

# Memphis

HOME OF BLUES,  
SOUL & ROCK 'N' ROLL

**12.4  
Million**

Annual Visitors

**\$3.6  
Billion**

Visitor Spending

**1.8  
Million**

Total Reach

## LEISURE VISITOR MARKETING OPPORTUNITIES 2022

**CAPTURING VISITORS' ATTENTION** FOR 200 YEARS!

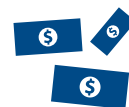
# TRAVEL INDUSTRY INSIGHTS

## TOURISM IS BIG BUSINESS TO MEMPHIS



ANNUAL VISITORS

**12.4 MILLION**



SPENDING

**3.6 BILLION**

### TOP MARKETS

#### Regional

1. Little Rock, AR
2. Nashville, TN
3. Jonesboro, AR
4. Atlanta, GA
5. Jackson, MS

#### National

1. Dallas/Fort Worth
2. Chicago
3. Houston
4. New York
5. New Orleans

#### International

1. Canada
2. United Kingdom
3. Australia
4. Germany
5. Japan

### VACATION PLANNING INTERESTS

- > Live Music
- > Culinary
- > Music Heritage
- > History & The Arts
- > Outdoors

### MEMPHIS TOURISM DRIVES VISITORS



Online Video,  
Digital Banners,  
Paid Search, Paid Social



Digital TV



Targeted  
Distribution



Meetings and  
Travel Trade

### MEMPHIS Visitor Profile



#### Generational Breakdown

36% ages 18-35  
44% ages 36-56  
20% ages 57+

**36%**

Travel with children



Average  
length  
of stay

**2.7  
Days**

**\$361**

Average  
spent  
per party/  
per night

**67%**

First-time visitors

Repeat visitors  
average 5.8 trips  
every 2 years

# MEMPHISTRAVEL.COM

## OFFICIAL WEBSITE

With over **1.8+ million** annual visitors, the official Memphis Tourism website is a trusted source for online travel-planning information.



REACHES

**1.8+**

MILLION  
VISITORS

via

Mobile: **59%**  
Desktop: **34%**  
Tablet: **7%**

**5**

MILLION  
PAGE  
VIEWS

**2 MINUTES  
35 SECONDS**  
AVERAGE TIME  
ON SITE

**59%**  
MOBILE



### Website Visitor Profile

30% - ages 18-34

42% - ages 35-54

28% - ages 55+

58% female

42% male

### TOP SITE VISITOR MARKETS



1. Tennessee
2. Texas
3. Georgia
4. Illinois
5. Mississippi
6. Arkansas
7. New York
8. California
9. Missouri
10. Alabama

**66% OUT-OF-STATE**

**34% IN-STATE**



# PACKAGES THAT ROCK



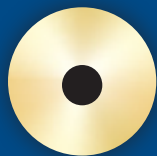
## BRONZE PACKAGE

Photo listing .....	\$1,019.00
eNews Featured Partner .....	\$750.00
*No Added Value* .....	
<b>TOTAL.....</b>	<b>\$1,769.00</b>



## SILVER PACKAGE

1/4 Page .....	\$1,629.00
eNews Featured Partner .....	\$750.00
Enhanced Business Listing .....	\$750.00
*Native 50,000 (Added Value of \$900)*	
<b>TOTAL.....</b>	<b>\$3,129.00</b>



## GOLD PACKAGE

1/2 Page .....	\$3,189.00
eNews Featured Partner .....	\$750.00
Enhanced Business Listing .....	\$750.00
*Native 125,000 (Added Value of \$1600)*	
<b>TOTAL.....</b>	<b>\$4,689.00</b>



## PLATINUM PACKAGE

Full Page.....	\$5,099.00
Custom eNews .....	\$2,500.00
Custom Article or	
1-month of Programmatic .....	\$2,500.00
Enhanced Business Listing .....	\$750.00
*Native 250,000 (Added Value of \$2800)*	
<b>TOTAL.....</b>	<b>\$10,849.00</b>

Enhanced Business Listing .....	\$750.00
Custom Article .....	\$2,500.00
eNews Featured Partner .....	\$750.00
Custom eNews .....	\$2,500.00
Programmatic .....	\$2,500
Native Ads 50000 .....	\$900.00
Native Ads 125,000 .....	\$1,600.00
Native Ads 250,000.....	\$2,800.00

To participate, contact

**ELIJAH ZIMMERMAN** 859.469.2721 | [Elijah.Zimmerman@MilesPartnership.com](mailto:Elijah.Zimmerman@MilesPartnership.com)



# MEMPHIS MAP & TOURIST GUIDE

Backed by the powerful marketing of over \$1 million in paid media, the Memphis Map & Tourist Guide is the only print call-to-action for Memphis Tourism's efforts, using inspirational content, photography and travel ideas to influence visitation.



CIRCULATION  
**300,000**  
Annual Copies

## DID YOU KNOW...

State of the American Traveler research shows print usage is over

**48%**

for planning and booking travel!

## DISTRIBUTION

- > Direct requests
- > Visitor Centers & Welcome Centers
- > International offices (Europe, Japan and Australia)
- > Hotels, attractions and events
- > Consumer and trade media
- > Delegates attending meetings & conventions



## VIRTUAL GUIDE

[www.memphistravel.com/tourist-guide](http://www.memphistravel.com/tourist-guide)

## RATES

full .....	\$5,099
half.....	\$3,189
quarter.....	\$1,629
photo listing.....	\$1,019

## PREMIUM PLACEMENT

back cover .....	\$6,119
page 1.....	\$6,119
2-page spread.....	\$9,119

**SPACE  
DEADLINE**  
SEPT. 3, 2021

# DISPLAY ADVERTISING & FEATURED LISTINGS

Visitors to MemphisTravel.com viewed over **5 million pages** in 2020 while planning their trips. Display ads allow you to expand your reach and target your audience to showcase your business in a robust way. And with our impression-over-time model, you have guaranteed, flexible and controlled exposure.

## 1 FORMATTED RECTANGLE

Our formatted, native units respond to each platform and are integrated into the content of each page, driving better engagement and CTR.

## 2 FEATURED BUSINESS LISTING

Featured business listings will be automatically funneled to the top of the relevant page (e.g., Attractions, Hotels, etc.) and will display a special "FEATURED" banner, delineating them from basic listings and ensuring your business is top-of-mind when visitors are looking to convert.

## 3 DISPLAY AD UNIT

**FREE**  
ADVERTISING!

## REWARDS

Partners who have signed up for a **Featured Business Listing** will receive a **FREE** run-of-site campaign. For the duration of your paid campaign, you can up-to-double your return.

## RATES

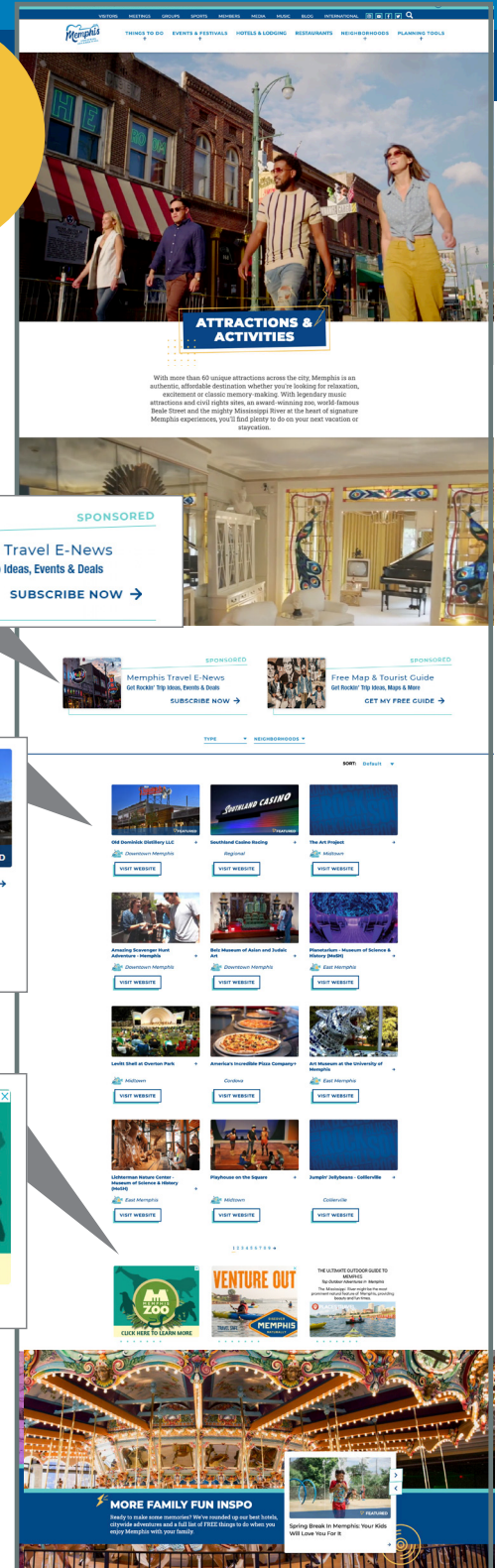
TOTAL IMPRESSIONS	CPM	RATE	REWARDS
50,000	\$18	\$900	✓
125,000	\$16	\$1,600	✓
250,000	\$14	\$2,800	✓

Impression volumes are available in between tiers to accommodate any budget.

**Featured Business Listings ..... \$750/year**

**1.8+M**  
VISITORS

**5M**  
PAGE VIEWS



# CUSTOM CONTENT

Engage qualified visitors on MemphisTravel.com and drive additional search engine organic traffic directly to your site with our custom content-creation program. Our editor will craft a custom article about your business or event, which will remain on the site for one year. You also own this content for distribution on your site, which will continue to drive organic traffic indefinitely.

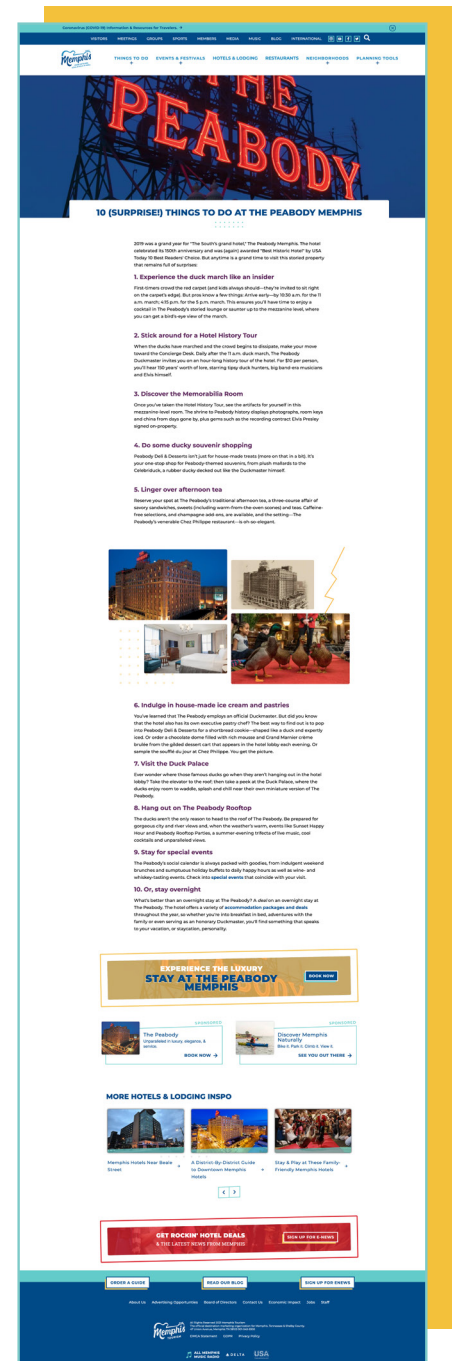
## FEATURED EXPERIENCE CUSTOM CONTENT

- > 500 words of copy crafted with our editor
- > Photo library (advertiser-provided)
- > Optional video player
- > Four customized social media promotions to Memphis Tourism's audience
- > Custom articles live for one year
- > Full ownership of custom article for distribution on your site

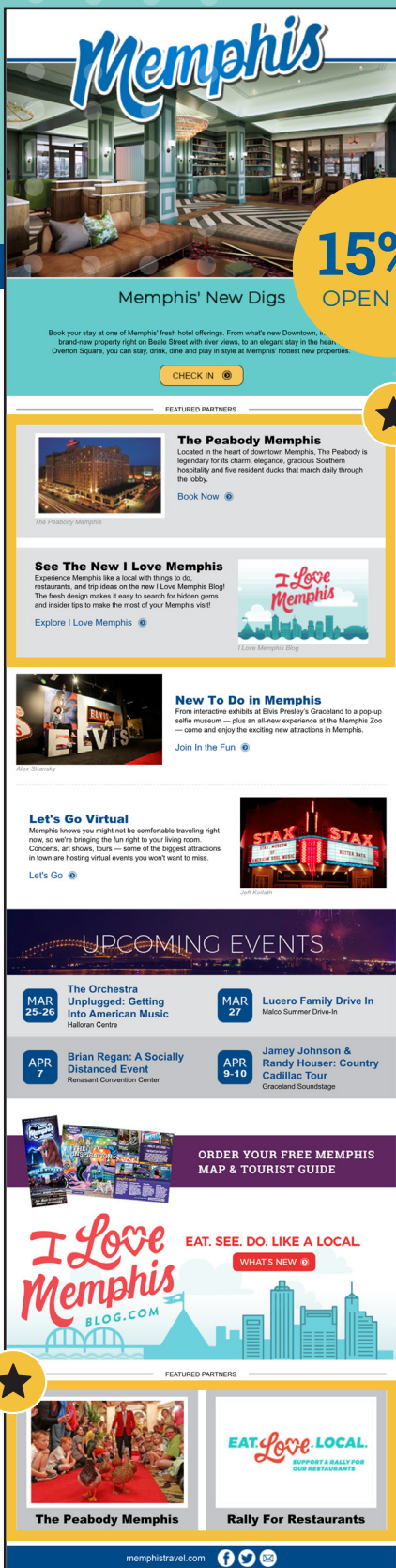
**DRIVE  
TRAFFIC TO  
YOUR SITE!**

## RATES

custom content..... \$2,500/year  
renewal..... \$1,000/year







## eNEWSLETTER

REACH ENGAGED AND ACTIVE TRAVEL PLANNERS

**15%+**  
OPEN RATE

## MONTHLY eNEWSLETTER FEATURED PARTNER

Reach an engaged and active travel-planning audience. Every month, subscribers are inspired with rich stories showcasing what to see and do in Memphis.

## DRIVE THIS QUALIFIED AUDIENCE TO YOUR SITE

- Partners are showcased in a native format, integrated into the content.
- Your buy includes 2 units of copy and photography, attracting attention and driving traffic to your site.
- Responsive design allows for seamless access across digital platforms: mobile, tablet and desktop.

**30,000+**  
OPT-INS

## CUSTOM EMAIL

100% SHARE OF VOICE,  
DRIVING CLICKS TO YOUR SITE

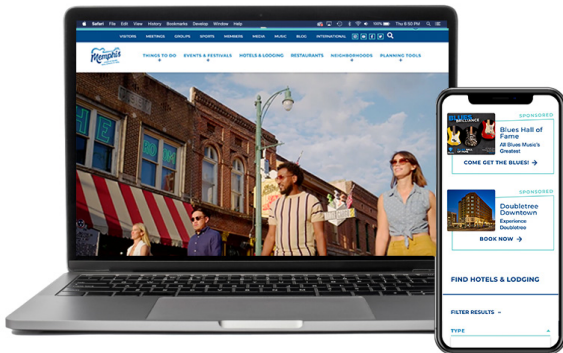
- Reach **30,000+** qualified opt-in subscribers with **100% SOV**
- Average **14% open rate**
- Memphis Tourism-branded template

## RATES

eNews featured partner .....\$750/month  
custom email .....\$2,500/month



# MEMPHIS TOURISM CO-OP MARKETING PROGRAM



Participate in Memphis Tourism's Cooperative Marketing Program and receive premium space in digital advertisements targeted to highly qualified audiences of travelers at an affordable cost.

Using first-party data provided by Memphis Tourism, we're able to target audiences based on their demographics and behaviors, engaging users who have previously visited **MemphisTravel.com** and retargeting them with meaningful messaging encouraging them to visit.

## PARTNER OPPORTUNITIES:

### \$5,000 Package

Tactic	Format	CPM		Total Cost	Notes
Display	300x250, 728x90, 160x600, 300x600, 300x50, and 320x50	\$10	500,000	\$5,000	<ul style="list-style-type: none"> <li>Reach Memphis Tourism's audience through high-impact website retargeting and look-alike audiences</li> </ul>
<b>Total</b>		<b>\$10</b>	<b>500,000</b>	<b>\$5,000</b>	

### \$10,000 Package

Tactic	Format	CPM		Total Cost	Notes
Display	300x250, 728x90, 160x600, 300x600, 300x50, and 320x50	\$10	500,000	\$5,000	<ul style="list-style-type: none"> <li>Reach Memphis Tourism's audience through high-impact website retargeting and look-alike audiences</li> </ul>
Pre-Roll Video	:15 or :30 video	\$15.75	317,460	\$5,000	<ul style="list-style-type: none"> <li>Includes pre-roll video for stronger user engagement</li> </ul>
<b>Total</b>			<b>817,460</b>	<b>\$10,000</b>	

## AVAILABILITY:

Spacing is limited and packages will be sold on a first come, first served basis.

## TIMING:

Each package will run for 30 days.

## REPORTING:

At the end of the campaign, you will receive detailed performance metrics.

# CO-OP MARKETING PROGRAM SPECS

## EXAMPLES:

### LEGENDARY STYLE



300x250\*

### NEW GENERATION STYLE



300x250\*

\*Not to scale

## ADVERTISING CREATIVE NEEDS:

Digital banner ads will be developed by Miles with two design options available: Legendary (above left) and New Generation (above right). Headline text and imagery will be advertiser-supplied, subject to approval by Memphis Tourism. Advertisers may also choose, regardless of chosen design option, one of two best-practice calls-to-action: BOOK NOW or LEARN MORE.

## DIGITAL DISPLAY BANNER SPECIFICATIONS:

**Mandatory:** Must include Memphis Tourism's logo

**Banners will be built for six sizes:**

- 300x250, 728x90, 160x600, 300x600, 300x50, and 320x50
- Need to be static, with no animation/HTML5

**Materials required:**

- Logo files
- 3-4 photos, minimum 800px wide
- Copy - maximum 40 characters
- Call to action - URL to link to

## PRE-ROLL VIDEO SPECIFICATIONS:

**Mandatory:** Must include Memphis Tourism's logo on end slate

**Supported File Type:** MP4

**Aspect Ratio:** 16:9

**File Size:** Maximum 25MB

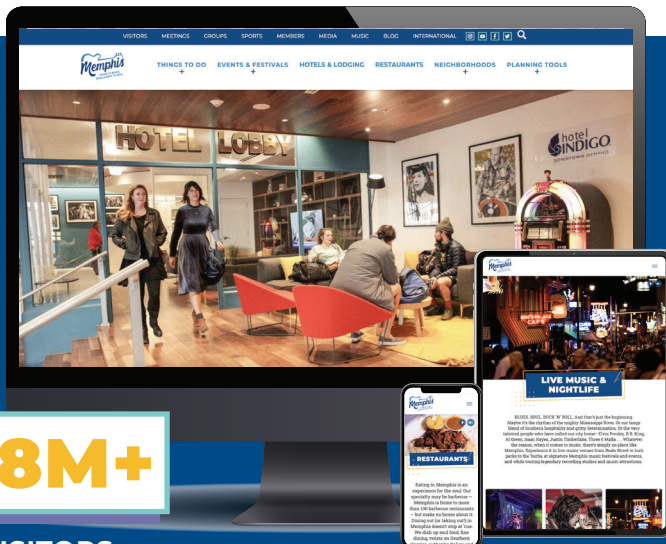
**Video Length:** 0:15 or 0:30

**Ad Sizes:** Minimum height of 144 pixels



# PROGRAM AT-A-GLANCE

REACH OVER **1.8 MILLION** QUALIFIED VISITORS THROUGH  
PRINT, WEB AND EMAIL PROGRAMMING



**1.8M+**

VISITORS

## MEMPHISTRAVEL.COM

All-new responsive site provides visitors a trusted source for inspiration and travel planning, including engaging photography, articles, business listings, maps and events.

## MEMPHIS TRAVEL eNEWSLETTER & CUSTOM EMAIL

Subscribers receive timely travel ideas, itineraries and event promotions crafted to motivate travel.



**30k**

SUBSCRIBERS

CUSTOM  
EMAIL

LEISURE  
eNEWSLETTER



## MEMPHIS MAP & TOURIST GUIDE

300K printed copies are distributed at state and city visitor centers, augmented by powerful digital distribution via MemphisTravel.com and social media.

To participate, contact

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