



Brand USA Originals NEW YORK STATE CO-OP PROGRAMS OVERVIEW

Join New York State and Brand USA in a \$1+ million marketing initiative designed to help international visitors discover New York's exciting, authentic and diverse destinations and experiences. By partnering with Brand USA, New York State is providing its industry partners with affordable opportunities to create content and promote their destinations in key markets with significant savings.

MULTI-CHANNEL CAMPAIGNS 2020

Majestic capital city
History comes alive in Albany, a scenic city on the Hudson River.

Upstate getaway
Explore Utica, Rome and Sylvan Beach for waterfront history and recreation.

BEAUTIFUL SETTINGS
Savor the flavors of the Finger Lakes while enjoying outdoor activities amid lovely landscapes.

Buffalo: American Architecture Starts Here



Market	Campaign Timing	Close Date	Tier	Partner Investment (net prices)
Australia Fall	Oct-Nov 2020	7/19/20	2	\$22,200
			3	\$11,100
			4	\$5,550
Canada East Spring	April-May 2020	12/20/19	2	\$16,450
			3	\$8,225
China Spring	May-June 2020	2/7/20	2	\$24,000
			3	\$12,000
			4	N/A
Germany Fall	Nov-Dec 2020	6/3/20	3	\$9,100
			4	\$4,550
UK Winter	April-May 2020	9/6/19	2	\$18,500
			3	\$9,250
			4	\$4,625

New York State is partnering with Brand USA in several multi-channel programs in key international markets set to launch when consumers are most likely to book U.S. travel. Partners benefit from exposure with top media channels in each market such as Expedia, Google, Facebook and leading print publications. Multi-channel campaigns aim to drive travelers from inspiration to booking using customized calls to action that generate measurable results.

In-Market Dates: Vary by market

VISIT THE USA DEDICATED NEW YORK STATE SUBSITE: Storytelling & Content Distribution

New York State has partnered with Brand USA to create a custom subsite dedicated to celebrating all New York State has to offer while leveraging the VisitTheUSA.com infrastructure to reach more international travelers. Partners can choose from Destination, Trips and Experience pages to tell their unique stories. Engaging custom content and storytelling provide inspiration for key international visitors as they plan their visit to the USA and New York State. Partners can amplify their story across targeted distribution channels with a digital reach and engagement campaign.



Partner Investment

Packages from \$1,600 - \$10,000



Brand USA Originals

2020 GLOBAL INSPIRATION PROGRAM OVERVIEW

Reach high-value audiences around the world through the award-winning *Visit The USA* Global Inspiration Program. Exciting, inspiring content is translated into 9 languages and distributed in 50-plus countries using a multi-faceted digital, mobile and print strategy. Partners benefit from additional exposure through 57 custom tour operator eGuides which are distributed to travelers on their networks. Showcase your destination or travel-related business in the most valuable international markets through this **one robust program**.

Inspiring Content and Images | Targeted Distribution | Impressive Reach
New York State dedicated digital impressions and 372,000 print distribution!

ADTHOERENT: MOBILE TAKEOVER ADS

Reach carefully targeted audiences through **Mobile Takeover Ads** and drive more traffic to your digital content. Offered through AdTheorent, this innovative program uses the latest in mobile technology to reach optimal audiences.

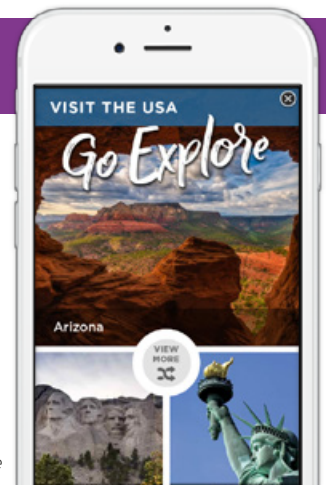
Markets for 2020: English for Canada, the UK & Australia; German; Portuguese for Brazil

Targeted audiences are chosen by their expressed plans to travel to the USA.

Available to all partners who participate in the Global Inspiration Program.

In-ad performance metrics help partners track impressions and engagement.

Sample creative



2020 INSPIRATION GUIDE

- Promote your destination or attraction with a custom-created New York State advertorial.
- New York State is promoting a dedicated New York section for industry partners to participate at reduced co-op costs.



Print Component	eGuide Inclusion	Estimated AdTheorent Impressions	Close Rate
New York State Co-Op Participants			
Full Page	✓	385,000	\$26,000
Half Page	✓	192,500	\$13,000
Quarter Page	✓	96,250	\$6,500

Prices are net and program details are subject to change.

PROGRAM SUMMARY

Key Countries for Distribution



Language Editions

The Visit The USA Global Inspiration Program is created in the following languages:

English editions: Global version, Canada, Australia & New Zealand, India, Southeast Asia

German
Global Spanish

French
Portuguese for Brazil

Japanese
Korean
Simplified Chinese
Traditional Chinese

Opportunity Close

CONTRACT DUE: Sept 1, 2019
MATERIALS DUE: Sept 30, 2019

All supplied photos and final content must adhere to Brand USA guidelines and are subject to Brand USA approval.

To Participate, Contact: Julie Armstrong | Julie.Armstrong@MilesPartnership.com | 804.467.1464