

[southeasttourism.org](http://southeasttourism.org)

[escapetothesoutheast.com](http://escapetothesoutheast.com)

[etts.onlinemarketbase.org](http://etts.onlinemarketbase.org)



**SOUTHEAST**  
TOURISM SOCIETY

**Media Planner**

**Reach southeast travelers in  
print and online all year long.**

FOR MORE INFORMATION, PLEASE CONTACT:

**SaraCatherine Goodwin**

Senior Project Manager

[sgoodwin@naylor.com](mailto:sgoodwin@naylor.com)

(770) 810-6977

**NAYLOR**   
ASSOCIATION SOLUTIONS



# SOUTHEAST TOURISM SOCIETY

## About STS

Southeast Tourism Society (STS) is dedicated to improving the economic vitality of the Southeast by uniting all segments of the Travel and Tourism industry.

## Industry Numbers



In 2018, domestic travel within the U.S. totaled **2.3 billion person-trips** and **international visitors totaled 80 million.**

Both domestic and international travelers spent nearly **\$1.1 trillion in the U.S.** in 2018.



## EscapetotheSoutheast.com



**Escape to the Southeast** has an expansive audience due to its print presence within travel offices, as well as its interactive website where guests can learn more while planning their vacation. The print and digital advertising options, in addition to corresponding social media content, broaden the audience demographic versus limiting to a specific age or generation of travelers.



In 2016, escapetothesoutheast.com facilitated **26,679 Visitor Guide Requests.** The economic impact of those requests is nearly **\$1 million.\***

The **Escape to the Southeast Travel Guide** has a distribution of **50,000** that includes:

- 588 AAA Travel Offices
- 237 Hotels in the Southeast
- 47 Armed Forces Travel Agencies
- 13 Consumer Travel Shows
- 62 Leisure Travel Agencies
- 56 Visitor Centers in the Southeast

Since launching the Escape to the Southeast Travel Guide Website, more than **2 million visitors** have **viewed 9 million pages** and generated almost **100,000 requests for Southeast Travel Literature.**

**Influence the largest travel and tourism audience on the east coast. To learn how, Contact Naylor today!**

Source: 2019 STS Marketing Questionnaire & \* Destination Marketing Association of the West Education & Research Foundation: The Impact of DMO Websites. DMO Website User & Conversion Study.

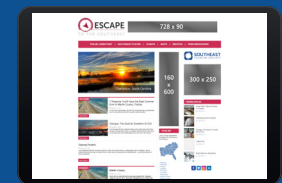
## Escape to the Southeast Travel Guide



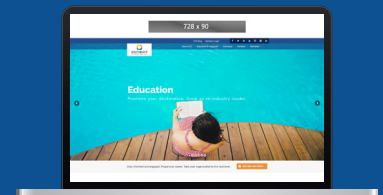
**STS Travel Directory**  
[etts.onlinemarketbase.org](http://etts.onlinemarketbase.org)



**Escape to the Southeast Travel Guide  
Website Advertising**  
[escapetothesoutheast.com](http://escapetothesoutheast.com)



**Southeast Tourism Society Website  
Advertising**  
[southeasttourism.org](http://southeasttourism.org)



## Audience Retargeting

Use STS's audience retargeting solution to create highly targeted ad campaigns to reach your desired audience around the web.

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# Escape to the Southeast Travel Guide

## Net Advertising Rates

All rates include an Ad Link in the digital edition of the guide.

Revisions and Proofs: \$50  
Position Guarantee: 15% Premium

Full-Color	Rates
Outside Back Cover	\$5,389.50
Inside Front or Inside Back Cover	\$5,169.50
Full Page	\$4,289.50
2/3 Page	\$3,129.50
1/2 Page	\$2,729.50
1/3 Page	\$2,059.50
1/4 Page	\$1,585.50
1/6 Page	\$1,235.50
1/8 Page	\$969.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

## Digital Edition Branding Opportunities

- Leaderboard | \$4,400
- Video Sponsorship | \$4,950
- Rectangle | \$4,400
- HTML5 Ad | \$6,050
- Top TOC Mobile Banner | \$1,650
- 2nd TOC Mobile Banner | \$1,430
- 3rd TOC Mobile Banner | \$1,320
- Large Insert | \$3,300
- Medium Insert | \$2,200



## Editorial Plan

### Article Sections

Each section will feature three articles about venues, attractions, restaurants, lodging or people in that particular state.

- Escape to Alabama
- Escape to Arkansas
- Escape to Florida
- Escape to Georgia
- Escape to Kentucky
- Escape to Louisiana
- Escape to Mississippi
- Escape to North Carolina
- Escape to South Carolina
- Escape to Tennessee
- Escape to Virginia
- Escape to West Virginia

### In Every Issue

- President's Message
- Travel Resources
- Wanderlust
- Advertiser Index

### Article Categories

- Instagrammable
- An Outdoors Treasure
- A Taste of ...
- Small-Town Wonders
- Quite an Attraction
- What a Character
- Made in ...
- Lay Your Head Here

# Escape to the Southeast Travel Guide

## Digital Edition Rates

**Extend your print advertising investment with the unique benefits of digital media.**

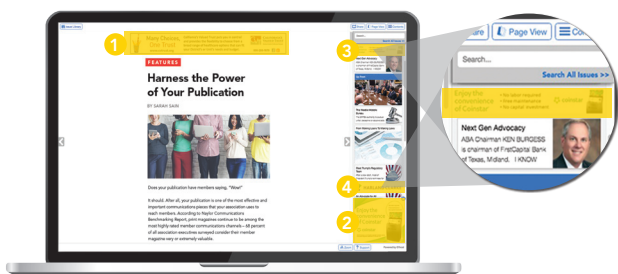
*Escape to the Southeast Travel Guide* is available in a fully interactive digital publication. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital publication lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

### FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our publication, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print publication. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

**Important Note:** Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar!



### 1 Leaderboard (all views) | \$4,400

The leaderboard ad appears on-screen in both the reading view and page view of the digital publication.

### 2 Rectangle (all views) | \$4,400

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

### TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital publication on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1<sup>st</sup> article, and subsequent banners show every 3 articles.

### 3 Top TOC Mobile Banner | \$1,650

### 4 2<sup>nd</sup> TOC Mobile Banner | \$1,430

### 3<sup>rd</sup> TOC Mobile Banner | \$1,320

## In-Magazine Digital Options (HTML reading view)

These stand-alone ad options are placed between article pages on the HTML reading view of the digital publication and are visible on all device types.

### HTML5 Ad | \$6,050

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

### Digital Video Sponsorship | \$4,950

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

### Digital Inserts

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital publication.

### • Large Insert | \$3,300

### • Medium Insert | \$2,200

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For the latest online specs, please visit [www.naylor.com/online specs](http://www.naylor.com/online specs)

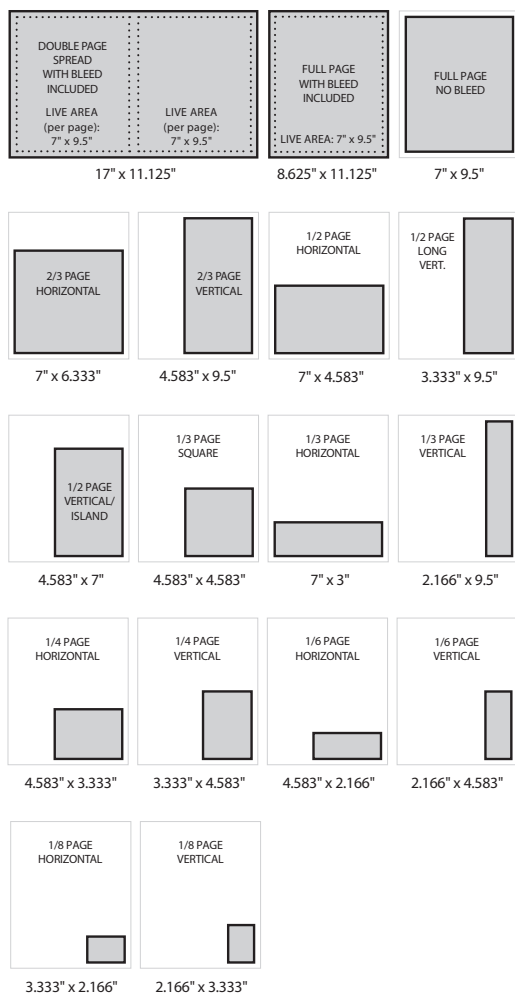


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# Escape to the Southeast Travel Guide

## Print Advertising Specifications

**Travel Guide Trim Size: 8.375" x 10.875"**



**Note:** Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

### Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

### Ad Material Upload

Go to the Naylor website at [www.naylor.com/adupload](http://www.naylor.com/adupload)

### Production Services, Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

### Digital Edition

For the latest online specs, please visit [www.naylor.com/onlinepecs](http://www.naylor.com/onlinepecs)



Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.

# EscapetotheSoutheast.com

## Advertising on escapetothesoutheast.com

Advertising on the **Escape to the Southeast** website is a great way to reach a large group of travelers - prospective visitors to your destination, attraction, accommodation, event or dining establishment. Visitors log-on to [escapetothesoutheast.com](http://escapetothesoutheast.com) to plan their next vacation or event.

### Features of Escape to the Southeast website advertising:

- **Stand out:** We limit ads on the *Escape to the Southeast* website to help market your destination to potential southeast travelers.
- **Cultivate a presence as a trusted association affiliate.** Our packages maximize traffic to your website and continue site retargeting.
- **Help your buyers choose you:** Direct visitors to the promotion, blog post, product info, video or microsite that will help decision-makers learn about you best.
- Your Naylor Online account liaison will **provide your business with ad analytics and suggestions for copy improvement** to help you get the **best ROI from your advertising investment.**

### On average, escapetothesoutheast.com receives:

- More than **32,000 visits** per month
- Nearly **145,000 page views** per month
- **4.3 page views** per session
- Sessions lasting more than **6 minutes**

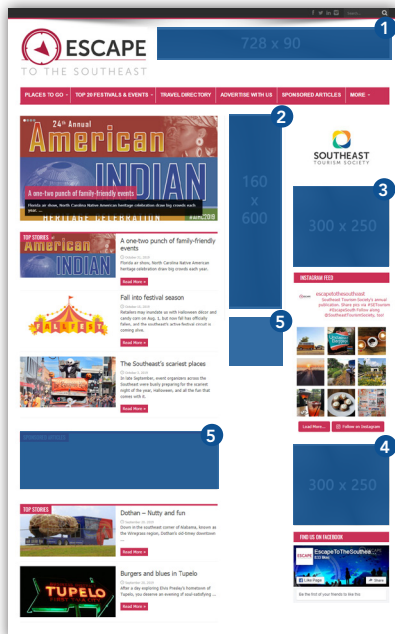
\*Traffic numbers from 2016

### On average, southeasttourism.org receives:

- More than **2,100 unique visitors** per month
- **2,290 visits** per month
- **8,614 page views** per month
- Sessions lasting more than **2 minutes**

\*Traffic numbers from January 2019 - June 2019

### escapetothesoutheast.com



#### 1 Leaderboard | See bundled rates

728 x 90 and 320 x 50  
3 rotations, run-of-site.

#### 2 Skyscraper | See bundled rates **SOLD OUT**

160 x 600 and 300 x 250 pixels  
3 rotations, run-of-site.

#### 3 1st Rectangle | See bundled rates **SOLD OUT**

300 x 250 pixels - 3 rotations, run-of-site.

#### 4 2nd Rectangle | \$1,500

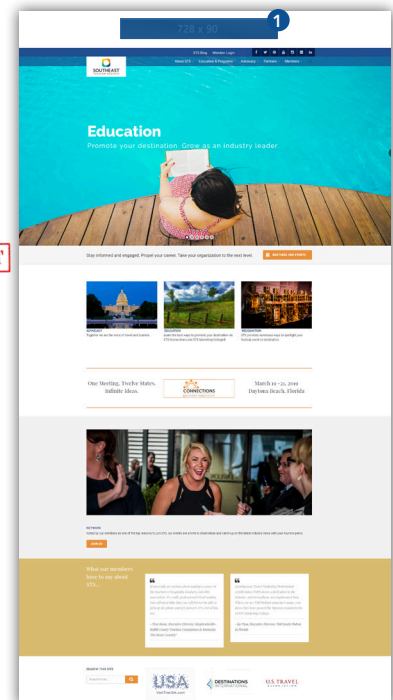
300 x 250 pixels - 3 rotations, run-of-site.

#### 5 Sponsored Content | \$1,500

Your content will be displayed on the home page for 1 month with multiple touch points throughout the site and then archived indefinitely.

**Added Value: Feature your leaderboard ad on the Escape to the Southeast website and receive a complimentary leaderboard ad on the STS website!**

### southeasttourism.org



For the latest online specs, please visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



# EscapetotheSoutheast.com



## Sponsored Content

Sponsored content features are available on the **Escape to the Southeast** Website! You have the unique opportunity to position yourself as a thought leader by including content under your specific area of expertise.

*Sponsored content will appear on a first-come, first-served basis.*

## Features of Escape to the Southeast Website Sponsored Content Advertising:

- Exclusive premium category placement.
  - Travel Directory
  - Southeast States
  - Events
  - Maps
  - Free Brochures
- Extended company editorial content. Article must focus on category selected and should be 2,000 words or less.
- Direct visitors to the landing page of your choice.
- Archived for top searchability on the Escape to the Southeast website.

## Articles will be accessible through:

- 1 The main sponsored content section on the home page.
- 2 The thumbnail and hyperlinked article section on all pages of the website.
- 3 The sub page that houses your article.
- 4 The Related Stories section.

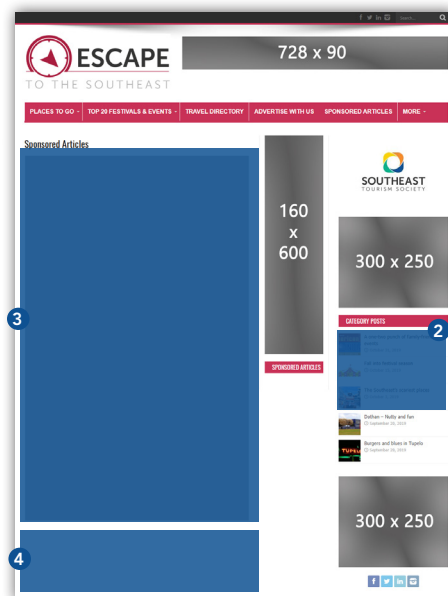
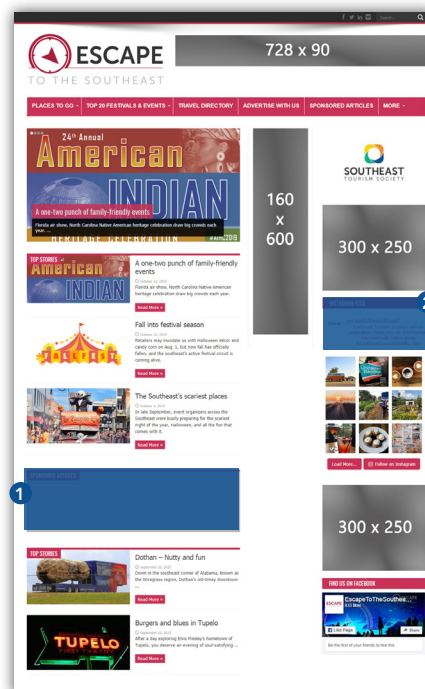
## Sponsored Content

Your content will be displayed on the home page for 1 month with multiple touch points throughout the site and then archived indefinitely.

**1 Month | \$3,000**

For the latest online specs, please visit:  
[www.naylor.com/onslinespecs](http://www.naylor.com/onslinespecs)

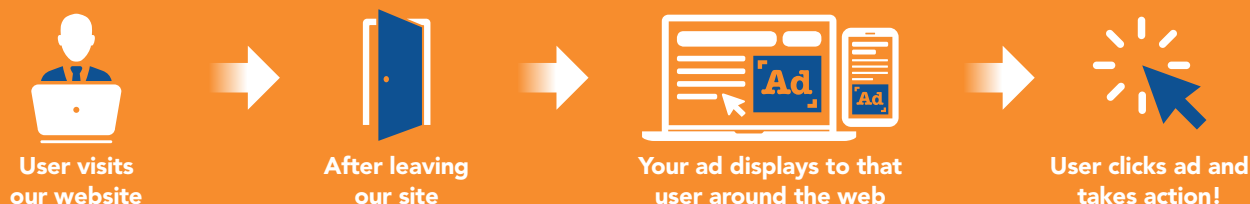
*Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.*






## Audience Extension

Continue to build your brand beyond the *Escape to the Southeast* and STS websites through audience extension (also known as site retargeting). Studies show that brand awareness through repeat exposure drives purchasing relationships and now you can be omnipresent without having to do anything extreme or technical. With retargeting, your ad is served to escapetothesoutheast and southeasttourism.org site visitors as they frequent other sites across the web. The STS website receives more than 2,100 unique visitors every month. The *Escape to the Southeast* website receives more than 32,000 visitors every month. This is your chance to reach our qualified audience no matter where they go after they visit the *Escape to the Southeast* and STS websites.

### HOW RETARGETING WORKS



### PROGRAMMATIC PACKAGES

		
See packaged rates	See packaged rates	See packaged rates
100,000 Campaign Impression Goal	200,000 Campaign Impression Goal	300,000 Campaign Impression Goal

### ALL PACKAGES INCLUDE:

- ✓ Standard Month End Results
- ✓ End of Campaign Performance Metrics
- ✓ Customized Campaign Reporting
- ✓ Campaign Optimization
- ✓ Creative Optimization
- ✓ Strategic Insights/Recommendations

**Customized targeting solutions  
are available, please contact:**

**SaraCatherine Goodwin**

Senior Project Manager  
sgoodwin@naylor.com  
(770) 810-6977

## Editorial Plan

### September

#### **Article: Country Music & Country Cooking**

- Bristol Rhythm & Roots Reunion (Tennessee/Virginia) – Sept. 20-22
- Jekyll Island Shrimp & Grits Festival (Georgia) – Sept. 20-22

#### **Column: "An outdoors treasure"**

### October

#### **Article: Getting Spooky**

- The Lost Hollows Haunted Attraction (Louisiana) – Oct. 1-31
- Annual Historic Ghost Walk (North Carolina) – Oct. 11-12
- Ghost Walk of Pender's Past (North Carolina) – Oct. 11-12
- Boo at Bellingrath (Alabama) – Oct. 26
- Rougarou Fest (Louisiana) – Oct. 26-27

#### **Column: "Quite an attraction" – Best fall festivals**

### November

#### **Article: Family Fun**

- Florida International Air Show – Nov. 1-2
- Annual American Indian Heritage Celebration (North Carolina) – Nov. 23

#### **Column: "Good Advice" – Making the most of family travel**

#### **Weekly Tourism Ambassador Tip:** Alabama, Arkansas, Florida

We would begin the "Tourism Ambassador" campaign of the week of Nov. 11 to lead into the print magazine's launch at the end of January. The first week would be Alabama, the second week Arkansas, and so on.

### December

#### **Article: Holiday Festivities**

- Ice on Main (South Carolina) – Nov. 20, 2016 - Jan. 20, 2020
- Christmas Underground, A Journey to the North Pole (Tennessee) – Dec. 1-23

#### **Column: "Good Advice" – Tips for handling holiday travel**

#### **Weekly Tourism Ambassador Tip:** Georgia, Kentucky, Louisiana, Mississippi, North Carolina

### January 2020

#### **Article: Making Connections**

Getting ready for the Southeast Tourism Society's Connections Conference (Could include an overview of the conference as well as details about outings, lodging and other events in Little Rock)

#### **Column: "Sounds of the South"**

(This could be a new column category featuring interesting music venues or musicians from the various states.)

#### **Weekly Tourism Ambassador Tip:** South Carolina, Tennessee, Virginia, West Virginia

# STS Travel Directory

Powered by:  
**MARKET  
BASE**

BUYER AND SELLER EXCHANGE

[www.etts.onlinemarketbase.org](http://www.etts.onlinemarketbase.org)



**SOUTHEAST  
TOURISM SOCIETY**

The Southeast Tourism Society MarketBASE takes online buyers' guides to the next level, delivering a content rich, interactive site where buyers' can come to research products and services in their industry, and your company can become a thought leader by delivering valuable content to engage with potential customers.

## 24/7 fully responsive buyers' guide with a number of features:

- Improved search with auto-suggest functionality built in to help deliver quick, relevant results.
- Multiple advertising options including enhanced listings with added features, run of site display advertising, and sponsored content marketing opportunities.
- The ability to log-in and purchase or update your own listing information.
- Cross promotion in other STS communication pieces.
- Advertising opportunities leading visitors to a landing page of your choice to learn more about your business offerings.
- Google™ integration allowing for extensive search engine optimization.



The purchase of any display ad comes with a  
**COMPLIMENTARY** Premier Listing  
– a \$495 value!



Naylor charges a fee for artwork creation or revisions on native and responsive ad sizes. This additional fee will appear on your final invoice if artwork submitted is not publish-ready. Please contact your sales representative for fee details.

## A NEW Content Marketing Opportunities

**Content Level 1 – Native Ad | \$1,250**

**Content Level 2 – Advertorial | \$1,750**

**Content Level 3 – Sponsored Content | \$2,500**

Establish your company as a thought leader! Contact your sales representative for additional details.

## 1 Super Leaderboard | \$2,500

12 months, 970x90 pixels\* with a maximum of 3 rotations. Display your business uniquely and exclusively! Showcase your company at the top of every page with a call to action.

## 2 Skyscraper | \$1,750

12 months, 3 rotations, 160x600 pixels\*. The skyscraper is positioned on the left hand column of every page, ensuring your message is prominently displayed.

## 3 1st ROS Rectangle | \$1,500

## 4 2nd ROS Rectangle | \$1,500

12 months, 3 rotations, 300x250 pixels\*. The rectangle positions are located on the right hand column of every page, ensuring your message is prominently displayed.

## 5 3rd Category Rectangle | \$750

12 months, exclusive, 300x250 pixels\*. The category rectangle is located on the right hand column as the exclusive ad for a category page of your choice, ensuring your message is displayed in front of a relevant audience.

\*Your display ad option may require responsive ad sizes. For complete specs on all sizes involved, visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs).

# STS Travel Directory

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**MARKET  
BASE**  
BUYER AND SELLER EXCHANGE



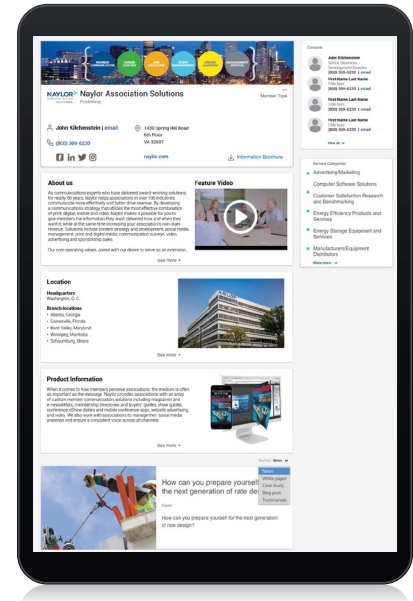
[www.etts.onlinemarketbase.org](http://www.etts.onlinemarketbase.org)

## Premier Listing Package | \$495

Premier Listings are designed to offer heightened visibility within the *STS Travel Directory*. They contain all basic information. Includes five (5) product/service category listings of your choice. Additional category listings are \$50 each.

## Premier Listing additional features:

- Company logo
- Active website, social media links, email address and up to five contacts
- Extended company profile and products and services listing
- Product image and description linked to your website
- Integration with Google features including search indexing and analytic reporting
- Request for information: a contact form to reach a representative from your business



## MAXIMIZE THE IMPACT OF YOUR PREMIER LISTING WITH THESE UPGRADES

### 1 Category Sponsor

For companies that want to ensure top visibility in their category, we offer guaranteed placement above your competitors. When visitors click on a product/service category, your company is the first that they see. Includes Video upgrade.

**Category Sponsor #1 | \$995**

**Category Sponsor #2 | \$895**

**Category Sponsor #3 | \$795**

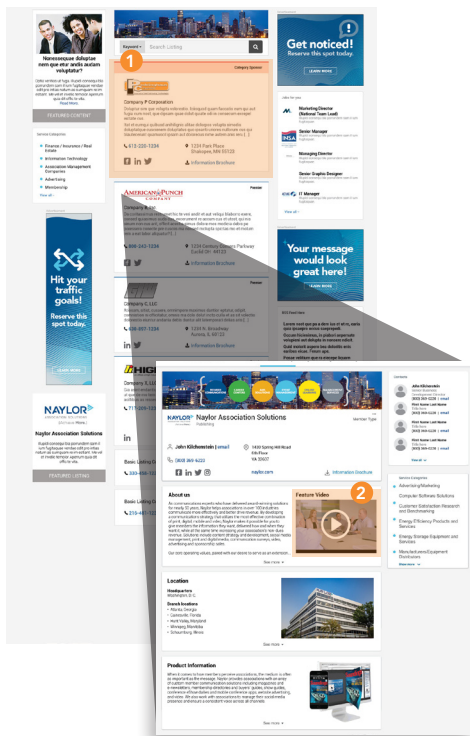
### 2 Video Upgrade

Bring your Premier Listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to 5 minutes.

**Upgrade | \$200**

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# STS Travel Directory

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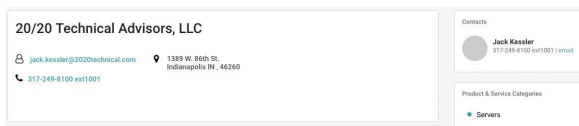
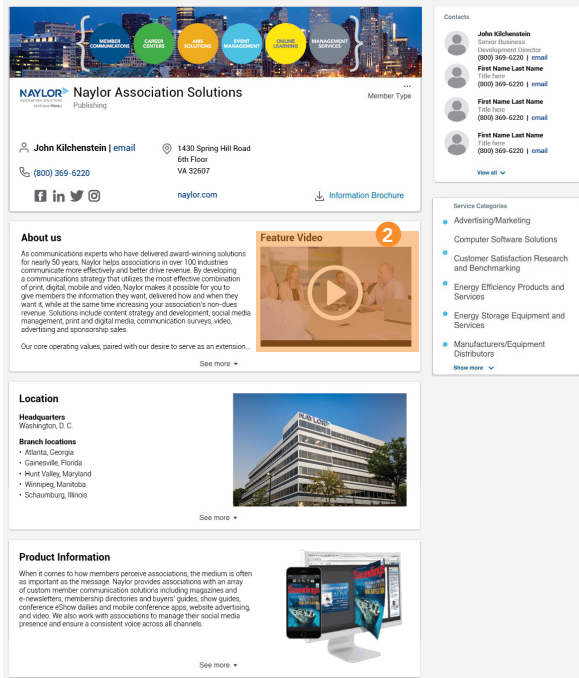
[www.etts.onlinemarketbase.org](http://www.etts.onlinemarketbase.org)

## Premier Listing includes:

- Premium Placement Above Basic Listings
- Company Logo
- Company Name
- **Company Contacts**  
*Up to five with separate title, email and phone number for each person*
- Full Mailing Address
- Phone Number
- Fax Number
- Active Web link
- Active Email
- Active Facebook, Twitter and LinkedIn links
- **Product/Service Category Listings**  
*- Includes five categories of your choice*  
*- Additional categories available for \$50 each*
- Extended Company Profile
- Product/Service Image
- Extended Product/Service Description
- Google™ Map It!
- Google™ Site Search

## Upgrade Opportunities:

- 1 Guaranteed position with category sponsorship
- 2 Add a video to your listing



## Basic Listing includes:

- Company Name
- Company Contact  
*- Limited to one person*
- Full Mailing Address
- Phone Number
- Fax Number
- Active Email
- Product/Service Category Listing  
*- Limited to one category*  
*- Assigned by association*

# STS Travel Directory



[www.etts.onlinemarketbase.org](http://www.etts.onlinemarketbase.org)

## Premier Listing Categories

Our *STS Travel Directory* allows visitors to locate your business quickly and easily. Your Premier Listing will appear under the categories of your choice, ensuring that your company is seen by those in the market for your products and services.

**Five free categories are included with your Premier Listing**, and additional categories are only \$50 each. Bold terms are for grouping purposes only and are not available for selection.

### Alabama

- ☐ Attractions
- ☐ Destinations
- ☐ Heritage Area
- ☐ Lodging
- ☐ State Tourism

### Arkansas

- ☐ Attractions
- ☐ Destinations
- ☐ Heritage Area
- ☐ Lodging
- ☐ State Tourism

### Florida

- ☐ Attractions
- ☐ Destinations
- ☐ Heritage Area
- ☐ Lodging
- ☐ State Tourism

### Georgia

- ☐ Attractions
- ☐ Destinations
- ☐ Heritage Area
- ☐ Lodging
- ☐ State Tourism

### Kentucky

- ☐ Attractions
- ☐ Destinations
- ☐ Heritage Area
- ☐ Lodging
- ☐ State Tourism

### Louisiana

- ☐ Attractions
- ☐ Destinations
- ☐ Heritage Area
- ☐ Lodging
- ☐ State Tourism

### Mississippi

- ☐ Attractions
- ☐ Destinations
- ☐ Heritage Area
- ☐ Lodging
- ☐ State Tourism

### North Carolina

- ☐ Attractions
- ☐ Destinations
- ☐ Heritage Area
- ☐ Lodging
- ☐ State Tourism

### South Carolina

- ☐ Attractions
- ☐ Destinations
- ☐ Heritage Area
- ☐ Lodging
- ☐ State Tourism

### Tennessee

- ☐ Attractions
- ☐ Destinations
- ☐ Heritage Area
- ☐ Lodging
- ☐ State Tourism

### Virginia

- ☐ Attractions
- ☐ Destinations
- ☐ Heritage Area
- ☐ Lodging
- ☐ State Tourism

### West Virginia

- ☐ Attractions
- ☐ Destinations
- ☐ Heritage Area
- ☐ Lodging
- ☐ State Tourism

### Additional Members\*

- ☐ Attractions
- ☐ Destinations
- ☐ Heritage Area
- ☐ Lodging
- ☐ State Tourism

*\*For any member that does not fall under a Southeast state.*

Five (5) free categories with any Premier Listing. Additional listings are \$50 each. No limit.

\_\_\_\_\_ Additional Categories X \$50 = \$ \_\_\_\_\_

Initial: \_\_\_\_\_ Date: \_\_\_\_\_

## Premier Listing Checklist

**Below is a checklist of all elements required in order to process your Premier Listing.**

☐ **Full-Color Company Logo**

The size of your logo should be **240 pixels wide x 120 pixels high** and no larger than 100kb. We accept JPG or GIF format. *Your logo will link to your website, so please provide the URL to which you would like your logo to link.*

☐ **Company Contacts - Up To Five**

Please include job title, phone number and email address. All email addresses will be hyperlinked and active.

☐ **Primary Contact for RFP Automator and Request for Information**

Indicate which person or email should be referenced as the "primary" contact. This designation is **necessary** for your company to be visible in the RFP Automator and to be available for requests for information.

☐ **Company Description**

This is strictly **textual information about your company**. You can include your company's mission statement or a description of the products and services you offer. No graphics are allowed in this section. The initial viewable text is 3,000 characters that can be extended upon click by an additional 3,000 characters for 6,000 characters maximum. *All text should be provided to us in a Word document that allows us to cut and paste your description to your order.*

Keep in mind that each word in your company description is searchable via the "keyword" search function. Be thorough and include all elements of the products/services you provide. We allow you to change your listing on a monthly basis. If changing your listing or adding more information, please email this to your Naylor account executive.

☐ **Website Activation**

Please provide us with the **website, Facebook, Twitter and LinkedIn URLs to which your listing should link**. *Your website will be listed along with your contact information and will be included each time anyone searches for your company by the various searching capabilities available.*

☐ **Product/Service Categories**

All extra information will show up under all of the categories you select. **Five category listings are included** in the initial price of the Premier Listing. *Additional category listings can be purchased for \$50 each.*

☐ **Full-Color Product Image and Description**

The size of your product photo should be **240 pixels wide x 240 pixels high** and no larger than 100kb. We accept JPG or GIF (animation must be no longer than 25 seconds). *Please provide the URL to which you would like your product image to link.* You can also include a brief product description (500 characters maximum) that will appear next to the product image.

☐ **Video Upgrade - Additional cost: \$200**

Your video should run no longer than five minutes. We accept the following video formats: MP4, MOV, and AVI. Video dimensions should be 400 pixels by 300 pixels.

☐ **Category Sponsorship Video (INCLUDED WITH YOUR CATEGORY SPONSORSHIP PURCHASE)**

Your video should run no longer than five minutes. We accept the following video formats: MP4, MOV, and AVI. Video dimensions should be 400 pixels by 300 pixels.

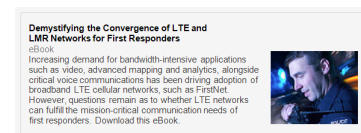
Once we receive all elements of your Premier Listing, we will post it to the site on a first-come, first-listed basis. Your one-year time frame begins the day we post your listing. Feel free to contact your Naylor account executive should you have any questions or concerns. We look forward to getting you posted on the site. Thank you.

## Content Marketing Opportunities

Position your company as a thought leader and solution provider in the industry!  
Reach key decision-makers at their workplace or on the go, educate our members regarding the benefits of using your product or service, and improve the credibility of your company.

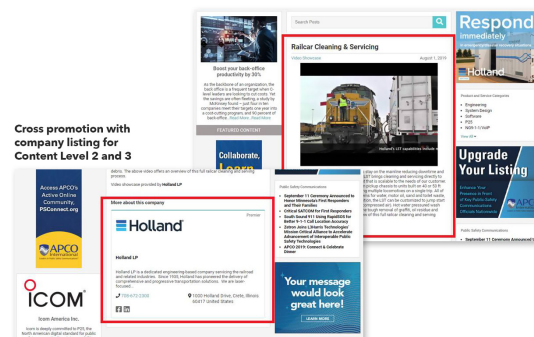
### Content Level 1 – Native Ad

- **Headline** (up to 10 words)
- **Summary** (up to 50-70 words)
- **Featured Image** (180x150 thumbnail)
- **External Call to Action Link**



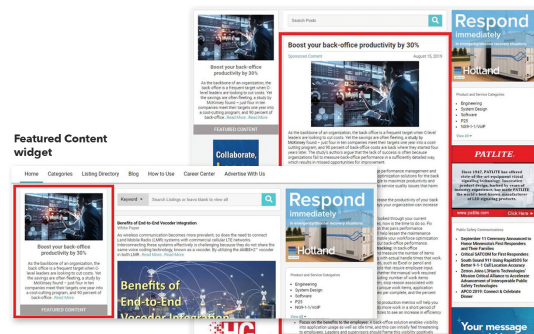
### Content Level 2 – Advertorial

- **Headline** (up to 12 words)
- **Article content** (up to 500 words – summary links to full article page)
- **Featured image** (500 pixels wide)
- **External download or call to action link**
- **Cross promotional linkage** to company's premier listing



### Content Level 3 – Sponsored Content

- **Headline** (up to 15 words)
- **Article content** (up to 2,000 words – summary links to full article page)
- **Featured image** (500 pixels wide)
- **Additional images** on full article page (up to 3)
- **Multiple call to action links** permitted on full article page
- **Cross promotional linkage** to company's premier listing
- **Run of Site presence** through Featured Content widget for 1st month



The association and Naylor will have final approval of text in the sponsored content.  
Contact your sales representative for additional details on content guidelines.