

# 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, 2023
- \$4,000 - Reserve and pay **after** Jan. 3, 2023



### The Hangout >

Gulf Shores

The Hangout is the place for great food and family fun. Come enjoy live entertainment, relax around the fire pit...

[Keep Reading >](#)

[Website >](#)

Space is limited. Please indicate your interest on the included Co-Op Response Form and return to GSOBT by Dec. 8, 2022.



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

# 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	\$1,500
Partner Portion	\$750	\$1,500

**\*Campaigns can be optimized either for clicks or conversions. If optimized for conversions, the clicks are no longer a guaranteed number.**

*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

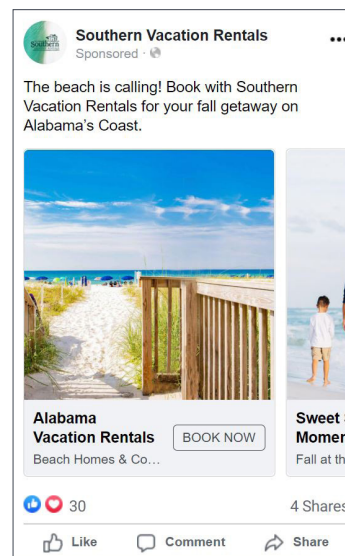


Visit Alabama Beaches Facebook remarketing co-op provides you access to travelers who follow Gulf Shores & Orange Beach Tourims Facebook page, approximately 514,547 consumers.

**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

\*Campaigns can be optimized either for clicks or for conversions. If optimized for conversions, the clicks are no longer a guaranteed number.



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# MONTHLY EMAIL CO-OP



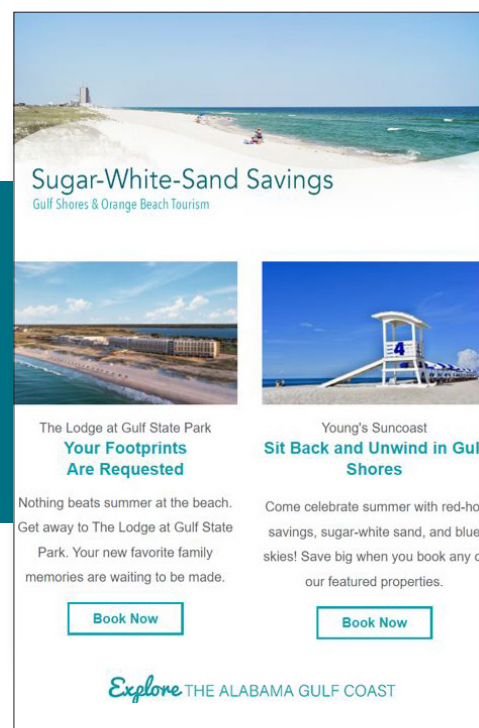
Reach the 65,000 GSOBT eTidings newsletter subscribers by joining our monthly e-mail co-op. This co-op allows you to share deals and special offers with travelers interested in our destination.

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. 15 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. 8, 2022.



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

# 2023 Featured Partner Listing Order Form



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 2023. Renew or upgrade your listing, and pay in full by January 3, 2023, to receive \$1,000 off.

Featured Partner Listing **BEFORE** January 3, 2023 - \$3,000

Featured Partner Listing **AFTER** January 3, 2023 - \$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:

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.

# Monthly Email Co-Op Order Form



**GULF SHORES &  
ORANGE BEACH  
TOURISM**  
Alabama's White-Sand Beaches

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! You'll receive one month free when you commit to all twelve issues by November 12.**

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 \_\_\_\_\_

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# SPRING TRAVEL PLANNER

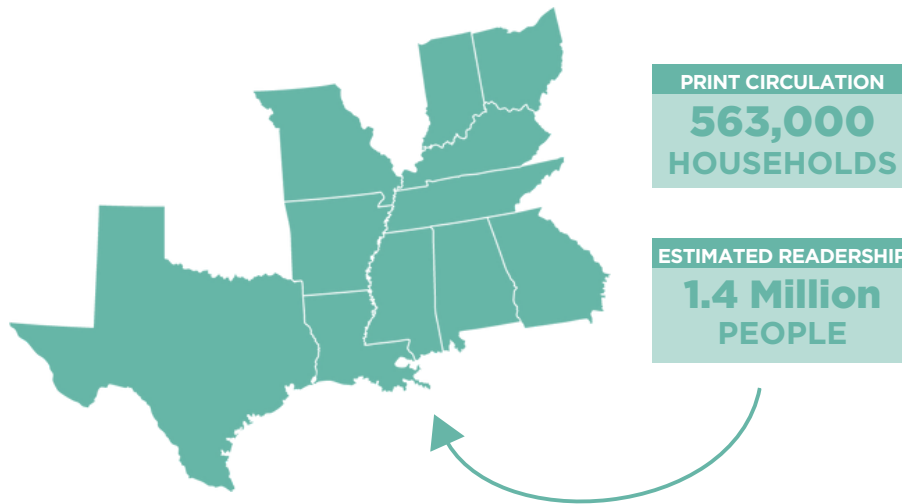
**PUBLICATION DATE: APRIL 2023**

## 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**

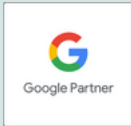
St. Louis Post-Dispatch

#### **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**

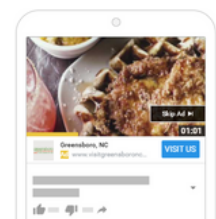
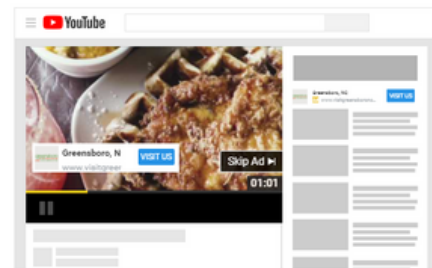
PRINT AD SIZE	RATES	+	GUARANTEED CLICKS	OR	YOUTUBE VIEWS
1/16 Page	\$4,600		1,000		1,000
1/8 Page	\$6,630		2,000		2,000
1/4 Page	\$9,720		2,500		2,500
1/2 Page	\$18,990		3,000		3,000
Full Page	\$33,200		4,500		4,500



Google Display Network



Google Display Ad Example



YouTube Video Ad Example