

TNVACATION.COM'S FREE PARTNER PAGE

This complimentary webpage is the building block of your exposure on tnvacation.com.

Every tourism partner in the state is eligible for one or more FREE Partner Pages on tnvacation.com. Partners include restaurants, adventure outfitters, nature centers, festivals, historic landmarks, music venues, unique shops and almost any other tourist attraction.

If you have multiple tourism businesses such as a restaurant, winery and bed-and-breakfast, it's encouraged to have a Partner Page for each. These can be linked together by using the Related Partners field. There is no limit on the number of Partner Pages.

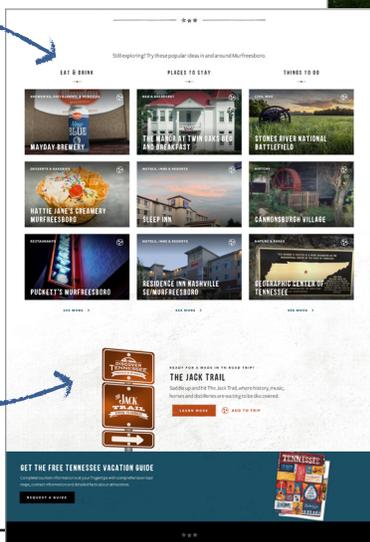
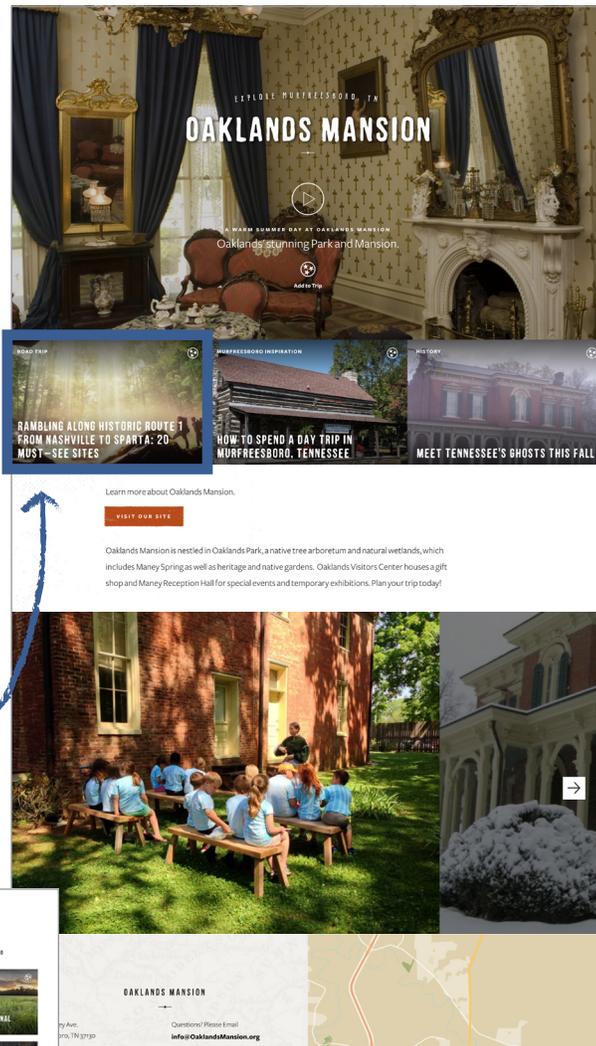
The Partner Page provides a fill-in-the-blank design for your own materials and information:

- Header photo
- Video
- Links to your external website pages
- Text description
- Photo slide show
- Days and hours of operation and other business information
- Payment and discount information
- Social media icon links
- TripAdvisor rating
- Interactive map of your location with driving directions

If your attraction is mentioned in a content article on tnvacation.com, a preview of that article will appear on your Partner Page. *Up to three tagged articles.*

The category grid spotlights related and neighboring attractions to entice visitors to spend the day (or days!) in your part of the state.

If your attraction is included on an official "Discover Tennessee Trails & Byways" route, that trail is highlighted on your Partner Page.



NEED HELP WITH YOUR PARTNER PAGE?

Visit online at industry.tnvacation.com/industry/resources/partner-pages for complete instructions and helpful contact information for TDTD staff.

WHERE DOES YOUR PARTNER PAGE APPEAR?

Everywhere! Each Partner Page is linked to the landing pages for its region, subregion and city. It's linked in relevant Experience pages, tourism category and sub-category(-ies) - however they may be filtered - throughout the site.

Partner Pages are the targets of all promotion efforts on tnvacation.com. From seasonal website promotions to free and sponsored content articles, purchased ad positions and the Plan Your Trip drill-down tool, your Partner Page is essential to exposure on Tennessee's official vacation website.

DIGITAL SUBMISSION GUIDELINES

SPONSORED LINKS MATERIALS

HOMEPAGE

PHOTO REQUIREMENTS:	1440 PIXELS WIDE x 818 PIXELS HIGH; 72 DPI RESOLUTION Image must have negative space in center for text placement.
TEXT:	30-40 characters preferred; 60 characters maximum

FEATURED REGION/CITY, SUBCATEGORY

PHOTO REQUIREMENTS:	480 PIXELS WIDE x 480 PIXELS HIGH; 72 DPI RESOLUTION
TEXT:	140 characters preferred; 200 characters maximum

PRE-FOOTER MATERIALS

PHOTO REQUIREMENTS:	1440 PIXELS WIDE x 818 PIXELS HIGH; 72 DPI RESOLUTION Image must have negative space in center for text placement.
TEXT (NO LOGO):	30-40 characters preferred; 60 characters maximum
LOGO (NO TEXT):	300 PIXELS WIDE x 300 PIXELS HIGH; 300 DPI RESOLUTION PNG or GIF if transparency is needed; JPG for rectangular logos

SUPPLIED FILES POLICY

If files deviate from the size or specifications on the submission guidelines form, the files must be resubmitted. Please proof your files carefully before submission.

All ad components are subject to approval to align with TDTD's creative guidelines and branding. Any significant changes required to comply with this policy will be sent to the client for resubmission.

BOOSTS

IMAGE AND COPY ARE PULLED AUTOMATICALLY FROM YOUR PARTNER PAGE.

MATERIALS DEADLINE

All materials must be submitted to us a minimum of two weeks prior to your campaign start date to ensure on-time delivery and full run-time.

Digital ads are sold primarily on an exclusive basis. To ensure our clients receive the full value of their campaign, we cannot run make-goods due to late materials. The price of the campaign will not be prorated for late materials.

SENDING YOUR FILES

Email files to adops@jnlcom.com and include your business name, the project name (TVG), and your purchased ad position in the email message.

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