

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

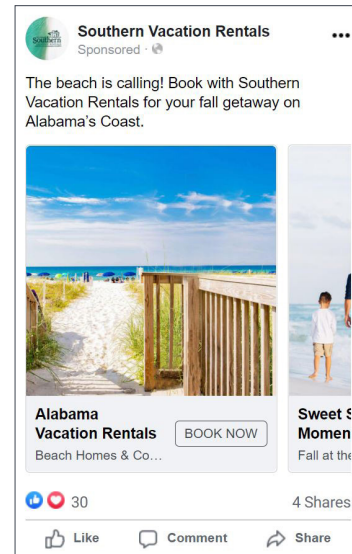


Visit Alabama Beaches Facebook remarketing co-op provides you access to travelers who follow Gulf Shores & Orange Beach Tourism's Facebook page, approximately 522,438 consumers.

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.

The graphic is a promotional email layout for Gulf Shores & Orange Beach Tourism. At the top left is the logo, which includes a circular icon with a palm tree and the text 'GULF SHORES & ORANGE BEACH TOURISM Alabama's White-Sand Beaches'. Below the logo is a photograph of a woman and a young girl smiling in a car. The main heading is 'SUMMER SAVINGS' in large blue letters, with 'Gulf Shores & Orange Beach Tourism' in smaller text below it. There are two featured offers, each with a small image and a 'Book Now' button. The first offer is for 'Young's Suncoast' with the headline 'It's Time for Summer Fun' and a description: 'Book a spontaneous early summer trip before the big crowds arrive. Visit the Alabama Gulf Coast today and create memories to last a lifetime!'. The second offer is for 'The Lodge at Gulf State Park' with the headline 'Your Footprints Are Requested...' and a description: 'Spring free and get away to The Lodge at Gulf State Park. Your new favorite family memories are waiting to be made.'

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 comes 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. 8, 2022.



Billing for this program comes 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, 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 >](#)

[Visit 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 comes 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 Kim Jones at KJones@AlabamaBeaches.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



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 Kim Jones at KJones@AlabamaBeaches.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.