

SPRING TRAVEL PLANNER

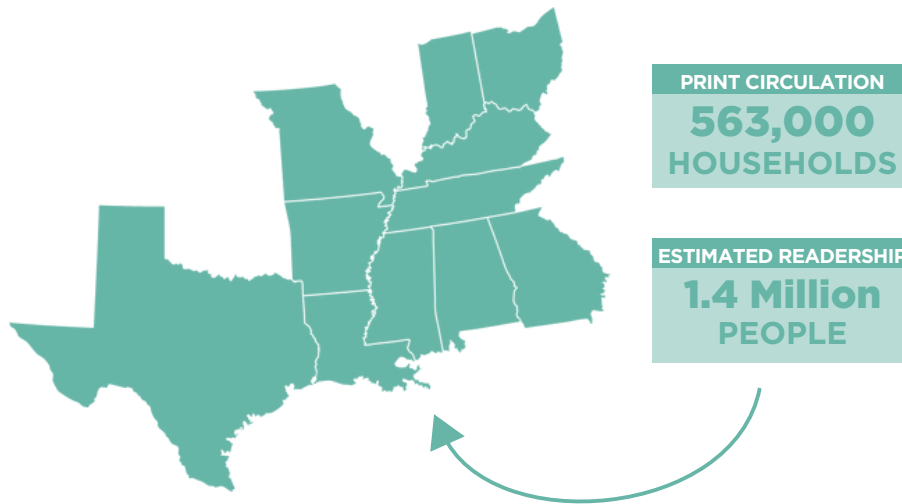
PUBLICATION DATE: APRIL 2023

PRINT & DIGITAL INTEGRATED PROGRAM

This program offers digital and print exposure within Compass Media's proprietary integrated marketing program - the Spring Travel Planner.

WHAT'S INCLUDED:

- Ad placement in multi-page, full color insert that will go into regional newspapers. Distribution includes approximately 563,000 subscribing households and an estimated 1.4 million readers in your key markets.
- A custom targeted and executed Google Display Network Advertising campaign or custom Paid YouTube Video Ad Campaign with click level/views guarantees tiered according to ad size.
- Lead generation benefits every other week via email for 90 days following the publication date.



ALABAMA

The Birmingham News

GEORGIA

Gwinnett Daily Post

KENTUCKY

Louisville Courier Journal

MISSISSIPPI

Jackson Clarion Ledger

OHIO

Columbus Dispatch

TEXAS

Dallas Morning News
Houston Chronicle

ARKANSAS

Arkansas Democrat Gazette
[Little Rock]

INDIANA

Indianapolis Star

LOUISIANA

Baton Rouge Advocate

MISSOURI

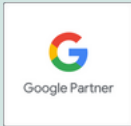
St. Louis Post-Dispatch

TENNESSE

Knoxville News Sentinel
Nashville Tennessean



The 2022 Spring Travel Planner Insert



2023 SPRING TRAVEL PLANNER DIGITAL + PRINT MARKETING



**LEADS
DELIVERY**

**QUALIFIED LEADS
DELIVERED EVERY
OTHER WEEK VIA EMAIL**

**90 DAYS FOLLOWING
PUBLICATION DATE**

**SPRING
DELIVERY**

**INSERT DROPS
APRIL 2023**

**DIGITAL CAMPAIGNS
START APRIL 2023**

**DEADLINE
DATES**

**ADVERTISING CLOSING
JANUARY 6, 2023**

**DIGITAL & PRINT MATERIALS DUE
JANUARY 13, 2023**

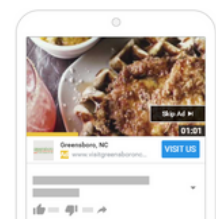
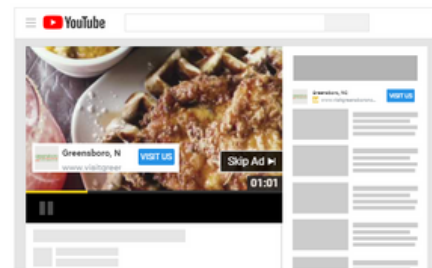
PRINT AD SIZE	RATES	+	GUARANTEED CLICKS	OR	YOUTUBE VIEWS
1/16 Page	\$4,600		1,000		1,000
1/8 Page	\$6,630		2,000		2,000
1/4 Page	\$9,720		2,500		2,500
1/2 Page	\$18,990		3,000		3,000
Full Page	\$33,200		4,500		4,500



Google Display Network



Google Display Ad Example



YouTube Video Ad Example