Partners to submit: Photo, Logo. Short tagline (to be translated by publisher)
- QR: Can load video onto the GoUSA.cn/utah site and can link to video content if available.

- Passenger age group: 18 – 45
- One of the two busiest lines is the "JingHu" (Beijing –Shanghai) estimated to carry over 100 million passengers in 2014



*With the explosive growth of China,
893.2 million passengers travel on the
high speed train per year*

DOMESTIC PROGRAM



DOMESTIC

COOPERATIZE PREMIUM BLOGGER SPONSORED CONTENT

QUARTERLY OPT IN – 3 MONTHS	PACKAGE 1	PACKAGE 2	PACKAGE 3	PACKAGE 4	PACKAGE 5
COST	\$990	\$1485	\$1980	\$2475	\$2970
GUARANTEED VIEWS	4,000	6,000	8,000	10,000	12,000
NUMBER OF ARTICLES	2	3	4	5	6
COST PER VIEW	\$.24	\$.24	\$.24	\$.24	\$.24

PREMIUM CONTENT CREATION

Premium Bloggers vetted by Cooperatize & UOT Partner

- They have 50,000 or more monthly unique visitors.
- They are experienced storytellers both branded and non-branded.
- They have an average of 27,000 social media followers.
- They are trusted experts in their field.
- They are responsive, on-time, and reliable.

DELIVERABLE: Bloggers write 500 - 1,000 word stories

GUARANTEED PAGE VIEWS & DISTRIBUTION

- Stories shared via publishers' e-mail lists and social media
- May utilize Outbrain to distribute further (~5% traffic)

MEASUREMENT & REPORTING

- Metrics provided monthly by story (page views, unique visitors, clicks, time spent on story, scroll time)

SPONSORSHIP DETAILS & DISCLOSURE

- Includes links to "Visit Utah" and/or "Partner X" – and call out that the content is "sponsored by Partner x & VisitUtah"
- All links tagged as "nofollow" as per FTC regulations
- Clear disclosure at top or bottom of story indicating "Ski Utah" sponsored this story

Sample [Article](#)

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DOMESTIC

EXPEDIA DOMESTIC CREATIVE PARTNERSHIP

Cost: \$5500

CO-OP OPPORTUNITY

- (3) Dedicated Feature Destination Tiles
- Link within Microsite Carousel
- TripTuner
- Dedicated 375,000 Impressions linking to Feature Destination Page

3 Destination Tiles

- Partner summary with photo gallery
- Video content
- One article content (partners supply article content) EXP to translate to German)

*All 3 tiles include Learn More and Book Now links

*note: can use the RootsRated Content if participating in the Digital Tool Box Content Program

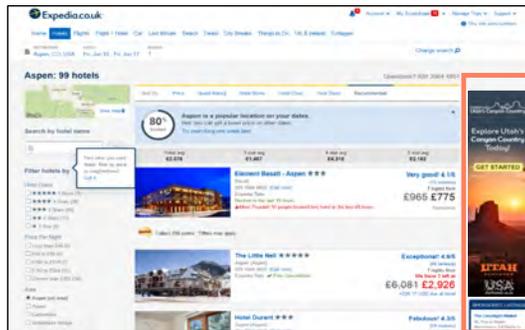


Photo Gallery



Video



Link to HotGroup Hotels

Integrate Article Links

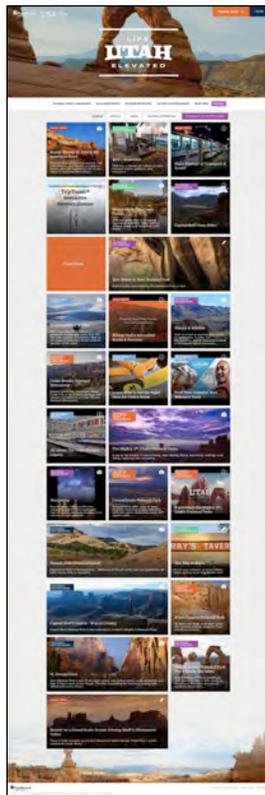
Link to Website

Hub Traffic: Leverage 375,000 Impressions per partner that will drive to the hub. Therefore the more partners that participate, the more hub traffic we will drive. All partners will leverage the overall hub traffic.

DOMESTIC

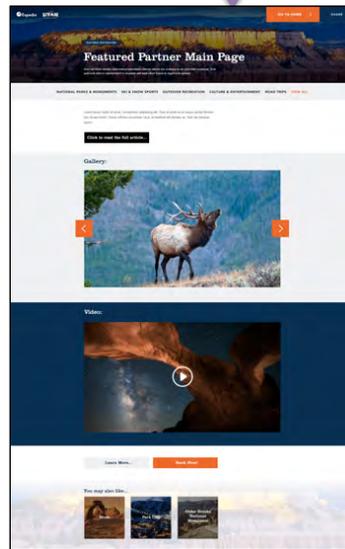
EXPEDIA DOMESTIC CREATIVE PARTNERSHIP

In-Kind Media

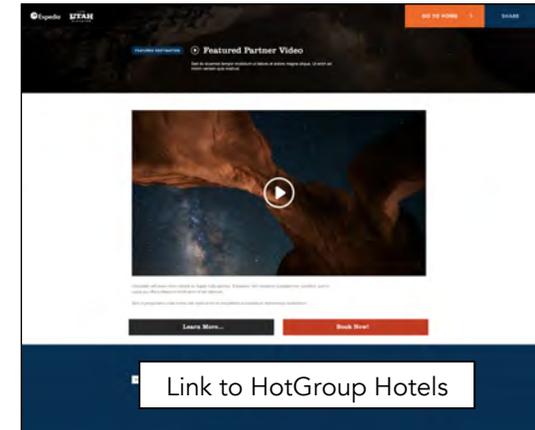


HUB

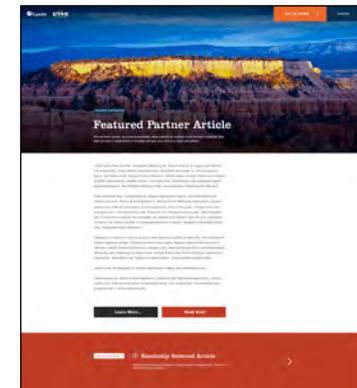
PARTNER ADS



Featured Destination:
Photos, Video, Articles
Tiles



Link to HotGroup Hotels



Articles / Link to Website

DOMESTIC

ALASKA AIRLINES INFLIGHT – November & April

NOV ISSUE Material Due Date: September 22, 2016
APRIL ISSUE Materials Due Date: February 22, 2017

Cost: \$2750

TWO ISSUE OPTIONS: NOVEMBER (SKI), APRIL (3 SEASONS)

The Road to the Mighty Advertising Section positioning would be within the April Alaska Airlines Magazine "National Parks Centennial" and would be on Alaska flight the calendar month of April 2017

PACKAGE INCLUDES:

- 1.88 million circulation
- Full page advertorial (see mock up) written by Alaska
- 1/3 of page formatted/branded partner display ad (created by Alaska)

Quick Facts

1.88 Million Passengers Monthly



2 Hours
55 Minutes
Average Length of Flight



Major Hubs
Seattle/Tacoma (WA), Portland (OR), Los Angeles (CA), San Francisco (CA), Anchorage (AK)

16,950 Flights per Month

85 Destinations Served

By the Numbers

49.1
Average Age

Marital Status

68% Married

32% Single

Gender

51% Female

49% Male

Household Income

Average \$125,903

54% \$100,000+

33% \$75,000+

15% \$50,000+

Reason for Travel

46% Business

45% Vacation

Travel Frequency

42.3 Nights away from home in the last year

6.5 Number of round trips in the last year

67% Staying in hotel/rental home

Employment

46% Professional/Managerial

Education

84% College Educated

ADVERTISER LOGO HERE

Headline
Location
Phone number
Website

Salt Lake City
★
UTAH
Advertiser location to be chosen on copy

Arches
Bryce Canyon
Canyonlands
Capitol Reef
Zion
visitutah.com

LIFE UTAH ELEVATED



Location Headline

800 OR photo provided by advertiser, as well as free talking points for advertorial. ORR DATE: 1/25/16

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For more information on
the xxxxxxxx area, please
contact (xxx) xxx-xxxx or
visit xxxxxxxx.com

advertiser

DOMESTIC

TRIPADVISOR - DOMESTIC

TIMING OPTIONS:

PARTICIPATION DEADLINE: August 20, 2016

PARTICIPATION LAUNCH: November 2016

PARTICIPATION DEADLINE 2: January 18, 2017

PARTICIPATION 2 LAUNCH: April 2017

Cost:

PACKAGE 1: \$5500

PACKAGE 2: \$8250

TIMING OPTIONS:

- NOVEMBER – JANUARY
- APRIL - JUNE

PACKAGE 1:

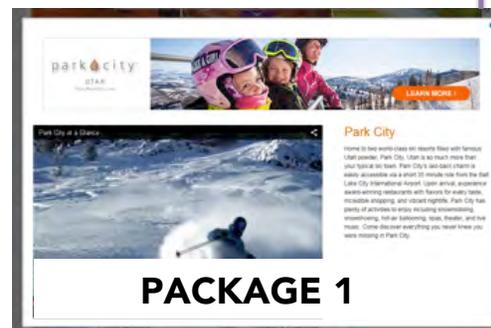
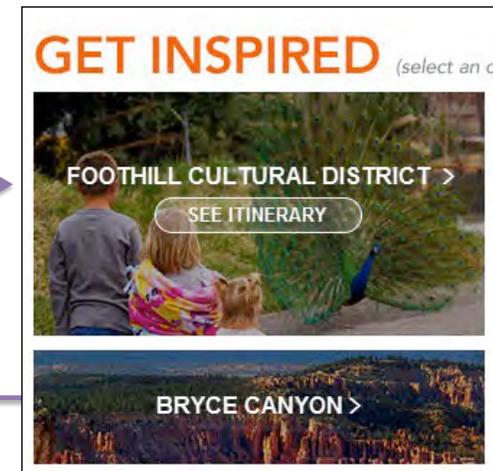
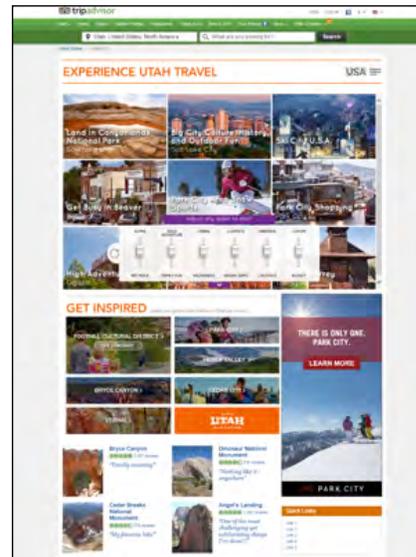
- Tourism Sponsorship Module
- Featured partner on hub
- 500,000 dedicated impressions link to your website

PACKAGE 2:

- Tourism Sponsorship Module
- Featured partner on hub
- 800,000 dedicated impressions link to your website

Targeting:

- Utah, Arizona, California, Western National Park Content OR Utah, Colorado, California, Western Ski content – TA
- TAMN w/ Outdoor, National Park, Adventurer Audience Segment OR Ski, Outdoor, Adventurer Audience Segment



Per participating partner, 572,500 Impressions will drive to hub. More partners = more hub impressions

The logo consists of a purple rectangle with a white diagonal stripe on the left side. The word "DOMESTIC" is written in white, uppercase letters in the center of the purple area.

DOMESTIC

UTAH.COM

Cost: \$2750

CO-OPERATIVE OPPORTUNITY:

Dedicated Email:

109,000 active subscribers. Custom content created by Utah.com's design and copywriting teams. Utah.com will provide available deployment dates between November 1, 2016 and June 30, 2017.

CPL:

Clients that have listings with Utah.com will receive \$2500 worth of clicks/lead/info request credit. Negotiated CPL will apply.

*Clients that don't currently list with Utah.com (non-DMOs) will pay \$165 for an annual listing that Utah.com will build.

The logo features the word "UTAH" in a bold, serif font, with "LIFE" in a smaller font above it and "ELEVATED" in a smaller font below it.

LIFE
UTAH
ELEVATED

The logo consists of two parallel slanted lines followed by the word "ad+genuity" in a lowercase, sans-serif font.

// ad+genuity

DOMESTIC

PROGRAMMATIC

Cost: TBD

CO-OPERATIVE OPPORTUNITY

- Looking to run a pre-roll or digital display campaign to drive traffic to your own site
- Get a 100% match on your media buy

MINIMUM INVESTMENT: \$10K (2 months)

- Ad creative development and design not included

VENDOR SELECTION

ADARA

SOJERN

TRIPLELIFT

SPOTX – PRE-ROLL VIDEO *utilize your current :15's or :30's UOT Cafeteria Video for pre-roll advertising