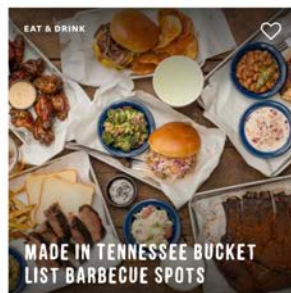
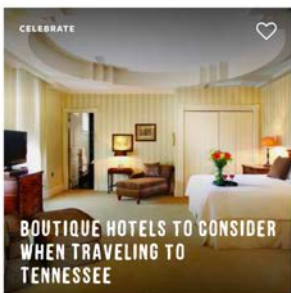
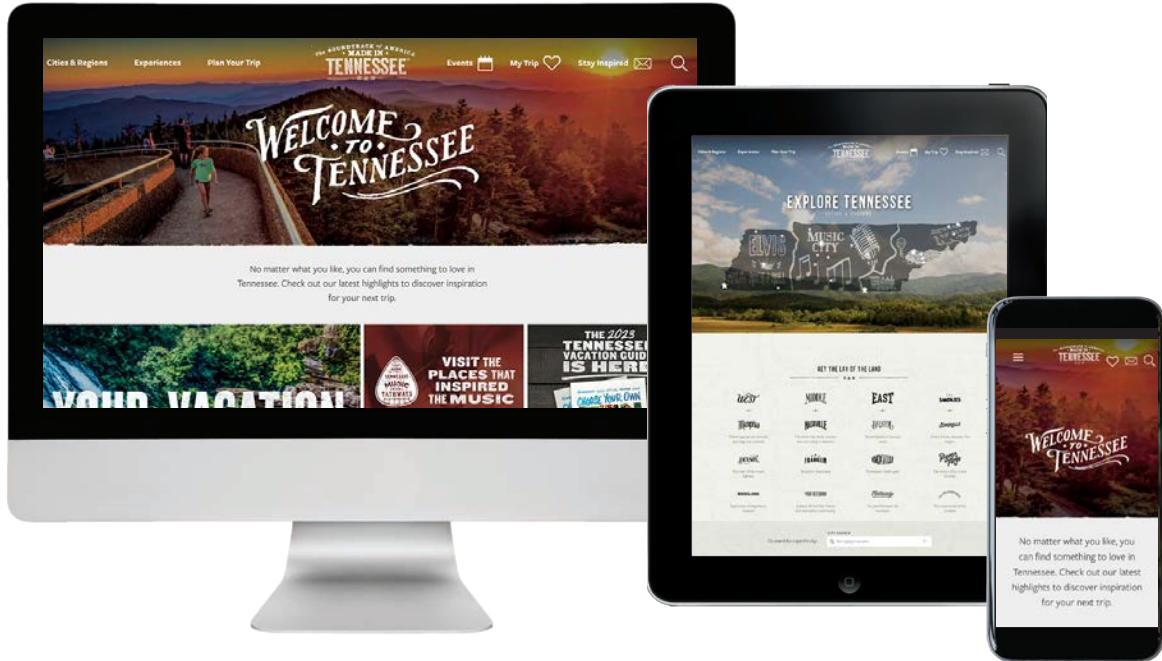


2024

# TNVACATION.COM MEDIA KIT



# TENNESSEE

Website Sales Managed By:

 JOURNAL COMMUNICATIONS TRAVEL PUBLISHING

# PREMIUM DIGITAL EXPOSURE ON TNVACATION.COM

Advertising opportunities on tnvacation.com offer **high-impact visibility** for your City page and Partner page. Reserve your exposure today on the state's official tourism site! **Inventory is limited.**



## TRAFFIC TO TNVACATION.COM

July 1, 2022- April 9, 2023

**4.19M**

SESSIONS

**75%**

ACCESS THE SITE ON MOBILE

**6.52M**

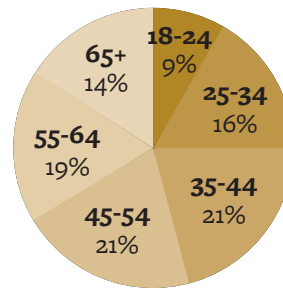
PAGEVIEWS

**34.4%**

VISITS VIA ORGANIC SEARCH

## VISITOR DEMOGRAPHICS

### AGE BREAKDOWN



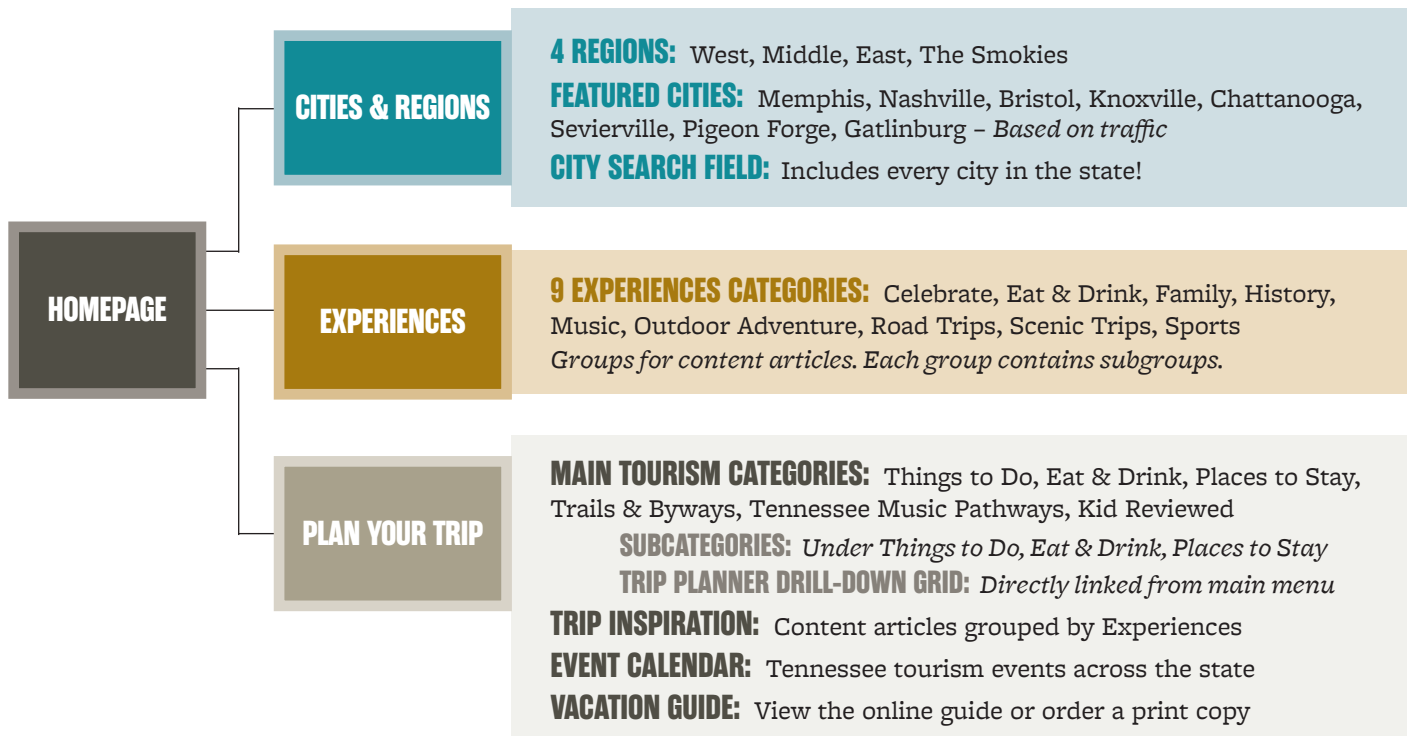
**83%**

NEW USERS

**58%** FEMALE

**42%** MALE

# A SNAPSHOT OF TNVACATION.COM





# HOMEPAGE SPONSORED LINK

Promote your tourism attraction or location on the tnvacation.com homepage. With a full-width photo and a custom call-out, the Homepage Sponsored Link provides a signature link to your City page, Partner page or external site.

This opportunity is available in only one position on a monthly basis, so reserve early.

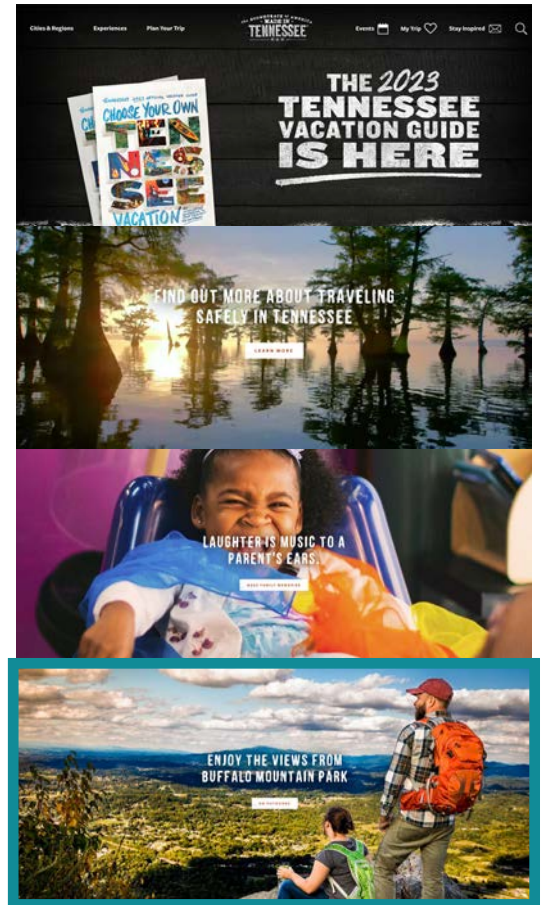
- Placement: Midway down on homepage
- Advertiser Cap: Three months campaign per calendar year (does not have to be sequential)
- Materials: A large high-quality image and descriptive text



**SIZE**  
**1440PX X 818PX**

This size is for desktop and will scale for tablet and mobile.

**PRICE**  
**\$1,840/MONTHLY**



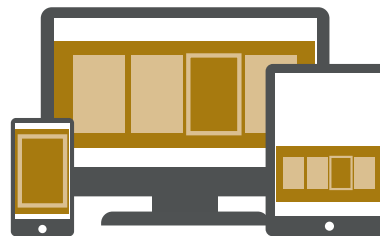
# REGION/CITY SPONSORED LINK

Integrate a link to your Partner page or external site from tnvacation.com's high-traffic Region and City pages.

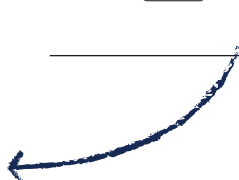
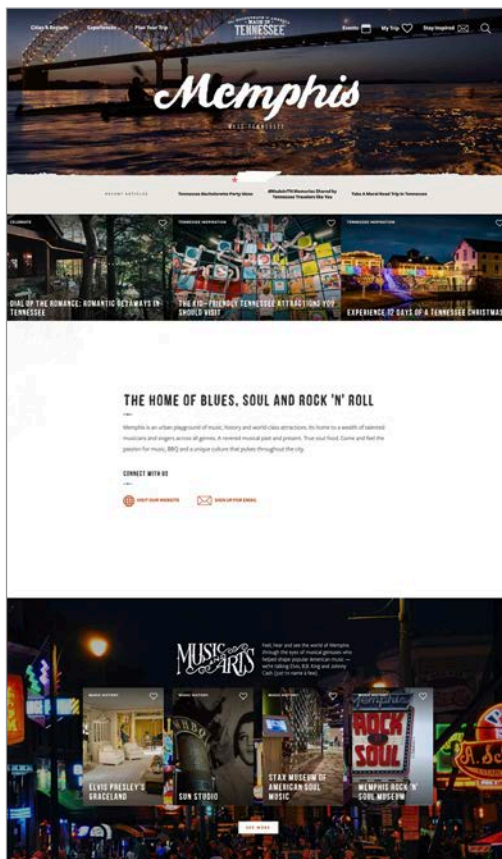
- Placement: Third or fourth partner within a content band on a Region or City landing page
- Materials: A high-quality image and descriptive text

LINKS  
DIRECTLY TO  
YOUR SITE

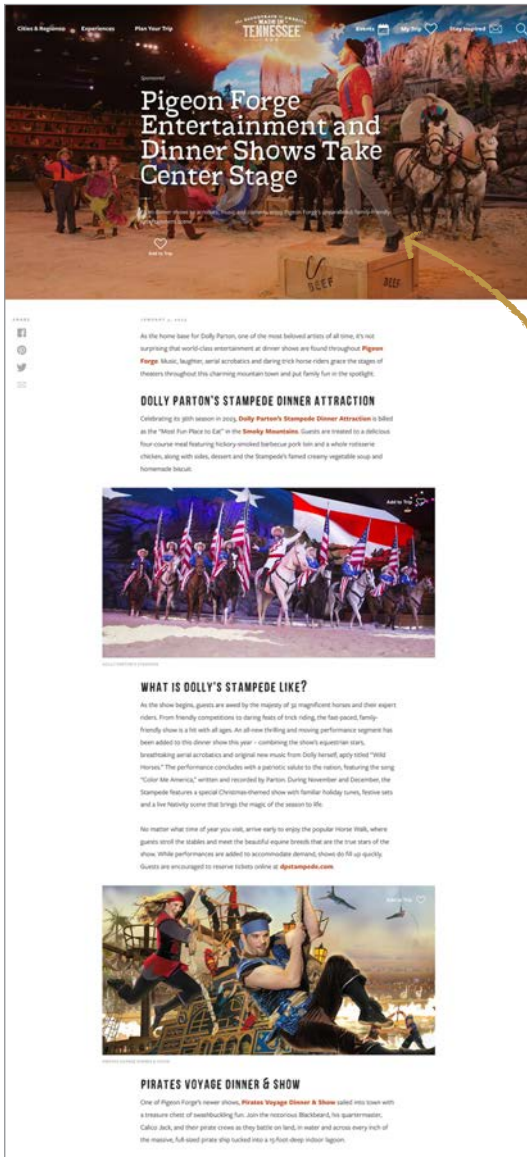
**SIZE**  
**480PX X 480PX**



**PRICE**  
**\$525/MONTHLY**



# SPONSORED CONTENT



Leverage the engaged audience on tnvacation.com to tell the story of your destination or attraction. It's about capturing the moments, the memories, the people, the places and things that are uniquely and authentically Tennessee.

Your article on tnvacation.com will inspire people to travel to Tennessee and guide them to your Partner or City page where they can dive in to get specific details they'll need when trip planning.

## THE PROGRAM INCLUDES:

- Inclusion in a custom 600-1,000 word article, written by an experienced digital writer
- Content aligned with tnvacation.com voice and optimized for search and usability
- Optimizing photos for responsiveness, search and social sharing
- Links to Partner/City pages and/or external website and social pages
- Exposure on tnvacation.com for one year from live date
- Regular site promotion on tnvacation.com's relevant Region or City page



## YOU PROVIDE:

- High-quality, horizontal photo(s) with minimum size of 960px X 490px at 72 dpi resolution (Number of images dependent on article format)
- Content direction for the article

\*Photos and content direction are subject to TDTD approval before posting on the site.



## WHAT MAKES A GREAT PHOTO FOR TNVACATION.COM?

- Show people enjoying beautiful places in Tennessee
- Highlight what is unique to your destination
- Consider diversity and inclusion
- Maintain high technical quality



# DESTINATION SPOTLIGHT

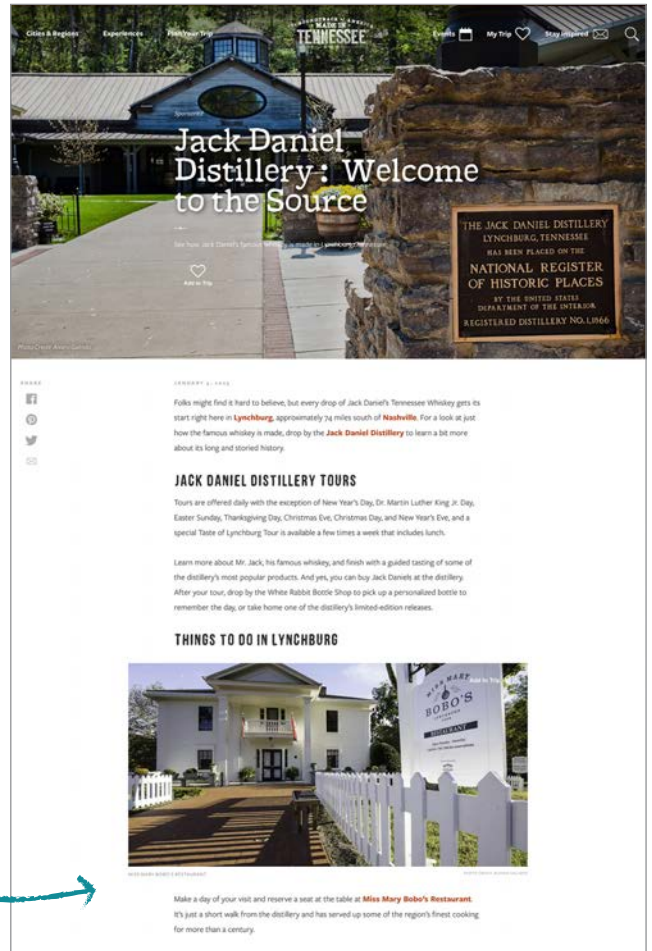
Designed for DMOs, the Destination Spotlight offers a great way to promote multiple attractions and points of interest in your locale.

We'll work with you to identify the topic and available imagery (up to 6 submitted photos), and our writer will craft the article. You will be able to review the story for accuracy and presentation before it's live.

**NEW ARTICLE: \$5,250/ANNUALLY**

**RENEW 2023 ARTICLE: \$2,625/ANNUALLY**

Includes minor changes to copy and photography.



# ATTRACTION SPOTLIGHT

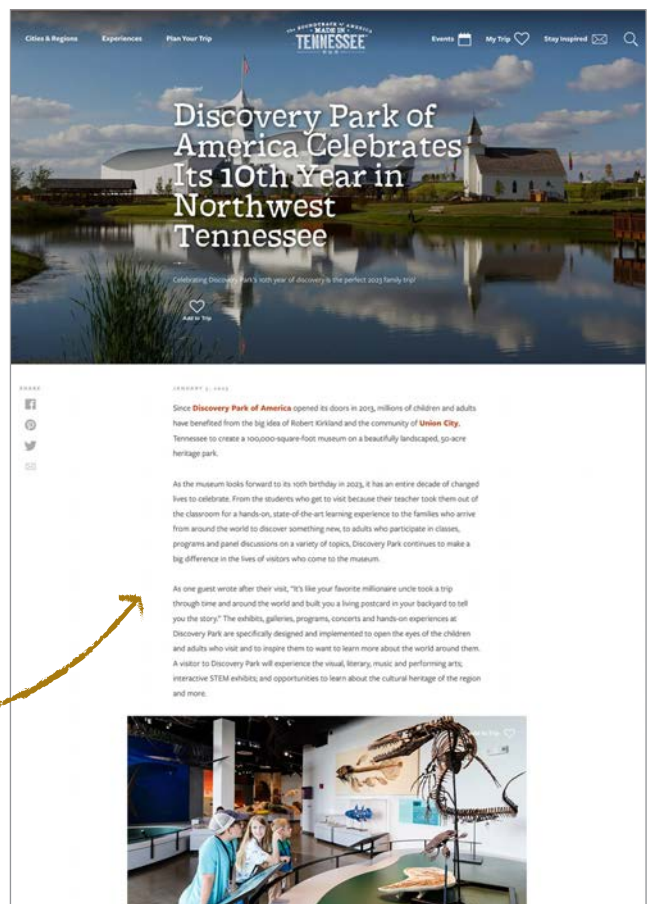
Highlight your attraction in an exclusive-to-you article. A story solely about your destination on the search-optimized tnvacation.com site will drive quality backlinks and traffic to your own website.

Choose the angle and provide up to 6 photos, and our writer will handle the rest. You will be able to review the story for accuracy and presentation before it's live on tnvacation.com.

**NEW ARTICLE: \$3,150/ANNUALLY**

**RENEW 2023 ARTICLE: \$1,575/ANNUALLY**

Includes minor changes to copy and photography.



# SITEWIDE PRE-FOOTER

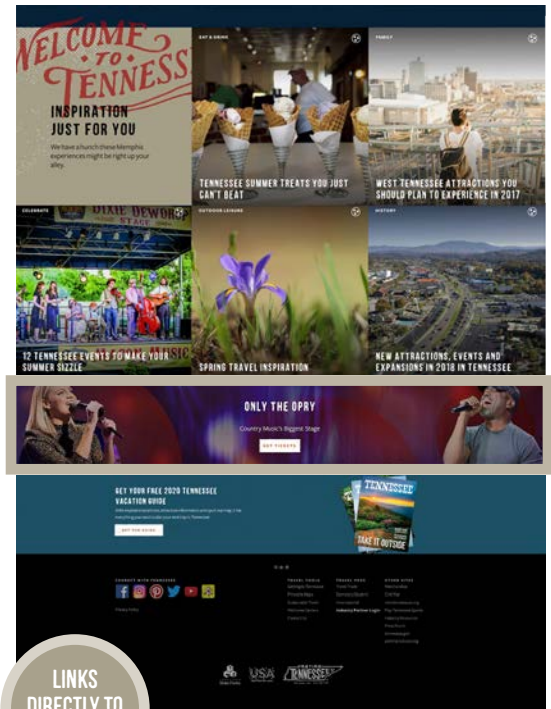
The pre-footer position offers full-page-width exposure integrated into page content for a more native experience. Promote your City page, Partner page or external link on almost every page in general rotation with other Partners. Homepage excluded. Available for up to five Partners per month.

- Placement: Above the blue guide request band and black footer
- Advertiser Cap: Three months per calendar year (does not have to be sequential)
- Materials: High-quality 1440 px x 290 px photo; Descriptive text or a logo (not both)



**SIZE**  
1440PX X 290PX

This size is for desktop and will scale for tablet and mobile.



LINKS DIRECTLY TO YOUR SITE

**PRICE**  
\$1,050/MONTHLY

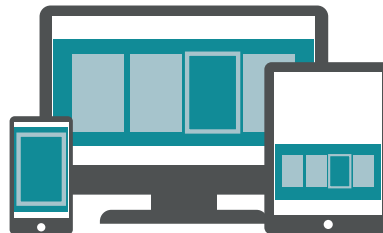


# NEW! SPONSORED EVENT

Have an event that needs more promotion? Help site visitors plan their trips around your event through a Sponsored Event Link on your City or Region page.

- Placement: Third or fourth partner within Events band on a Region or City landing page
- Materials required: Name of event, event dates, high-quality image, 20 word description copy and a call to action.

CAN LINK DIRECTLY TO YOUR SITE



**SIZE**  
480PX X 480PX

\*NEED TO PROVIDE example that shows copy (hover over event to see).

**PRICE**  
\$400/MONTHLY



# 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, you're 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.

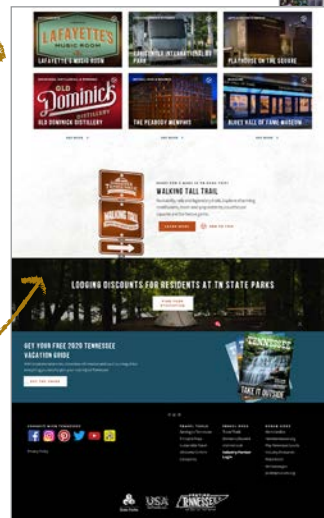
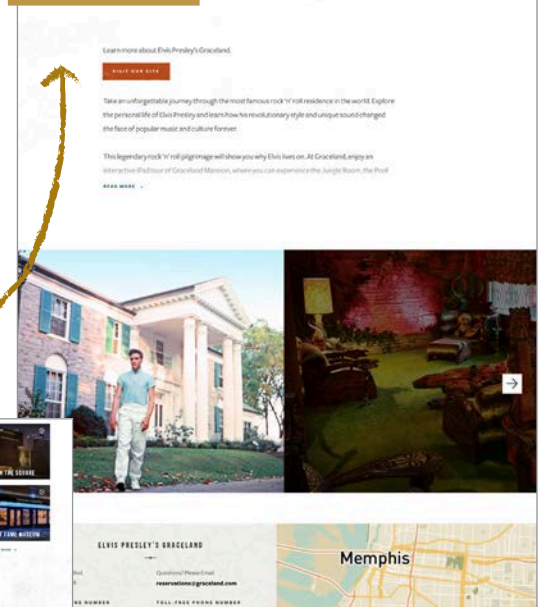
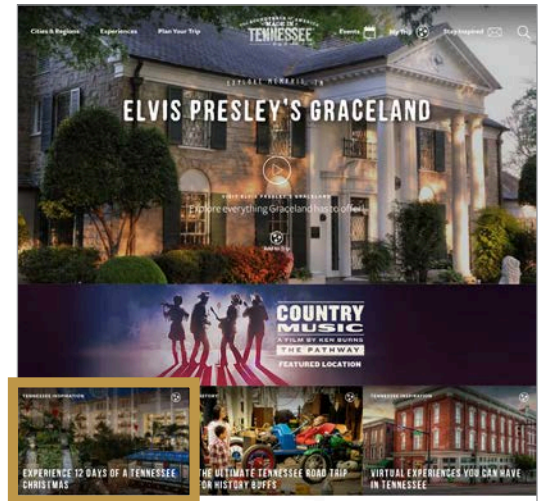
The Partner page provides a fill-in-the-blank design for your own materials and information:

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

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# DIGITAL SUBMISSION GUIDELINES

## 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.

## 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.

## SENDING YOUR FILES

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

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## CONNECT WITH OUR SALES TEAM

Sales for [tnvacation.com](http://tnvacation.com) are managed by Journal Communications Inc., a custom media company in Franklin, Tenn. With Alex Haley as one of our founders, we have strong "Roots" in Tennessee and a deep, working knowledge of the state's tourism industry.

Meet our experienced advertising sales team, who can craft a custom program for your brand to maximize your reach to potential visitors.



### WEST/MIDDLE/SOUTHEAST

**Maryann Stafford**

(615) 218-8271  
[mstafford@jnlcom.com](mailto:mstafford@jnlcom.com)



### EAST

**Will Zanetis**

(615) 668-1207  
[wzanetis@jnlcom.com](mailto:wzanetis@jnlcom.com)