

Albany GA CVB Leisure & Group Travel Twelve Month Promotion Plan

OVERVIEW

The primary objective of this campaign is to announce NatureQuest, a combined excursion of Flint RiverQuarium, Thronateeska Heritage Center and Chehaw to increase leisure and group travel to Albany, GA. We will also create a branded Arts Experience in the market to include a combination of the Albany Art Museum, Symphony, Theatre and Ballet along with promoting the Civil Rights Landing Page which includes the Civil Rights Institute, Shiloh Baptist Church, Albany State University and Freedom Singers. The secondary objective of this campaign is to promote “so much to do in one day” that travelers would want to book accommodations thus encouraging overnight stays. Combining traditional and digital media outlets, this campaign will span over the course of twelve months targeting adults 25+ within Georgia, Alabama and North Florida.

GOALS

- Introduce NatureQuest, Civil Rights Adventure and Arts Experiences to educators, civil rights enthusiasts, nature enthusiasts, and arts enthusiasts through a targeted campaign to entice group trips, field trips, and individual trips
- Position Albany, GA as a convenient and affordable destination with different options for education groups in Alabama, Georgia and North Florida
- Educate and introduce teachers and administrators to NatureQuest, Civil Rights and the Arts
- Create awareness and build leisure/group travel volume

AUDIENCE DELIVERY BY MEDIUM/TIMELINE

Target Audience: Adults 25+

Locations: Georgia, Alabama and North Florida

March 2019: NatureQuest Ad Creation; Begin development of Arts Landing Page

April 2019: Begin NatureQuest Social Promotion & Civil Rights Promotion
On location Photo Shoot and Videography

May 2019: Begin Arts Promotion; Begin Print Ad Placement

June 2019: Rotate digital ad placement and videos

September 2019: Rotate digital ad placement and videos

December 2019: Rotate digital ad placement and videos

March 2020: Rotate digital ad placement and videos

Actual timelines may vary.

AUDIENCE DELIVERY BY MEDIUM/TIMELINE

PRINT ADVERTISING

Alabama Magazine (Lifestyle Magazine)

1/3 page - \$1,340 per month (Monthly publication)

Flight Dates: Three selected months totaling \$4,020

Estimated Reach: 25,000 per month

East Alabama Magazine (Lifestyle Magazine)

1/3 page - \$765 (Monthly publication)

Flight Dates: Three selected months totaling \$2,295

Estimated Reach: 4,000 per month

Macon Living (Lifestyle Magazine)

1/3 page - \$1,210 (Monthly Publication)

Flight Dates: Three selected months totaling \$3,630

Estimated Reach: 10,000 per month

Valdosta Magazine (Lifestyle Magazine)

1/6 page - \$310 (Monthly publication)

Flight Dates: Three selected months totaling \$930

Estimated Reach: 3,500 per month

Tallahassee Magazine (Lifestyle Magazine)

1/8 page - \$610 (Monthly publication)

Flight Dates: Three selected months totaling \$1,830

Estimated Reach: 19,000 per month

DIGITAL ADVERTISING

Facebook/Instagram

Targeting adults 25+ in a 50-mile radius of the following cities

Georgia: Albany, Atlanta, Columbus, Macon, and Valdosta

Alabama: Dothan, Enterprise, and Montgomery

Florida: Tallahassee and Panama City

Total Media Placement: \$36,000

Flight Dates: 12 months

Estimated Reach during the campaign: 7.7M

Potential Reach: Families 5.4M; Travel 5M; Outdoor 980K; Teachers 26K; History and Nature 3.1M

DIRECT MAIL

Postcard targeting educators and administrators within 150-mile radius of Albany

Total Production/List Purchase/Mail Service/Postage: \$2,500 (2 drops)

Estimated Reach: 490 per mailing

WEBSITE DEVELOPMENT

NatureQuest Landing Page Included in CreateAthon

Civil Rights Landing Page Included in 2018 Dev.

Arts Landing Page \$3,750

Estimate includes creation of landing page comparable to others, ArtsAlbanyGA.com to include Albany Art Museum, Symphony, Theatre and Ballet. Project includes strategy/planning, HTML, and programming to create a page with single contact form for conversion tracking and social media targeted advertising. Estimate does not include original/stock photography or videography, database programming to implement new functionality or navigation, 3rd party software integration, 3rd party application fees or ecommerce.

Site Hosting **Included in VisitAlbanyGA.com**

Albany GA CVB Leisure & Group Travel Twelve Month Promotion Plan Media and Production

| | |
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| Print (Magazine) | \$12,705 |
| Digital Media | \$36,000 |
| Digital Media Management and Reporting | \$2,400 |
| Website Development | \$3,750 |
| Production | \$46,250 |
| Twelve Month Campaign, Website and Media Management Total: | *\$101,105 |

Production Estimate Includes: Concepting, strategy/planning, copywriting, art direction, design, formatting, production and project management of the following components:

- (16) :10 Videos for social media usage, public relations and pay per click
- (3) Ad Designs and two resizes
- (12) Facebook/Instagram ad designs and copy (3 per quarter)
- (20) Google Pay Per Click Banner ad designs and copy (5 per quarter)
- (3) Direct Mail Designs (6" x 9" or comparable per interest)
- (1) Pop-up Banner Backdrop based on EuroFit Cascade 30" x 90" Designs and Production
- (3) Flyer Designs and Production**
- 2 Day on Location Photoshoot*
- 1 Day on Location Videography*

*This estimate does not include agency travel expenses. Agency travel expenses will be billed to the client net. This estimate does not include custom music, music rights or stock photography.

**Does not include printing. Printing to be determined based on quantity needed.

***All estimates in this document are based on agreed upon scope of work to complete each project. If the scope of the work changes as agreed upon with client and any documents amended as necessary, Stamp will send a revised estimate. Design, website development, management and production can be amortized for 15 months at \$3,493.33 per month.