

# REMARKETING CO-OP

Gulf Shores & Orange Beach Tourism's remarketing co-op provides you access to travelers who have visited GulfShores.com website and have expressed their interest in traveling. The campaign will run for a minimum of 60 days or until the clicks are achieved. Each campaign is estimated to result in a minimum of 1,200 clicks per partner.



	LEVEL 1	LEVEL 2
Cost Per Campaign	\$1,500	\$3,000
Guaranteed Clicks	1,200	2,500
GSOBT Portion	\$750	\$1,500
Partner Portion	\$750	\$1,500

Space is limited. Please indicate your interest on the included Co-Op Response Form and return to GSOBT by Dec. 5, 2020. Compass Media will contact you with details.

*Remarketing co-ops are serviced by Compass Media; billing and reporting will come to your company from Compass Media.*

# FACEBOOK PROSPECTING AND REMARKETING CO-OP



Visit Alabama Beaches Facebook remarketing co-op provides you access to travelers who follow Gulf Shores & Orange Beach Tourism Facebook page, approximately 447,000 consumers.

**Drive Traffic:** Create traffic by serving relevant advertisements to a highly targeted audience.

**Bring them back:** Stay in front of people who have already engaged with our destination's brand.

**Increase Conversions:** Conversion tracking is provided for all digital co-ops.

**Timeline:** The campaign will run a minimum of 60 days or until the clicks are achieved.



	LEVEL 1	LEVEL 2
Cost Per Campaign	\$3,000	\$5,000
Guaranteed Clicks	2,200	3,700
GSOBT Portion	\$1,300	\$1,600
Partner Portion	\$1,700	\$3,400

Space is limited. Please indicate your interest on the included Co-Op Response Form and return to GSOBT by Dec. 5, 2020. Compass Media will contact you with details.



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# MONTHLY EMAIL CO-OP



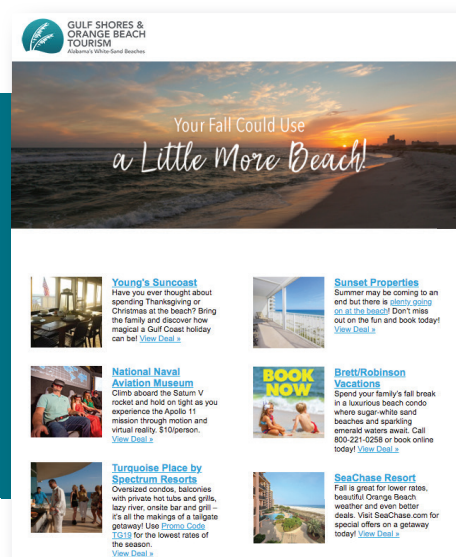
Reach the 65,000 GSOBT E-Tidings newsletter subscribers by joining our monthly e-mail co-op. This co-op allows you to share deals and special offers with travelers interested in our destination.

Email is known to have some of the best ROI scores among marketing channels. Don't miss out on this opportunity.

- No minimum required. Choose the months that work best and compliment your marketing program.
- Monthly reports are provided.
- If purchasing all 12 months in one contract, you receive one month free.
- Cost: \$350 per month

## 13 MONTH SPECIAL

If a 12-month commitment for 2021 is made prior to Nov. 11, 2020 you will receive the month of December 2020 for FREE.



To participate in email co-ops select the desired month(s) on the included Co-Op Response Form and return to GSOBT by Dec. 5, 2020.



Monthly billing for these co-ops come to your company from Gulf Shores & Orange Beach Tourism.

# SPRING TRAVEL PLANNER CO-OP



Compass Media's spring travel program provides print and digital exposure in their Spring Travel Planner. Included in the co-op are the following benefits:

- Ad placement in a multi-page, full color insert in regional newspapers including Birmingham News, Dallas Morning News, The Advocate and more. Distribution includes approximately 603,000 households and an estimated 1.8 million readers in key markets.
- A custom targeted and executed Google Display Banner Ad network campaign or custom YouTube Campaign with click level/view guarantees tiered according to ad size.
- Special co-op rate provides a 50% discount for partners.

Partner cost for 1/4 pg.	\$4,497.50
Partner cost for 1/8 pg.	\$2,997.50

**Space is limited. Please indicate your interest on the included Co-Op Response Form and return to GSOBT by Dec. 5, 2020.**



*Billing for this program come to your company from Compass Media.*

# FEATURED INDUSTRY PARTNER ENHANCED LISTING



Featured Partner listings are a great way to distinguish your business on the Gulf Shores & Orange Beach website. Choosing to upgrade from the free standard listing brings the following benefits:

- Your business is highlighted in a special display at the top of all applicable search return of listings
- Pull visitors more readily over to your own website
- Allows you to provide additional details about your business (five images, 175 words of copy) vs one image and 85 words of copy provided in the standard listing

## Pricing

- \$3,000 - Reserve and pay **no later than** Jan. 3, 2021
- \$4,000 - Reserve and pay **after** Jan. 3, 2021

### HUMMINGBIRD ZIPLINE COURSE AT THE WHARF



4830 Main St., Ste. G-114  
Orange Beach, AL 36561  
(251) 948-9494

BOOK ONLINE →

VISIT WEBSITE

Experience the thrills of Alabama's longest zipline course, over 6000 feet of flying fun! Your 2 hour guided tour soars up to 115 feet above ground as you see and learn about the pristine coastal...

**Space is limited. Please indicate your interest on the included Co-Op Response Form and return to GSOBT by Dec. 5, 2020.**



*Billing for this program will come to your company from Gulf Shores & Orange Beach Tourism. Featured Partner Listing will be published on website once all images and copy are received and approved in listing layout and payment is received in full.*

# 2021 Monthly Email Co-Op Order Form



Participating in our Monthly Email Co-Op is a great way to share your deals and special offers with the thousands of travelers interested in our destination.

Benefits of the monthly email co-op:

- Reach more than 65,000 subscribers to the GSOBT eTidings newsletter
- One of our highest performing communications that drives traffic to your site
- No minimum required; choose the months that work best for your business
- Monthly reports detail your offer results

**Now is the time to reserve your spot for 2021. You'll receive one month free (December 2020) when you commit to all twelve 2021 issues by November 11.**

Please select the months you would like your business to be featured. Each month is \$350.

- |                                   |                                 |                                    |
|-----------------------------------|---------------------------------|------------------------------------|
| <input type="checkbox"/> JANUARY  | <input type="checkbox"/> MAY    | <input type="checkbox"/> SEPTEMBER |
| <input type="checkbox"/> FEBRUARY | <input type="checkbox"/> JUNE   | <input type="checkbox"/> OCTOBER   |
| <input type="checkbox"/> MARCH    | <input type="checkbox"/> JULY   | <input type="checkbox"/> NOVEMBER  |
| <input type="checkbox"/> APRIL    | <input type="checkbox"/> AUGUST | <input type="checkbox"/> DECEMBER  |

If you have questions about the Monthly Email Co-Op program, contact Crystal Hinds at [CHinds@GulfShores.com](mailto:CHinds@GulfShores.com) or Jack Gravolet at [JGravolet@GulfShores.com](mailto:JGravolet@GulfShores.com).

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Email Address \_\_\_\_\_

Signature \_\_\_\_\_

Please mail your payment along with this order form to:

Gulf Shores & Orange Beach Tourism  
Finance Department  
PO Drawer 457  
Gulf Shores, AL 36547

Contact the Finance office at 251-968-9320 for credit card payment options.

# 2021 Featured Partner Listing Order Form



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Featured Partner Listings are a great way to make your business stand out on the Gulf Shores & Orange Beach Tourism website.

Benefits of a Featured Partner Listing:

- Highlights your business at the top of all applicable search results including the deals and listing pages of our website
- Your listing can include longer descriptive text and up to five photos and one video
- Increases traffic to your website

**Now is the time to reserve your spot for 2021. Renew or upgrade your listing, and pay in full by January 3, 2021, to receive \$1,000 off.**

Featured Partner Listing **BEFORE** January 3, 2021 - \$3,000

Featured Partner Listing **AFTER** January 3, 2021 - \$4,000

If you have questions about the Featured Partner Listing program, contact Crystal Hinds at [CHinds@GulfShores.com](mailto:CHinds@GulfShores.com) or Jack Gravolet at [JGravolet@GulfShores.com](mailto:JGravolet@GulfShores.com).

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Email Address \_\_\_\_\_

Signature \_\_\_\_\_

Please mail your payment along with this order form to:

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