

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 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	\$1,000
Partner Portion	\$750	\$1,000

Space is limited. Please indicate your interest on the included Co-Op Response Form and return to GSOBT by Dec. 6, 2021. 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

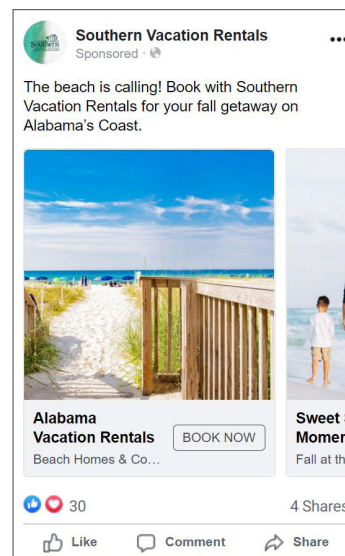


Visit Alabama Beaches Facebook remarketing co-op provides you access to travelers who follow Gulf Shores & Orange Beach Tourims Facebook page, approximately 479,000 consumers.

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 destinations brand.

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



	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

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MONTHLY EMAIL CO-OP



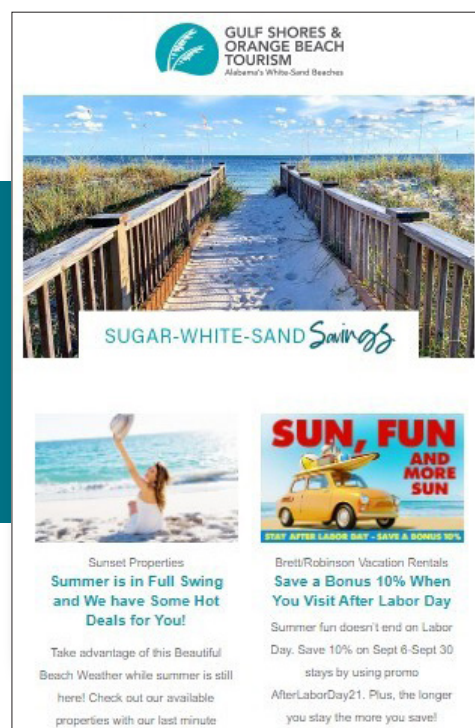
Reach the 65,000 GSOBT E-Tidings newsletter subscribers by joining our monthly e-mail co-op. This co-op allows you to share deals and special offers with travelers interested in our destination.

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

ONE MONTH FREE

Sign up for 12 months by Nov. 12 and you will receive one month 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. 6, 2021.



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/views 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. 6, 2021.



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, 2022
- \$4,000 - Reserve and pay **after** Jan. 3, 2022

COLD MIL FISHING



5749 Bay La Launch Ave.
Orange Beach, AL 36561
(251) 747-1995

[BOOK ONLINE](#) ➔

[VISIT WEBSITE](#)

Captain Philip Taylor has experience fishing the Gulf for over 30 years. Enjoy a private fishing charter aboard a new 31' Cape Horn for up to six passengers. The boat is fast, stable, big and with...

[Keep Reading](#) ►

Space is limited. Please indicate your interest on the included Co-Op Response Form and return to GSOBT by Dec. 6, 2021.



*Billing for this program come to your company
from Gulf Shores & Orange Beach Tourism.*

2022 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 2022. You'll receive one month free when you commit to all twelve 2022 issues by December 15.

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 or Jack Gravolet at 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.

2022 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 2022. Renew or upgrade your listing, and pay in full by January 3, 2022, to receive \$1,000 off.

Featured Partner Listing **BEFORE** January 3, 2022 - \$3,000 Featured Partner Listing **AFTER** January 3, 2022 - \$4,000

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

Company Name _____

Contact Name _____

Email Address _____

Signature _____

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