REMARKETING CO-OP

Gulf Shores & Orange Beach Tourism's remarketing co-op provides you access to travelers who have visited AlabamasBeaches.com and have expressed an 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	$1,650	$3,300
Guaranteed Clicks*	1,200	2,500
GSOBT Portion	$750	$1,500
Partner Portion	$900	$1,800

2026 RESULTS

Participants	6
Total Campaigns	11
Clicks	17,484
Impressions	432,445

*Campaigns can be optimized either for clicks or for 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. To participate, contact Dustin Gontarski at DGontarski@CompassMedia.com.

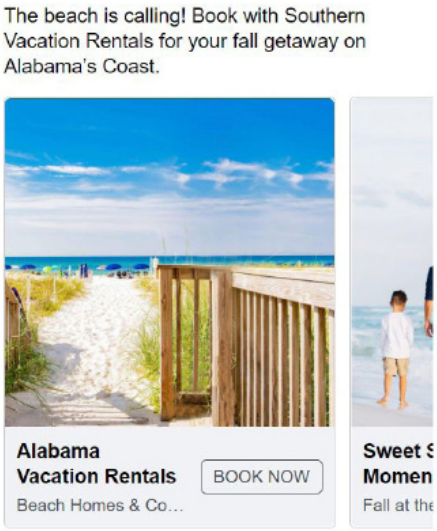
FACEBOOK PROSPECTING & REMARKETING CO-OP

Visit Alabama's Beaches Facebook remarketing co-op provides you access to travelers who follow Visit Alabama's Beaches Facebook page, approximately 697,000 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.



	LEVEL 1	LEVEL 2
Cost Per Campaign	$3,300	$5,500
*Guaranteed Clicks	2,200	3,700
GSOBT Portion	$1,300	$1,600
Partner Portion	$2,000	$3,900

2026 RESULTS

Participants	19
Total Campaigns	44
Clicks	87,870
Impressions	6.1 MILLION
Revenue	$809,158

*Campaigns can be optimized either for clicks or for 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. To participate, contact Dustin Gontarski at DGontarski@CompassMedia.com.