



FY27 Co-Op Opportunities



**VISIT
MISSISSIPPI**

UNMATCHED UNDERSTANDING OF TRAVELERS

Our **35+ years of experience and exclusive partnerships with leading research and data firms** power our extensive, detailed and nuanced understanding of travelers.

We turn those insights into action through impactful strategies that reach and convert high-value audiences.



STRONG MEDIA RELATIONS

Our Premier Media Partnerships for Destinations to Leverage

		 Smithsonian	 NATIONAL GEOGRAPHIC		
	 Dotdash meredith	 GARDEN & GUN	 Atlas Obscura		 ampersand MOVING TV FORWARD
 Nativo	 Perion	 Tripadvisor		 TIKI	 FLIPBOARD
			 Expedia	 YouTube	



VISIT MISSISSIPPI

Co-Op Fundamentals

Each co-op opportunity delivers on these key pillars

Each offering within the co-op will feature **premium media partners**, that can be activated with minimal lift on the local partners, and with a **variety of options** for partners of all shapes and sizes to participate.



Quality
Media
Partners

Premium Media Solutions

Turnkey

*Full-funnel media options
with low lift on activation*

Sizeable
Options

*Options for all budget
levels*



Full-Funnel Media Options

Native/Display/Online Video

Consistent brand presence across open web & travel networks

Social and SEO

Long-tail platform management for streamlined success

Broadcast/Connected TV (CTV)

Full-screen, non-skippable on living room screens

Print

High awareness, visually forward media mix component

Streaming Audio

Reach commuters and active consumers daily

Digital Out of Home

Billboards, airports & transit in feeder markets

PROGRAM OFFERINGS

MATCH RATES

NO SPENDING CAP

Extend your budget by leveraging the buying power of VISIT MISSISSIPPI

Partner media buys as low as \$500

	DMO
PARTNER CONTRIBUTION	50%
STATE CONTRIBUTION	50%

Attractions interested in learning about Co-Op opportunities please email Co-op.vms@milespartnership.com



Returning Partners



High Funnel Awareness

MEDIA TACTICS

- Print
- Paid Social
- Broadcast
- SEO

AWARENESS

CONSIDERATION

ACTION

GOALS

- Reach
- Impressions
- Viewability



PROGRAM OFFERINGS

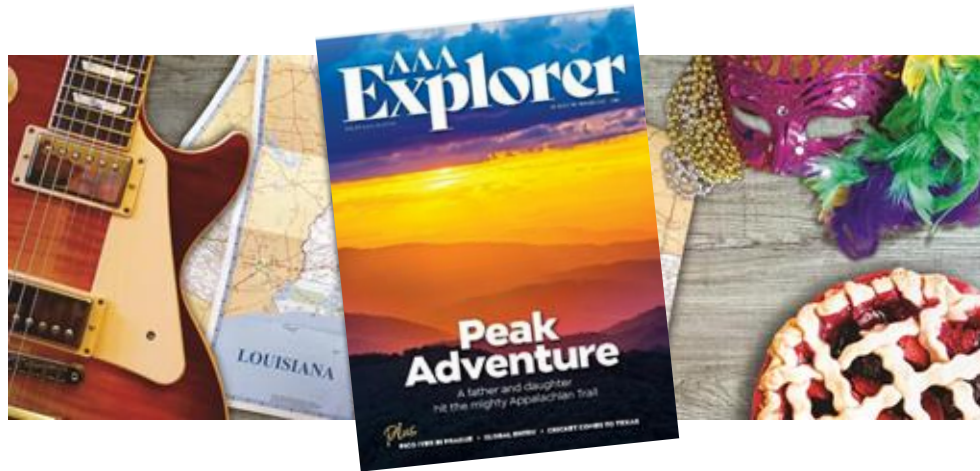
AJR Media Group

AAA Explorer Southern Magazine

Reach three top MS markets and five of the top 10 brand development index (BDI) markets with one publication – AAA Explorer Southern.

The magazine is the primary member communication to AAA Members in Louisiana, Mississippi, and Arkansas.

Partner Buy-In starting at \$500



PROGRAM OFFERINGS

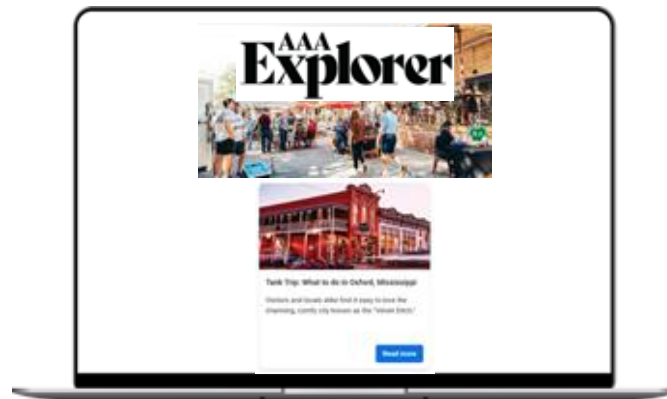
AJR Media Group

AAA Explorer E-Newsletter

Reach a premium audience of over 403,000 AAA members in Louisiana, Mississippi, Arkansas, and Missouri

Delivered each month, subscribers look forward to the Explorer E-Newsletter arriving in their inbox.

Partner Buy-In starting at \$1,559



PROGRAM OFFERINGS

Atlanta Magazine

Monthly Editions

Reach a loyal affluent audience in Atlanta.

Atlanta magazine is celebrating it's 65th anniversary this year, the metro's longest standing publication

Partner Buy-In starting at \$925



Print

PROGRAM OFFERINGS

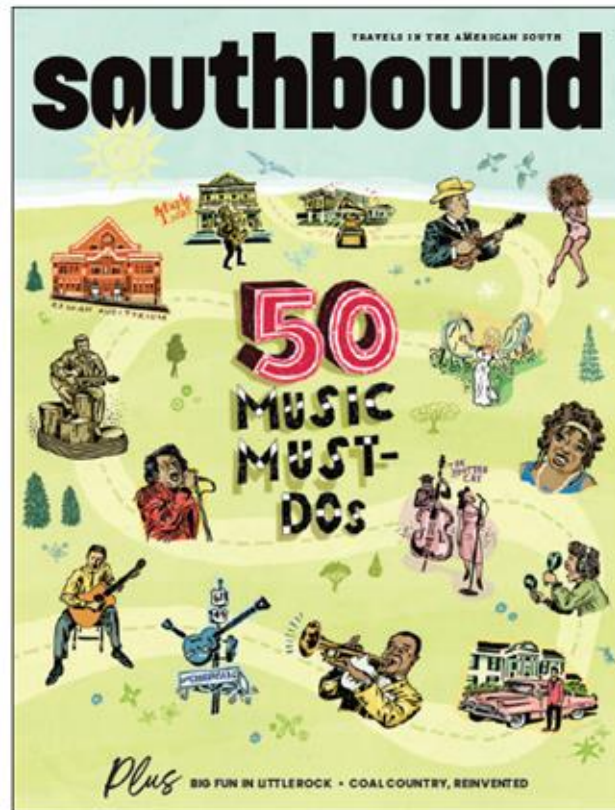
Southbound Magazine

Quarterly Editions

Reach affluent travelers seeking more destinations across the southeast.

This publication has won a host of national and international honors, including several Lowell Thomas awards.

Partner Buy-In starting at \$900



Print



PROGRAM OFFERINGS

Country Roads

Print with digital support

Partner with Country Roads magazine to strengthen regional awareness, align your brand with a highly regarded media property, and build engagement among readers exploring the Louisiana / Mississippi region

Partner Buy-In starting at \$927



Print



PROGRAM OFFERINGS

Compass Media Explore Mississippi Insert

Formatted Ad Insert with digital support

Explore Mississippi insert is an exclusive opportunity for VMS industry partners. This proprietary integrated marketing program offers an 8-page insert of ad space in two national magazines with digital elements to drive website traffic. Qualified leads are also delivered as part of the program

Partner Buy-In starting at \$2,500



ISSUE: MAR/APR

HGTV
MAGAZINE

\$77,752 MEDIAN HH

46.5 MEDIAN AGE

40% CHILDREN IN HH

ISSUE: MAR/APR

GOOD HOUSEKEEPING
MAGAZINE

\$93,884 MEDIAN HH

49.9 MEDIAN AGE

72% FEMALE



PROGRAM OFFERINGS

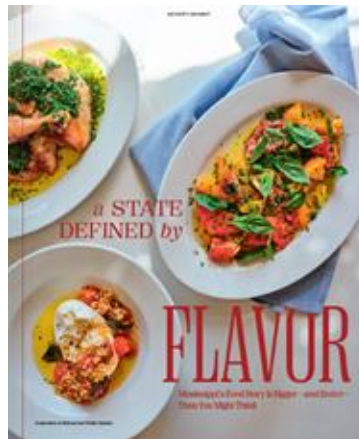
Garden and Gun

Partner Co-Op Print

Connect with an affluent, travel-motivated audience that is actively exploring Southern destinations. Readers take an average of 4.4 domestic trips annually and have the means to travel often.

With a national platform and 69% of circulation concentrated in the Southeast, Garden & Gun reaches travelers already inclined toward Mississippi's culture, food, music, and outdoor experiences.

Partner Buy-In starting at \$3,744



Print

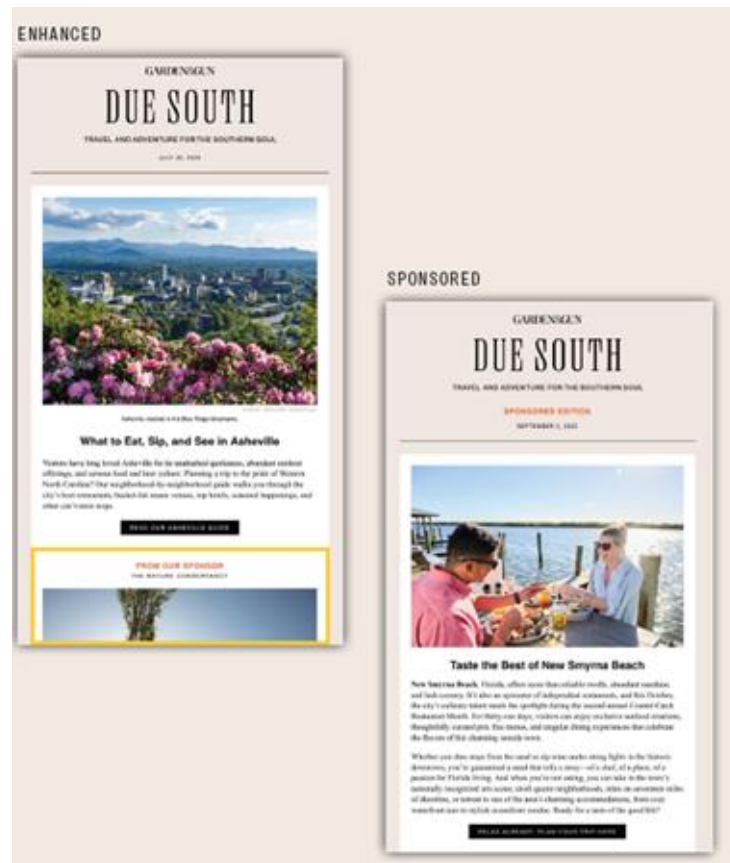
PROGRAM OFFERINGS

Garden and Gun

Due South Email Supporting Digital

Due South is a weekly roundup of the best in Southern travel. With over 57,000 opt-in subscribers, 51% open rate and average 5.2 % CTR you are reaching an engaged and affluent audience that is passionate about travel.

Partner Buy-In starting at \$2,500



PROGRAM OFFERINGS

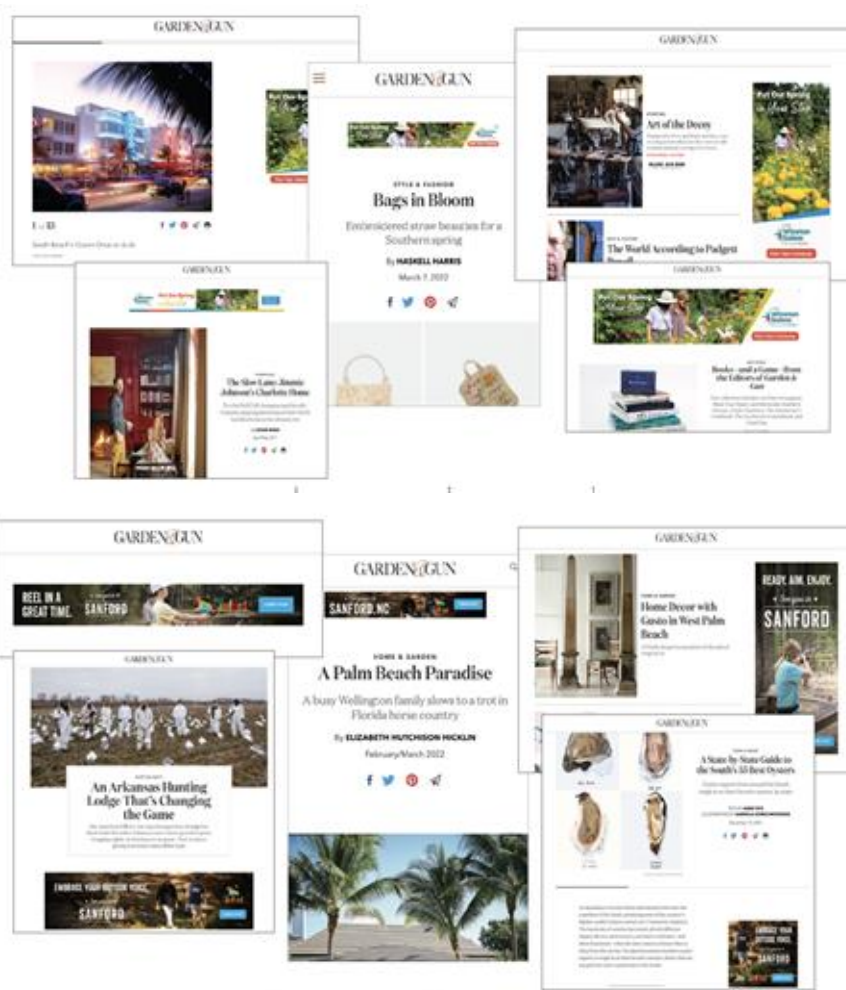
Garden and Gun

Display Supporting Digital

By partnering with G&G through the Visit Mississippi co-op, partners receive priority with dates and special partner pricing.

Partner display units will be served across the site with the opportunity to hold a homepage takeover for one week, leveraging exclusive positioning at 100% share-of-voice.

Partner Buy-In starting at \$1,250



Digital

PROGRAM OFFERINGS

Oxford American

Spring Food Edition Print

Oxford American is a must-read for anyone interested in the region, including features covering cultural, social, and environmental issues.

Print special co-op section with participating partner ads embedded within the content with additional newsletter support and option for digital ROS add on.

Partner Buy-In starting at \$1,250



Print



PROGRAM OFFERINGS

The Local Palate

Culinary Towns Special Interest Publication

SIP highlighting the ultimate culinary cities and towns throughout the South, with a hosted readership poll leading up to the production of the issue to get votes on where readers proudly promote as “culinary town” and further discover more about their favorites.

With Visit Mississippi’s eye-catching premium cover position, co-op partners within the issue will engage and educate the readers on where to explore and eat next!

Partner Buy-In starting at \$1,375



PROGRAM OFFERINGS

The Local Palate

Spring Travel

Print with supporting digital

This travel-focused issue welcomes all those who are itching to travel in warmer temps and embrace the warm hospitality of places throughout the South.

With each opportunity, there will be dedicated Savor the South newsletters with partnered content from the participating destinations

Partner Buy-In starting at \$1,375



Print



PROGRAM OFFERINGS

The Local Palate

Event Listings

Drive awareness of an upcoming event through Event Listing posted on thelocalpalate.com

Exclusive inclusion in special Festival Focus dedicated email to promote event

Offered year round

Partner Buy-In starting at \$1,750



Digital



PROGRAM OFFERINGS

Gray Media Group

Television

Drive awareness, generate interest, and convert potential visitors by leveraging the power of local television, targeted streaming and video pre-roll. Campaign options include tiers to reach small, medium, and large markets.

Partner Buy-In starting at \$3,000

TV STATIONS SURROUNDING MISSISSIPPI

Fly-Markets

Atlanta, GA
Charlotte, NC
New Orleans, LA
Phoenix, AZ
Las Vegas, NV
St. Louis, MO



In-State Markets

Biloxi
Jackson
Meridian
Hattiesburg

Drive-Markets

Birmingham, AL
Dothan, AL
Huntsville, AL
Mobile, AL
Montgomery, AL
Memphis, TN
Nashville, TN

Alexandria, LA
New Orleans, LA
Shreveport, LA
Monroe, LA
Lake Charles, LA



PROGRAM OFFERINGS

Compass Media

Paid and Managed Social

Platforms including Meta (Facebook), Instagram, Pinterest, YouTube TikTok to reach highly targeted audiences actively researching or dreaming about travel.

Campaigns can be strategically structured with customized ad groups targeting specific visitor interests, demographics, and travel behaviors - maximizing both awareness and engagement while driving measurable results.

Partner Buy-In starting at \$750/mo



PROGRAM OFFERINGS

Madden Media

Meta Prospecting and Meta Reels

Meta Prospecting leverages user data to target and reach a highly specific audience based on their interests, behaviors, and demographics.

Meta Reels captures undivided attention through a mobile-first, full-screen immersive video that prioritizes entertainment and discovery.

Partner Buy-In starting at \$750/mo



PROGRAM OFFERINGS

Compass Media

Search Engine Optimization

Search Engine Optimization (SEO) is a continuous process of using your website to create more traffic, leads, and conversions that will affect your bottom line.

These SEO programs are designed to increase visibility and create new revenue opportunities by focusing on site strengths and creating goals and an actionable, measurable plan.

Partner Buy-In starting at \$498/mo



PROGRAM OFFERINGS

Madden Media

Search Engine Optimization

If “content is king,” then SEO is the power behind the throne.

SEO is the best way to ensure the content on your site is being seen and driving organic engagement to your site.

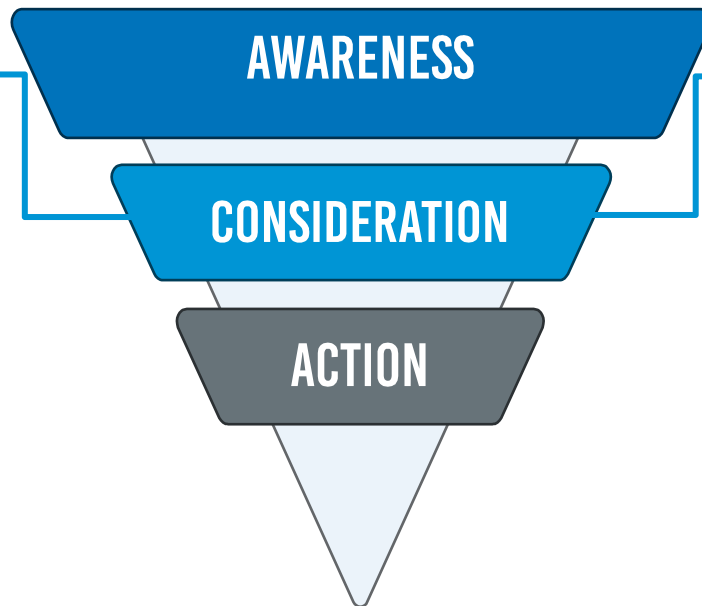
Partner Buy-In starting at \$18,000 annual



Mid-Funnel Consideration

MEDIA TACTICS

- Sponsored Content
- Display
- Online Video



AWARENESS

CONSIDERATION

ACTION

Goals

- Content Engagement
- CTR
- VCR
- Site Traffic
- Pageviews



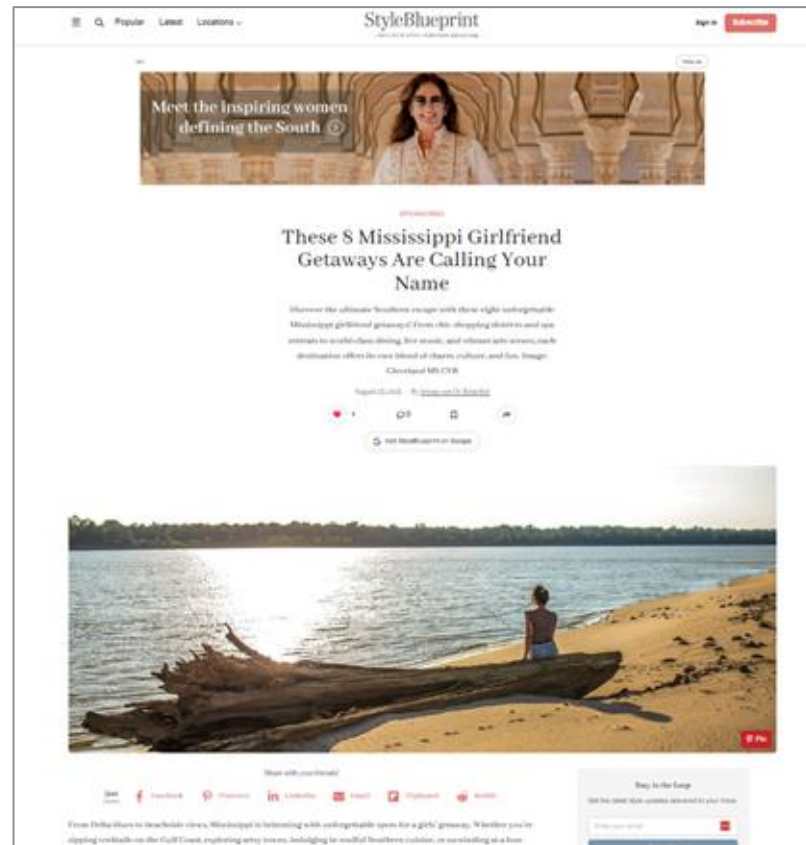
PROGRAM OFFERINGS

Style Blueprint

Sponsored Content

Through the “Best Places in MS for a Girlfriend Getaway” and “Mississippi Moments: Savor Every Experience” sponsored content Style Blueprint connects readers to handpicked experiences, the best local businesses, and inspiring women making a difference in our communities – all through approachable content.

Partner Buy-In starting at \$2,625



Digital

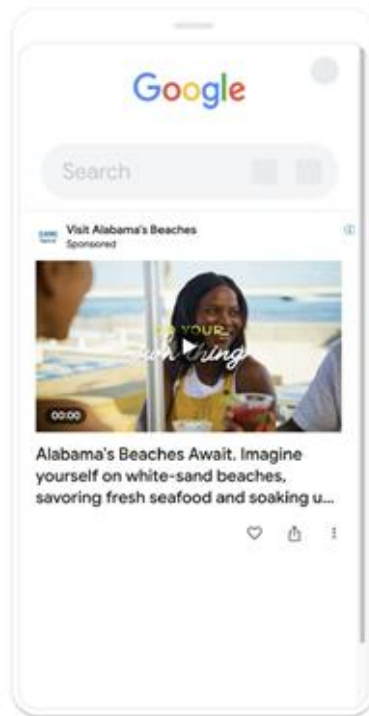
PROGRAM OFFERINGS

Madden Media

Google Demand Gen

Google Demand Gen is Google's new AI-powered campaign type that leverages visually immersive placements across YouTube (In-Feed and Shorts), Google Discovery, and Gmail to capture attention with engaging image and video assets.

Partner Buy-In starting at \$6,000 annual



PROGRAM OFFERINGS

NOLA.com

Direct Site Display

Digital media ran on NOLA.com properties for contextual alignment pertaining to the region and with audience targeting incorporated for added efficiency



PROGRAM OFFERINGS

Intrinsic Media

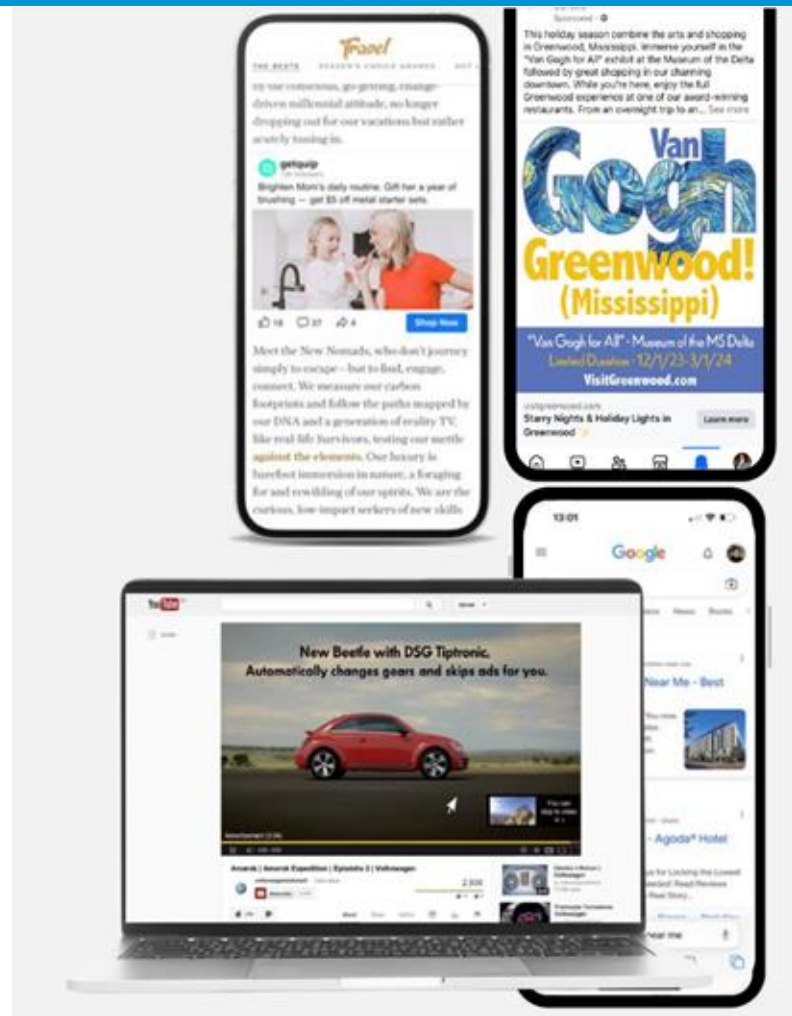
Multi-Media Mix

Scale into packages featuring a mix of Paid Social, Google Search, Programmatic, Rolling Ride Share, and Traditional media for a campaign that reaches all levels of the consumer journey.

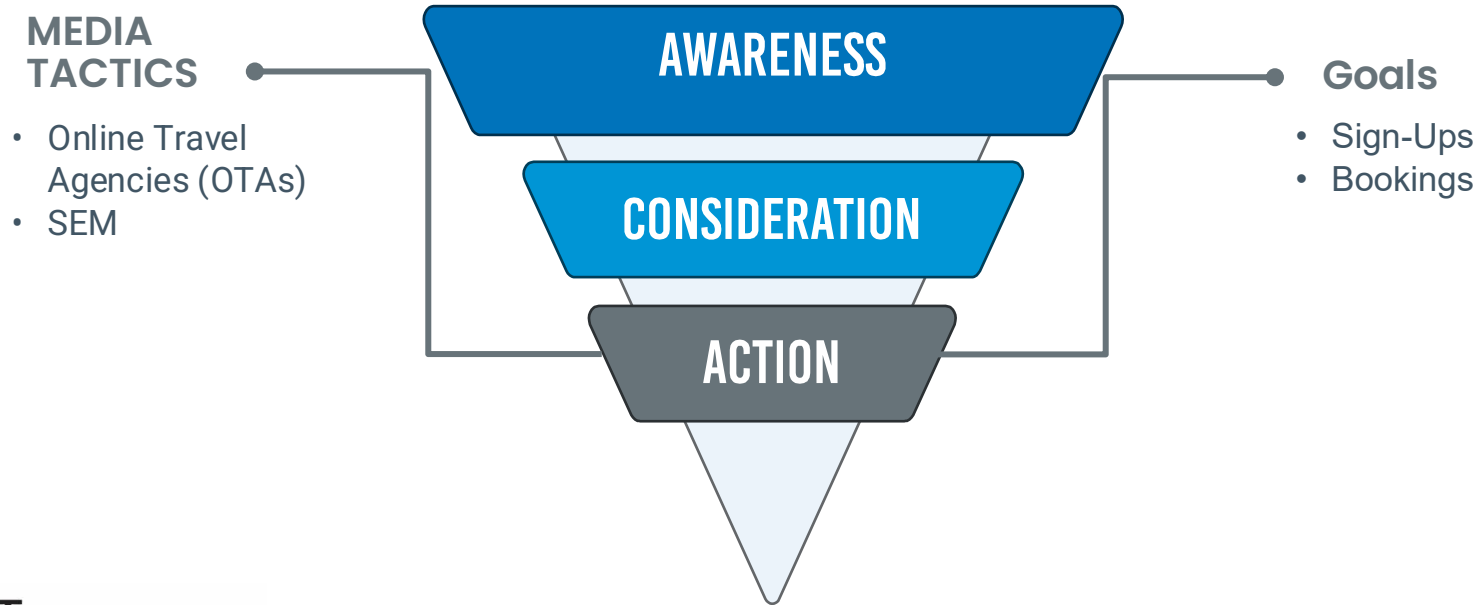
Sequential messaging supports structured traveler movement through awareness consideration and action stages.

Partner Buy-In starting at \$5,000

Digital



Low-Funnel Consideration



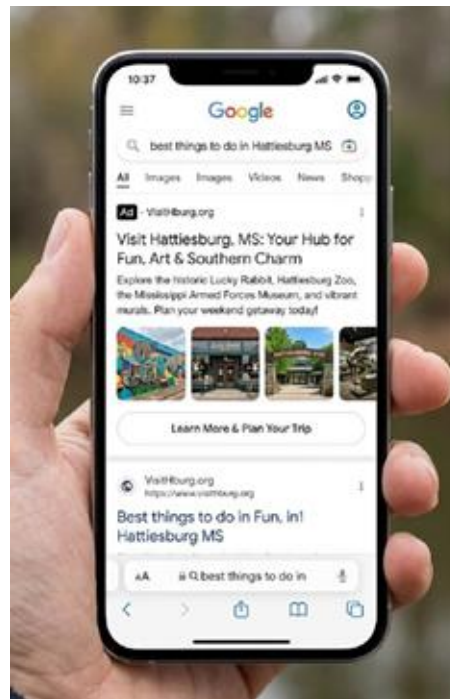
PROGRAM OFFERINGS

Madden Media

Paid Search

Google SEM offers wide reach, targeted advertising, a PPC model for cost-effective engagement, quick results, measurable performance through analytics, real-time flexibility in budget and targeting, increased brand visibility, and parallel benefits with SEO. This makes it a potent tool for digital marketing.

Partner Buy-In starting at \$6,000 annual



PROGRAM OFFERINGS

Advance Travel and Tourism

Digital Campaign

Choose any tactic or a mix of social media, SEM, streaming radio, sponsored content, custom e-blasts, and It's a Southern Thing articles/sponsorships

Partner Buy-In starting at \$2,000



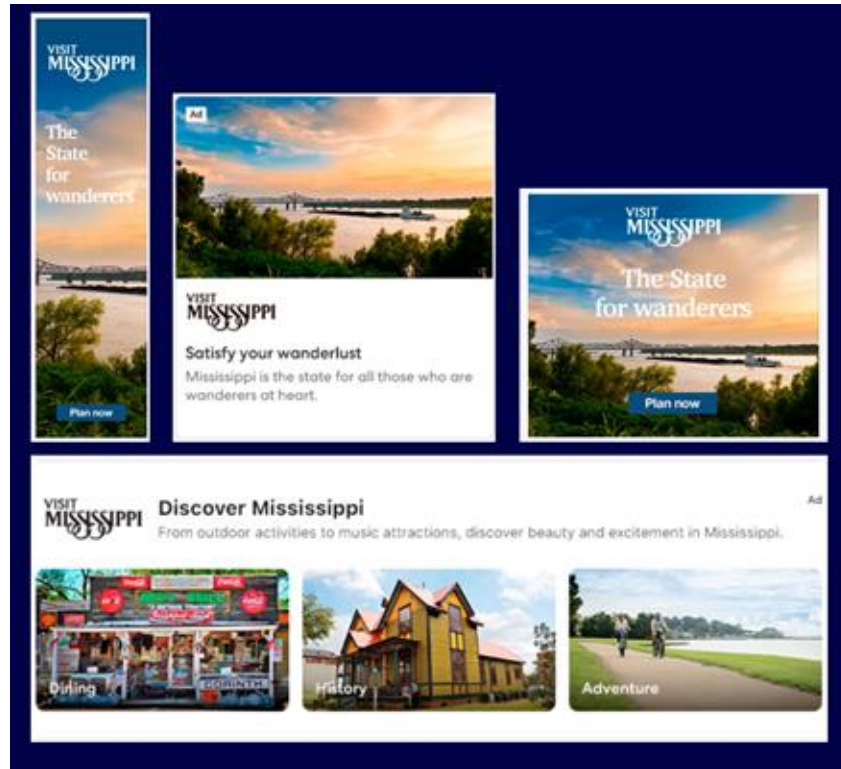
PROGRAM OFFERINGS

Expedia

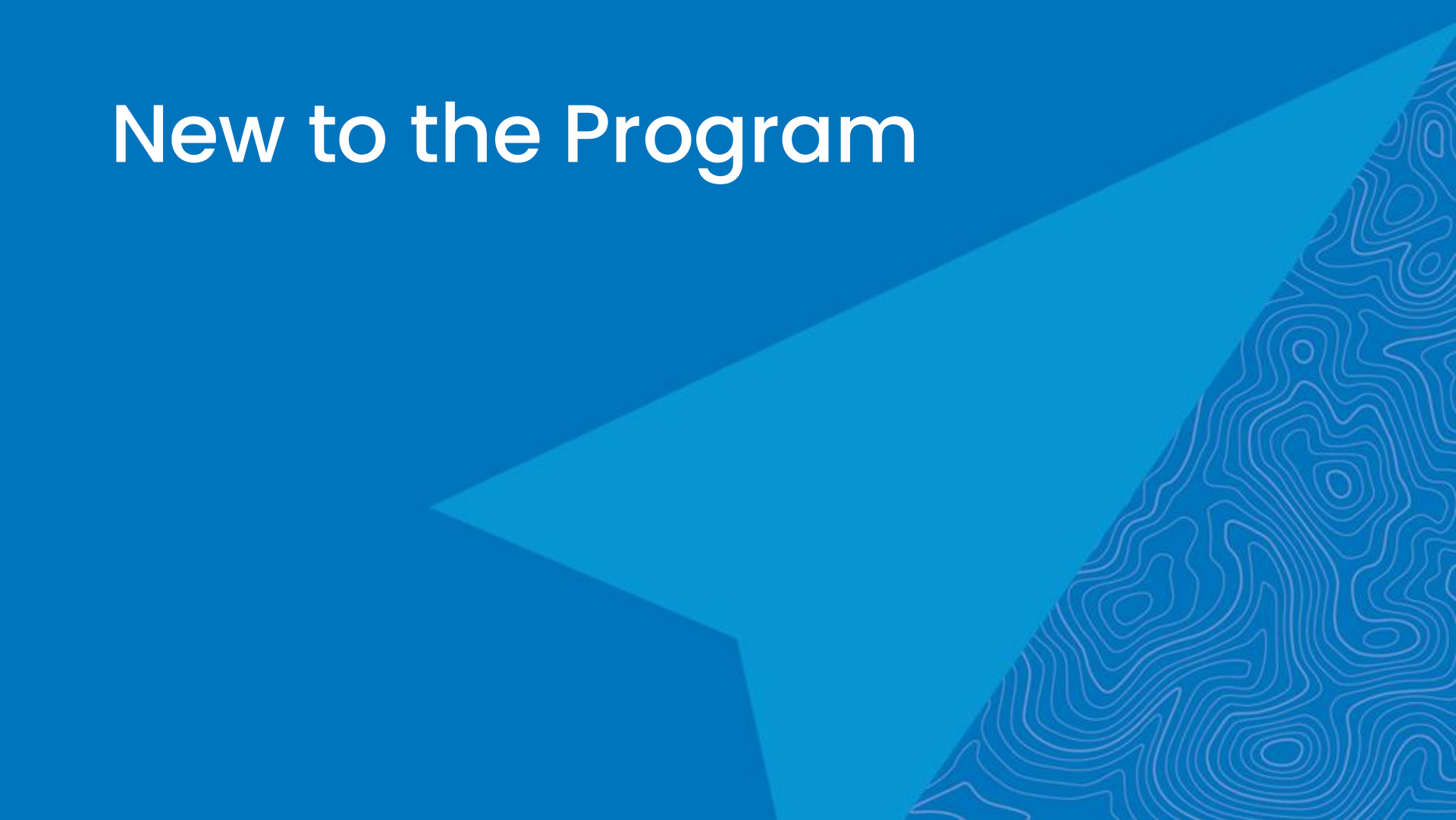
Various Digital Units

DMOs, airports, attractions and hotels across the state can leverage Expedia Group's first-party audience of travel intenders across its portfolio of brands (Expedia, Hotels.com, Vrbo and more) at a discounted cost and with extended reach, helping drive incremental hotel and air bookings to Mississippi.

Partner Buy-In starting at \$7,500



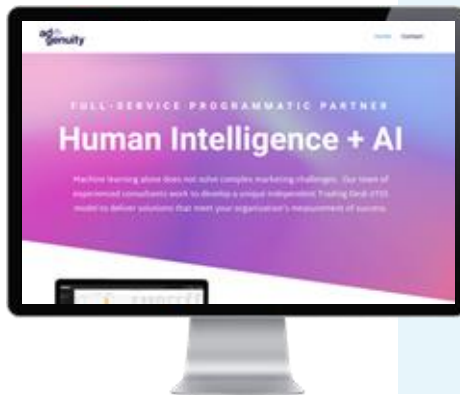
New to the Program

The background is a solid blue color. On the right side, there is a large, light blue geometric shape that resembles a stylized arrow or a folded piece of paper, pointing towards the center. To the right of this shape, there is a pattern of white, concentric, wavy lines that look like a topographic map or a series of ripples, extending towards the right edge of the frame.

PROGRAMMATIC EXPERTISE

Ad+genuity

- Ad+genuity is a sister company of Miles that is **100% focused on programmatic media buying** and execution
- Because this is a service we created for our clients, **more of your dollars go into working media vs. operational costs**
- Ad+genuity unlocks advanced targeting and deeper insights through attribution



BENEFITS FOR OUR CLIENTS

\$2.4MM+ in Savings through preferred, negotiated media partnerships —savings that are reinvested to extend campaign reach and impact.

No Minimum Spend Requirements gives access to premium publishers such as TripAdvisor and Dotdash Meredith without restrictive investment thresholds.

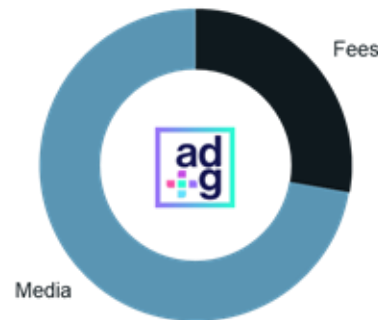
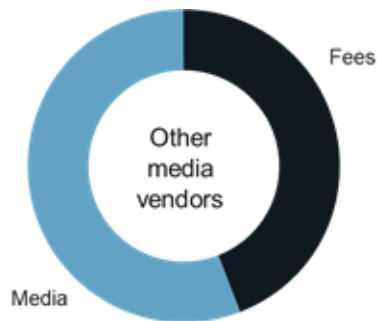
High-Quality, Brand-Safe Inventory ensures every impression is served in a trusted environment to ensure meaningful engagement and brand integrity.



Transparency In Action

Industry benchmarks show that 70–80% of programmatic budgets are consumed by tech fees and intermediaries.

Ad+genuity reverses that ratio.



The question every tourism marketer should ask:

What if nearly 3x more of my budget reached real travelers compared to the industry average?



TRUST & TRANSPARENCY

Branded Websites

Identifies top-performing and underperforming domains across impressions, clicks, conversions and viewability.

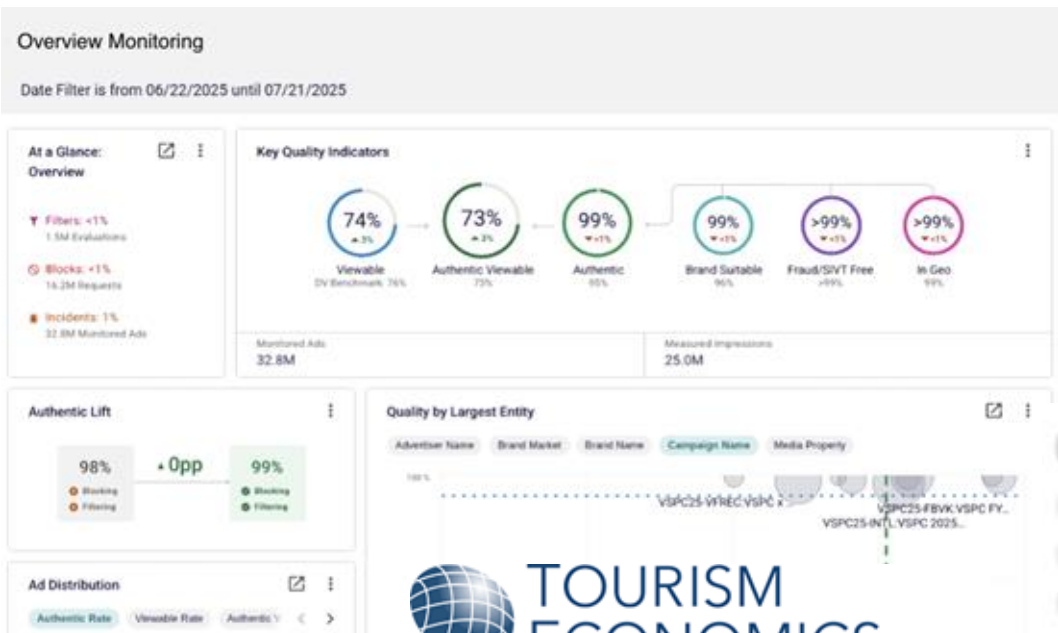
Ensures ads are running on brand-safe, contextually relevant inventory.

Detect fraud and low-quality placements and doesn't bill for them

Domain / App Name	Impressions	Clicks	CTR	Viewability %	Brand Safety Status
weather.com	180,000	980	0,54%	78%	✓ Safe
buzzfeed.com	90,000	320	0,35%	75%	⚠ Moderate Risk
unknownsite 123.biz	45.000	60	0,13%	40%	✗ Unsafe (Blocked)
tripadvisor.com	120,000	1.200	1,00%	89%	✓ Safe



Third-Party Verification



PROGRAM OFFERINGS

REMARKETING

Display and Online Video

Reach 1st party audiences captured by Visit Mississippi to retarget and prospect look-a-like audiences programmatically

Partner Buy-In starting at \$2,500



User visits VisitMississippi.org



Retarget that User with Partner messaging across the web, directing to Partner site upon click



Identify and target other users who exhibit similar characteristics as visitmississippi.org visitors



PROGRAM OFFERINGS

PREMIUM PUBLISHER NETWORK

Display

Leveraging a network helps with media efficiency by effectively aligning with range of premium content publications to reach wide variety of targeted audiences at scale

Partner Buy-In starting at \$2,500

Digital



PROGRAM OFFERINGS

UNITED AIRLINES NETWORK

Display

Use United Airlines' 1ST party data to find active travelers for prospecting, competitive conquering, and additional targeting strategies

Partner Buy-In starting at \$5,000



PROGRAM OFFERINGS

AMAZON

Streaming TV

Amazon Streaming TV ads run within Amazon's streaming video environment, including Amazon Freevee, live sports, and the Fire TV News app

Partner Buy-In starting at \$7,500



Achieve full-funnel advertising at scale with streaming TV ads.

200M+

monthly ad-supported reach of Amazon streaming TV in the U.S.¹

80%

of ad-exposed streaming TV viewers browse on Amazon.²

77%

of ad-exposed streaming TV viewers purchase on Amazon.³



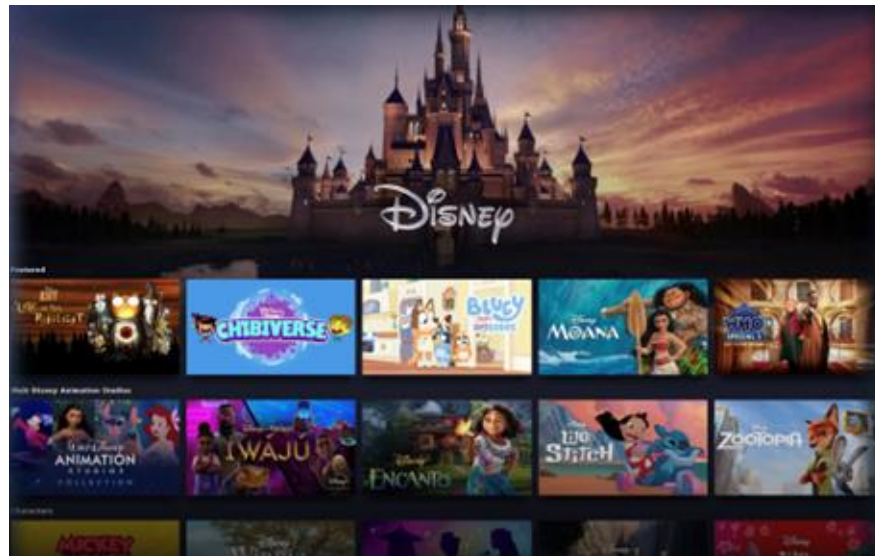
PROGRAM OFFERINGS

DISNEY

Streaming TV

Align with an iconic portfolio of premium content, spanning award-winning originals and timeless Disney favorites within the unified Disney Streaming Network

Partner Buy-In starting at \$12,500



PROGRAM OFFERINGS

AUDIO

Spotify, Pandora, iHeart, SiriusXM

Easily add an audio component to your media plans, including spot production

Partner Buy-In starting at \$7,500

Americans spend an average of **4 hours per day** listening to audio



Audio



PROGRAM OFFERINGS

OUT-OF-HOME

Vistar

DOOH blends the broad impact of traditional outdoor advertising with the targeting capabilities, flexibility, and measurable performance of digital media

Partner Buy-In starting at \$10,000



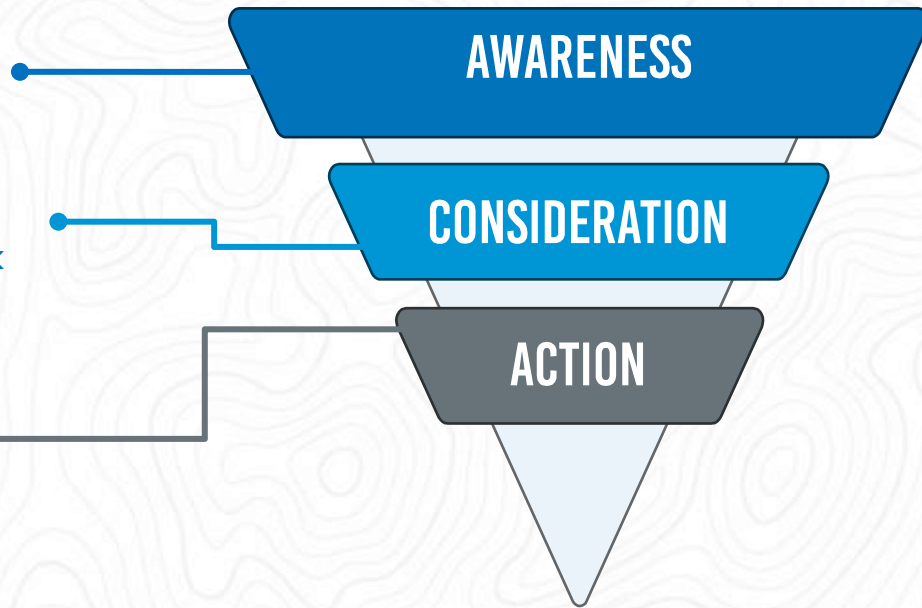
Build Your Own Package



\$25,000 PACKAGE

- Compass Media (Explore MS Insert)
\$4,500
- Disney Streaming TV
\$12,500
- Premium Publisher Network
\$5,000 for 2mo
- OTA Publisher Network
\$2,500

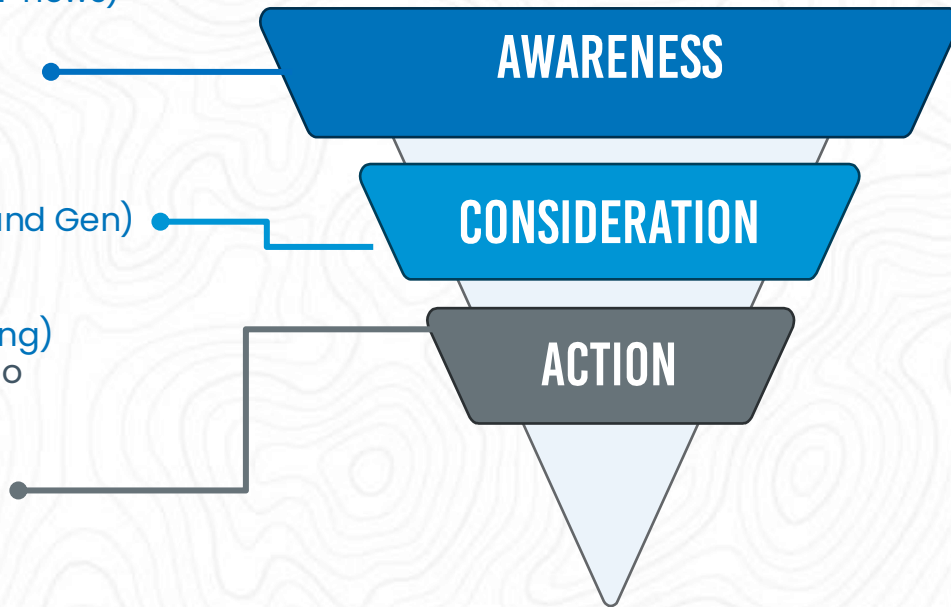
Partner Spend
\$24,500



\$50,000 PACKAGE

- Out-of-Home
\$10,000
- Garden & Gun (Print + E-news)
\$7,744
- Audio
\$7,500
- Madden (Google Demand Gen)
\$6,000
- Ad+genuity (Remarketing)
\$5,000 for 2mo
- Expedia
\$7,500
- Advance Travel (SEM)
\$6,000

Partner Spend
\$49,744



NEXT STEPS

IMPORTANT DATES

Program Opens	April 1
Program Closes	May 31





**We Inspire
Travel.**