

Media Placement

FY27 CO-OPS

VISIT
MISSISSIPPI



PLEASE FILL OUT THE INFORMATION BELOW

Company	Contact
Email	
Signature	Date
Total Cost	For more information or to submit your buy sheet, email: Co-op.vms@milespartnership.com

Sign-up is open April 1- May 31, 2026

Category	Tactic	Placement + Targeting Details	Est. Impressions	Partner Cost	Total Cost	Flight Duration	Value	Select
AAA/AJR Media								
PRINT	AAA Explore Southern Magazine	Print placement offering with a choice of ad size options • 430,813 AAA members in Louisiana – 157,050 households • 203,333 AAA members in Mississippi – 74,128 households • 255,126 members in Arkansas – 93,010 households • Distribution: Louisiana, Mississippi and Arkansas • Female: 52.8%, Male: 47.2% • Median Age: 56.9 • Household Income \$75k+: 41.1%	Circulation: 303,000 Membership/ Readership: 575,700	Full Page: \$3,174.50 2/3 Page: \$2,224.50 1/2 Page: \$1828 1/3 Page: \$1,262 1/6 page: \$644	Full Page: \$6,349 2/3 Page: \$4,449 1/2 Page: \$3,656 1/3 Page: \$2,524 1/6 page: \$1,288	Monthly	Reach three top Mississippi travel 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.	☐
DIGITAL	AAA Explore Southern E-newsletter	Option of Sponsored Content, Banner, and/or Property/Business Showcase	Subscribers: 403,000	Sponsored Content: \$3,500	Sponsored Content: \$7,000 Banner: \$4,500 Showcase: \$3,000	Monthly	Reach a premium audience of over 403,000 AAA members in Louisiana, Mississippi, Arkansas, and Missouri, who have specifically opted in to receive information about destinations, attractions, lodging, and events. Delivered each month, subscribers look forward to the Explorer E-newsletter arriving in their inbox.	☐
ADVANCE TRAVEL AND TOURISM								
MISC	Social Media, SEM, Streaming Radio, Sponsored Content, Custom e-blasts	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	varies	up to \$50k	up to \$100k	varied	Create a customized comprehensive media mix that caters to campaign specific goals and KPIs	☐
ATLANTA MAGAZINE								
PRINT	Monthly Issues	Print placement offering with a choice of ad size options • Reaches top 20 wealthiest Atlanta zip codes, average age: 51, 58% female, 42% male; average HHI: \$300.4k • Readership interests: dining and entertainment, travel, apparel, jewelry	Circulation: 58,607 Print Readership: 304,756 Print and Digital Readership: 1,386,000	2 page Spread: \$6,750 Full Page: \$3,497.5 1/2 Page: \$1,925 1/4 page: \$925	2 page Spread: \$13,500 Full Page: \$6,995 1/2 Page: \$3,850 1/4 page: \$1,850	Monthly	Reach Atlanta’s most loyal affluent audience. Atlanta magazine is celebrating it’s 65th anniversary this year, the metro’s longest standing publication.	☐
SOUTHBOUND MAGAZINE								
PRINT	Quarterly issues	Print placement offering with a choice ad size options • Coverage area includes 12 southeastern states: AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV • Audience - \$2.16MM average net worth, \$300,400 average HHI, 58% female, 42% male subscribers • Readership interests: southeastern travel	Circulation: 58,607 Readership: 286,000 Note: 55k Copies are sent with Atlanta magazine subscribers and an additional 5k copies are sold on newsstands throughout the southeast	2 page Spread: \$4,750 Full Page: \$2,550 1/2 Page: \$1,675 1/4 page: \$900	2 page Spread: \$9,500 Full Page: \$5,100 1/2 Page: \$3,350 1/4 page: \$1,800	Quarterly	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.	☐
COUNTRY ROADS								
PRINT	Print + Digital	Choice of Full Page or Half Page Print with 2x enews ads, and 1x web banner •Audience is affluent, engaged, and interested in travel • Concentrated distribution throughout the nine-parish Capital Region surrounding Greater Baton Rouge, east to the New Orleans Northshore, and into the southwest counties of Mississippi, with additional, targeted outlets within a four-hour drive. • Content centers around southern storytelling and a curated calendar of cultural events	Print and Digital Reach: 75,000 readers	Full Page: \$1,375 Half Page: \$927.50	Full Page: \$2,750 Half Page: \$1,855	Monthly	Partner with Country Roads magazine to strengthen regional awareness, align your brand with a highly regarded media property, and build measurable engagement among readers exploring the Louisiana / Mississippi region	☐
DIGITAL	Dedicated E-newsletter Package	Mix of dedicated E-newsletter, 4x enews ads, 1x web banner		\$1,400	\$2,800	Ongoing		☐

COMPASS MEDIA

PRINT	Explore Mississippi Insert	Formatted ad placement in a branded Visit Mississippi magazine insert, a behaviorally targeted digital display campaign with guaranteed clicks, and co-op email that reaches 200,000 inboxes • Publications: HGTV Magazine, Good Housekeeping Magazine • STATES: AL, AR, GA, IL, KY, LA, MO, TN & TX	Print Circulation: 165,000 Readership: 495,000 Guaranteed Clicks: 3,000-5,000 based on ad size Email Recipients: 200,000+	1/4 page: \$2,500 1/2 page: \$4,500	1/4 page: \$5,000 1/2 page: \$9,000	Spring 2027	Explore Mississippi insert is an exclusive opportunity for MS industry partners. This proprietary integrated marketing program offers an 8-page insert of ad space in two national magazines, a behaviorally targeted digital display campaign that will drive significant website traffic and a travel-marketed co-op email that reaches 200,000 inboxes. Qualified leads are also delivered as part of the program.	☐
DIGITAL	Display+Email	Geotargets HHs within the same market as the print insertion	3,000-5,000 clicks Subscribers: 200,000					☐

GARDEN AND GUN

PRINT	Partner Co-Op Print	1/4 page ad unit in Oct/Nov and April/May insertions	Rate Base: 400,000	\$3,744	\$7,488	Oct/Nov 26 and/ or April/May 27	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. It's a highly targeted way to drive awareness and consideration among travelers most likely to visit.	☐
DIGITAL	Due South E-Newsletter	Enhanced Edition: Mid-page inclusion, 90-120 words of copy written by G&G, One (1) clickable hi-res image	Subscribers: 57,000	\$2,500	\$5,000	1x, Available in all weekly newsletters (minus fully sponsored editions)	Inspired by G&G's love for adventure, 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. Both enhanced and sponsored editions provide Mississippi partners the opportunity to include branded content written by the G&G editors, image and URL providing them an authentic connection with the G&G readers.	☐
		Sponsored Edition: 180-200 words of copy written by G&G, One (1) clickable hi-res image, Client's links and images included throughout narrative		\$4,000	\$8,000	2 sponsored editions each month		☐
	ROS Display	Display on GardenandGun.com • Cross-channel: Food & Drink, Home & Garden, Arts & Culture, Travel, Music, Sporting	227,500	\$1,250	\$2,500	Oct- Dec and/ or April-June	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. Site Minimums are \$2,500 net.	☐
			550,500	\$2,500	\$5,000		By partnering with G&G through the Visit Mississippi co-op, partners receive priority with dates and special partner pricing.	☐
		Homepage takeover 100% SOV • Display on GardenandGun.com • Cross-channel: Food & Drink, Home & Garden, Arts & Culture, Travel, Music, Sporting		\$5,000	\$10,000	HPTO - partners to reserve one week from five total options within flight based on a first-come, first-served basis		☐
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CATEGORY	TACTIC	PLACEMENT + TARGETING DETAILS	EST. IMPRESSIONS	PARTNER COST	TOTAL COST	FLIGHT DURATION	VALUE	SELECT
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THE LOCAL PALATE

PRINT	Culinary Towns SIP	Print placement with a choice of ad size options with Partnered section in newsletter, Partnered Post; Instagram and Facebook post, or newsletter banner depending on the tier	Readership: 300,000 100k followers across social networks 325k+ total email subscribers	2-Page Spread: \$4,250 Full-Page: \$2,750 Half-Page: \$1,375	2-Page Spread: \$8,500 - with Partnered section in newsletter; Partnered Post; Instagram and Facebook post Full-Page: \$5,500 with Partnered section in newsletter; Instagram and Facebook post Half-Page: \$2,750 with newsletter banner	On newsstands December 16, 2026-March 9, 2027	Special interest publication highlighting the ultimate culinary cities and towns throughout the South; with a 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, the co-op partners within the issue will engage and educate the readers on where to explore and eat next.	☐
	Spring Travel					On newsstands February 24, 2027-May 18, 2027	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.	☐
DIGITAL	Event Listings	Event Listing posted on thelocalpalate.com • Exclusive inclusion in special Festival Focus dedicated email to promote event Facebook post		\$1,750	\$3,500	Offered year round	Drive awareness for your upcoming event.	☐

OXFORD AMERICAN

PRINT	Print+ digital support	Visit Mississippi co-op section Includes E-newsletter banner Option to add ROS display for additional fee	Circulation: 50,000 Enews: 30,000 subscribers	Full-Page 4C + eNewsletter: \$1,750 Half-Page 4C + eNewsletter: \$1,325	Full-Page 4C + eNewsletter: \$3,500 Half-Page 4C + eNewsletter: \$2,650	3 issues yearly	Oxford American is a must-read for anyone interested in the region, including features covering cultural, social, and environmental issues.	☐
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STYLE BLUEPRINT

SPONSORED CONTENT	Sponsored Content - Girlfriend's Getaway	(1) sponsored article campaign (up 8 towns in MS for a Girlfriends Getaway) + traffic drivers from supporting social networks and outside content networks • (1) sponsored email to inclusion • Article to stay live on StyleBlueprint for one year	Sponsored Content - minimum of 2-3 million impressions and minimum of 15,000 page views	\$2,565	\$5,130	August - June	Showcase The Best Places in Mississippi for a Girlfriend's Getaway.	☐
	Sponsored Content- Mississippi Moments: Savor Every Experience	(1) sponsored article campaign (up 8 towns in MS you need to visit with Charming Downtowns) + traffic drivers from social networks and outside content networks • (1) sponsored email inclusion • (2) sponsored Instagram co-op carousel posts with images of from each town. Article will remain on StyleBlueprint for 2 years	Enews -200,000 daily email subscribers	\$3,950	\$7,900	Jan-June	Mississippi Moments: Savor Every Experience This campaign emphasizes creating memorable moments across all aspects of Mississippi travel - from savoring Southern cuisine to experiencing musical heritage, history and creating unique one of a kind experiences in Mississippi.	☐

GRAY MEDIA GROUP

TV/ BROADCAST	Television Package	Local Broadcast Television, Local Live Stream, or Local Video Pre-roll • Spot production included with a \$5k min	Large Market: 707,143 Medium Market: 433,333 Small Market: 187,500	Large Market: \$4,950 Medium Market: \$3,250 Small Market: \$1,500	Large Market: \$9,900 Medium Market: \$6,500 Small Market: \$3,000	4 week flights	Drive awareness, generate interest, and convert potential visitors by leveraging the power of local television, targeted streaming and video pre-roll.	☐
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CATEGORY	TACTIC	PLACEMENT + TARGETING DETAILS	EST. IMPRESSIONS	PARTNER COST	TOTAL COST	FLIGHT DURATION	VALUE	SELECT
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COMPASS	PAID SOCIAL	Meta (Facebook); Instagram; Pinterest; YouTube; TikTok	Social Media advertising campaigns are customized based on the DMO’s needs. They start at \$1,500/per month and can be scaled based on the number of tactics.	n/a	\$750 to \$25,000	\$1,500 to \$50,000	Monthly	Social media advertising is one of the most effective tools available to destination marketers today. Platforms such as Facebook, Instagram, Pinterest, and others allow tourism partners to showcase their destinations to highly targeted audiences actively researching or dreaming about travel. As a dynamic marketing strategy, social media advertising provides the flexibility to reach multiple audience segments at once through tailored messaging and creative. 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.	☐
	MANAGED SOCIAL MEDIA	Package 1: Meta (Facebook); Instagram	2 image posts per week (promoting tourism topics) • 2 reels per month • Posts shared to stories • \$120 boost budget (includes a monthly page promotion for new followers on FB)		\$550 per month	\$1,100 per month		The Compass managed social media team partners closely with tourism clients to understand their goals, brand, and voice, focusing on the platforms that best reach your target audience. Through strategic content planning, consistent posting, and ongoing performance monitoring, we build an authentic social presence that engages travelers, strengthens brand awareness, and supports your overall marketing efforts.	☐
		Package 2: Meta (Facebook); Instagram	2 image posts per week (promoting tourism topics) • 1 reel per month • Posts shared to stories • \$80 boost budget		\$450 per month	\$900 per month			☐
		Package 3: Meta (Facebook); Instagram;YouTube shorts OR TikTok	3 vertical videos per month; post to FB, IG, TT (or YouTube) • Optimize TikTok videos for the best results in the search algorithm • \$80 boost budget		\$350 per month	\$700 per month			☐
	SEO	SEO Basic	Up to 10 Tracked Keywords • Website Crawl (up to 1,000 pages) • Dedicated SEO Specialist • Monthly Reporting & Strategy Review • Keyword Research & Optimization • Google Analytics Install & Monitoring • Google Search Console Install & Monitoring • XML Sitemap Creation & Submission • Internal Linking Strategy •Title Tag & Meta Description • Optimization • H1, H2 & Sub-Heading Optimization		\$497.50 per month	\$995 per month	6 mo campaign minimum	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 the visibility of your business and create new revenue opportunities. We do this by focusing on your site’s strengths and creating goals and an actionable plan we can monitor.	☐
		SEO Enhanced	Up to 15 Tracked Keywords • Website Crawl (up to 5,000 pages) • All of the services in SEO Basic •Google Business Profile • Creation/Updates • Image Optimization • Page Error Resolution • Page Speed Analysis • Competitor Tracking (up to 3) • SSL Installation • AI Content Strategy Tips (every 3 months)		\$637.50 per month	\$1,275 per month			☐
		SEO Maximized	Up to 25 Tracked Keywords • Full Website Crawl • All of the services in SEO Enhanced • Bing Webmaster Tools Install & Monitoring• Bing Local Page Creation • Duplicate Content Resolution • Video Optimization • Image Compression • Browser Caching • AI Content Enhancement (every other month)		\$947.50 per month	\$1,895 per month			☐

NOLA.COM								
DIGITAL	Display	Display ads on NOLA.com, TheAdvocate.com, TheAcadianaAdvocate.com targeting Louisiana Travel Intenders • Opportunity for AV impressions via Monthly Sliding Billboard for 3, 6, and 12 mo commitment	155,555 impressions	\$700	\$1,400	30 day flights	Reach a qualified and engaged audience in the key region of Louisiana through this direct site partnership with NOLA.com, TheAdvocate.com and TheAcadianaAdvocate.com.	☐

AD+GENUITY								
DIGITAL	Display	Utilize first-party data to identify and re-engage site visitors with tailored local partner messaging, reaching high-intent users actively exploring a trip.	666,667	\$2,500	\$5,000	4 weeks - Option for partner to scale however fits their media plan best	A unique offering only available to partners through this co-op - the chance to tap into the first-party audiences captured by VMS to retarget and prospect lookalikes programmatically.	☐
	Online Video		526,316	\$5,000	\$10,000			☐
	Premium Publisher Display	Conde Nast Traveler Brands • Hearst Brands • People Inc (formerly DotDash Meredith Brands) • AFAR Network	250,000	\$2,500	\$5,000		Align messaging across a range of premium content housed under top-tier publisher partner networks to target audiences in relevant environments at scale.	☐
	OTA Network Display	Targeting: US Travelers on Kayak, TripAdvisor, and Expedia networks	250,000	\$2,500	\$5,000		Harness the power of these strong entities in the tourism space to activate their data and apply it to programmatic display for scalable results.	☐
	United Airlines Display	United Airlines first-party data applied to programmatic display across the web	500,000	\$5,000	\$10,000		Tap into one of the world’s largest airlines to connect your brand to travelers at scale.	☐

EXPEDIA

DIGITAL	Various placements across the full traveler shopping journey, including hotels, flights, and our vacation rental point of sale (Vrbo)	Mississippi Travel Intender Re-targeting and Competitive Conquesting of CompSet Travel Intenders for the State of Mississippi End of campaign reporting to include Ad Impressions Served, CTR, Gross Booking Value, Room Nights, and ROAS	varied	\$7,500	\$15,000	4 weeks Fall/Winter 2026-2027: November 1, 2026 – February 28, 2027 Spring/Summer 2027: March 1, 2027 – June 30, 2027	Through Visit Mississippi’s Co-Op Sponsorship, DMOs, airports, attractions and hotels across the state will 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.	☐
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INTRINSIC

MISC	Paid Social Media + Google Search Ads	Target active travel searchers and primary feeder markets • 2–3 static or simple video variations	varied	\$5,000	\$10,000	varies	Designed for tactical pushes, seasonal events or smaller destinations looking to capture existing demand. Investment is concentrated on driving measurable website traffic, booking referrals and engagement metrics. Best suited for focused promotions or smaller destination pushes.	☐
	Paid Social Media + Google Search Ads + Programmatic Display	Target active travel searchers and primary feeder markets • 2–3 static or simple video variations Audience • layering Creative rotation and optimization		\$15,000	\$30,000	varies	Balances awareness and performance to influence travelers earlier in their planning journey. This tier introduces upper funnel visibility to influence travelers earlier in their planning journey. Programmatic display builds remarketing pools that strengthen long term campaign efficiency. Primary and secondary feeder markets are activated to expand awareness while maintaining accountability. Targeting is based on real travel data behavior, not just demographics and interests. Uses travel behavior signals (past trip patterns, hotel stays, attractions visited).	☐
	Paid Social Media + Google Search Ads + Programmatic Display & Video	Target active travel searchers and primary feeder markets • 2–3 static or simple video variations • Advanced audience segmentation • Expanded market targeting • Creative rotation and optimization • Different creative for each stage of the funnel		\$25,000	\$50,000	varies	Built to influence travelers across multiple touchpoints to increase destination consideration. This tier includes upper funnel visibility to influence travelers earlier in their planning journey and programmatic display to build remarketing pools that strengthen long term campaign efficiency. This tier leverages video storytelling to increase emotional connection and destination consideration. Primary and secondary feeder markets are activated to expand awareness while maintaining accountability.	☐
	Paid Social Media + Google Search Ads + Programmatic Display & Video + OTT/OTT + Rolling Rideshare + Traditional Media	Multi-Screen Sequencing • Always-On Strategy Option • Sustained presence instead of flight-based only • Advanced audience segmentation • Expanded market coverage • Cross-device frequency management • Different creative for each stage of the funnel		\$40,000	\$80,000	varies	Built to influence travelers across multiple touchpoints to increase destination consideration. This tier includes upper funnel visibility to influence travelers earlier in their planning journey and programmatic display to build remarketing pools that strengthen long term campaign efficiency. This tier leverages video storytelling to increase emotional connection and destination consideration. Primary and secondary feeder markets are activated to expand awareness while maintaining accountability.	☐
	Rolling Rideshare	Advanced Partial Wrap • Swarm ideas to be presented upon market selection • Driver Handouts and Back Window Wraps • 5 Cars • 2 Event Swarms x 2 cars	Estimated market impression counts will vary based on market selected.	\$8,500	\$17,000	8 weeks	Think billboards on wheels! Amplify your destination’s presence with a branded fleet of eye-catching rideshare vehicles strategically deployed in top feeder markets and their major events. Capture attention, drive awareness and boost visitation to your destination by reaching key audiences in high-traffic areas.	☐
		Advanced Partial Wrap • Swarm ideas to be presented upon market selection. • Driver Handouts and Back Window Wraps • 9 Cars • 4 Event Swarms x 3 cars	varied	\$14,000	\$28,000	8 weeks	Think billboards on wheels! Amplify your destination’s presence with a branded fleet of eye-catching rideshare vehicles strategically deployed in top feeder markets and their major events. Capture attention, drive awareness and boost visitation to your destination by reaching key audiences in high-traffic areas.	☐
		Advanced Partial Wrap • Swarm ideas to be presented upon market selection. • Driver Handouts and Back Window Wraps • Social Media Sizzle Reel and device ID pass backs • 10 Cars • 5 Event Swarms x 3 cars		\$22,000	\$44,000	12 weeks	Think billboards on wheels! Amplify your destination’s presence with a branded fleet of eye-catching rideshare vehicles strategically deployed in top feeder markets and their major events. Capture attention, drive awareness and boost visitation to your destination by reaching key audiences in high-traffic areas.	☐

DISNEY STREAMING ENTERTAINMENT

DIGITAL	Streaming TV	Video streaming solution that runs across Disney audiences	714,286	\$12,500	\$25,000	4 weeks - Option for partner to scale however fits their media plan best	DMO partners can associate their brand with an iconic portfolio of premium content, spanning award-winning originals and timeless Disney favorites within the unified Disney Streaming Network.	☐
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CATEGORY	TACTIC	PLACEMENT + TARGETING DETAILS	EST. IMPRESSIONS	PARTNER COST	TOTAL COST	FLIGHT DURATION	VALUE	SELECT
MADDEN								
SEM	Google SEM	Targeting: DMO will choose • Media: Madden will create SEM plan DMOs to supply supporting key images	12,000 clicks	\$6,000	\$12,000	Always On min buy 12 months	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.	☐
	Google Demand Gen	Targeting: DMO will choose up to 5 DMAs	13,333 clicks	\$6,000	\$12,000		Google Demand Gen is Google’s new AI-powered campaign type built to turn consumer discovery into action. It leverages visually immersive placements across YouTube (In-Feed and Shorts), Google Discovery, and Gmail to capture attention with engaging image and video assets. Demand Gen uses your most compelling video and image creative to reach high-value travelers earlier in their journey, when they are actively browsing for inspiration. Think of it as the engine for inspiration—perfectly timed visual storytelling that converts passive scrolling into active planning.	☐
PAID SOCIAL	Meta	Meta Prospecting • Targeting: DMO will choose up to 5 DMAs • Flighting: DMO will select dates • Media: DMO will be responsible for supplying all necessary creative to spec	5,714 clicks	\$2,400	\$4,800	Minimum buy (3) months DMOs can choose to buy additional three month packages.	The advantage of Meta Prospecting lies in its capability to leverage user data from the Meta platform, enabling advertisers to target and reach a highly specific audience based on their interests, behaviors, and demographics. This precise targeting enhances the effectiveness of ad campaigns, increasing the likelihood of engaging the right audience and driving conversions.	☐
		Meta Reels • Targeting: DMO will choose up to 5 DMAs • Flighting: DMO will select dates • Media: DMO will be responsible for supplying all necessary creative to spec	600,000 impressions	\$3,000	\$6,000		The advantage of Meta Reels lies in its ability to capture undivided attention through a mobile-first, full-screen immersive experience that prioritizes entertainment and discovery. By utilizing high-energy video, music, and creative transitions, Reels allow advertisers to showcase their destination in a dynamic format that feels organic to the user’s feed. This highly engaging environment is powered by Meta’s discovery engine, which pushes content to users based on their real-time content consumption habits, significantly expanding reach beyond existing followers. The short-form, vertical nature of Reels is perfectly suited for modern attention spans, making it an essential tool for building emotional connections and driving high-impact brand recall.	☐
SEO	SEO - Tier 1	Ideal for DMOs who want continued monitoring and basic SEO issues addressed. • Includes: SEO Technical Audit, SEO Content Audit, Onboarding Set-up, Quarterly Reporting + Call. • 16 Hours/Quarter	-	\$9,000	\$18,000	Annual	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.	☐
	SEO - Tier 2	Ideal for clients who want to be more strategic with their SEO approach and have dedicated monthly time. Focus on ensuring existing content remains competitive, addressing algorithm updates, and maintaining technical health. • Includes: SEO Technical Audit, SEO Content Audit, Onboarding Set-up, Monthly Reporting + Call. • 8 Hours/Month	-	\$13,200	\$26,400			☐
	SEO - Tier 3	This package covers all items within Tier 2 SEO, but with defined GEO-focused deliverables. Adding structured GEO work, so content is optimized not only for traditional search but also for AI engines and zero-click experiences, protecting against visibility loss in AI-driven search. Includes: SEO Technical Audit, SEO Content Audit, Onboarding Set-Up, Monthly SEO+GEO, AI strategy touchpoints, and content recommendations shaped for AI overviews. 8 Hours/Month	-	\$16,500	\$33,000			☐

SXM								
AUDIO	Digital Audio	Streaming Radio that is audience targeted to reach travel intenders in any 2 markets of choice • 1x 15s or 30s radio commercial production included	833,333	\$12,500	\$25,000	4 weeks - Option for partner to scale however fits their media plan best	With precise targeting, follow your audience wherever they are enjoying their digital audio through this blended approach.	☐

AMAZON								
DIGITAL	Streaming TV	Amazon Streaming TV ads run within Amazon’s streaming video environment, including Amazon Freevee, live sports, and the Fire TV News app • Amazon enables audience targeting based on past purchase behavior, including travel-related transactions.	394,737	\$7,500	\$15,000	4 weeks - Option for partner to scale however fits their media plan best	Tap into the vast and powerful first-party data set of Amazon to reach audiences based on real shopping and purchase behavior, connecting upper-funnel Streaming TV exposure to downstream retail activity	☐

VISTAR								
OOH	DOOH	Mix of digital billboards and urban panels in two key markets	1,000,000	\$10,000	\$20,000	4 weeks - Option for partner to scale however fits their media plan best	DOOH blends the broad impact of traditional outdoor advertising with the targeting capabilities, flexibility, and measurable performance of digital media. It delivers wide reach through large-format, visually prominent placements that can target audiences using key data signals such as location, behavior, and real-time events.	☐

FY27 Exclusive Research Offers

Recognizing that every destination has unique measurement needs to meet differing budgets and strategic priorities, Visit Mississippi is pleased to bring to the industry discounted research options from a range of partners providing unique research and data offerings. Below are the options being made available through Visit Mississippi.

These offerings are available for sign-up throughout Fiscal Year 2027

AirDNA

Access to AirDNA's base product at a discounted cost for short-term rental data and analytics.

30% discounted rate

Monthly DMO Dashboard

DMO buy-in \$5,544/Year

Daily DMO Dashboard

DMO buy-in \$8,316/Year

Property Performance Data

DMO buy-in \$8,316/Year

Arrivalist

Arrivalist Trip and Spend Dispersion Portal

The combined suite of trip and spend details provide destinations with insights on those visiting the destination and how they are spending throughout the community.

There is no minimum number of participating destinations required to activate the program.

DMO buy-in: \$9,5000/Year

Tourism Economics

Visit Mississippi Destinations Economic Impact Co-Op

Economic impact analysis add-on for Mississippi DMOs; Greater context and drilled-down access specific to city or county, beyond Visit Mississippi's economic impact report.

Discounted rate

DMO buy-in:

Cities: \$10,500

Counties: \$6,825

Region: \$10,500

Visit Mississippi DMO Symphony Co-Op

DMO utilization of Symphony, Tourism Economics' data analyst program.

There is a 10% discount with the participation of five or more new Mississippi DMOs.

Zartico

Z5

Z5 is a marketing intelligence platform purpose-built for place marketers

15% discounted rate

DMO buy-in: \$15,000

DMO buy-in: \$25,000

DMO buy-in: \$30,000

DMO buy-in: \$35,000

DMO buy-in: \$40,000

DMO buy-in: \$50,000

For questions or to submit a request for a research offering, email:
Co-op.vms@milespartnership.com