

BRAND USA'S

Integrated Multi-Channel Campaign

AD SPECS

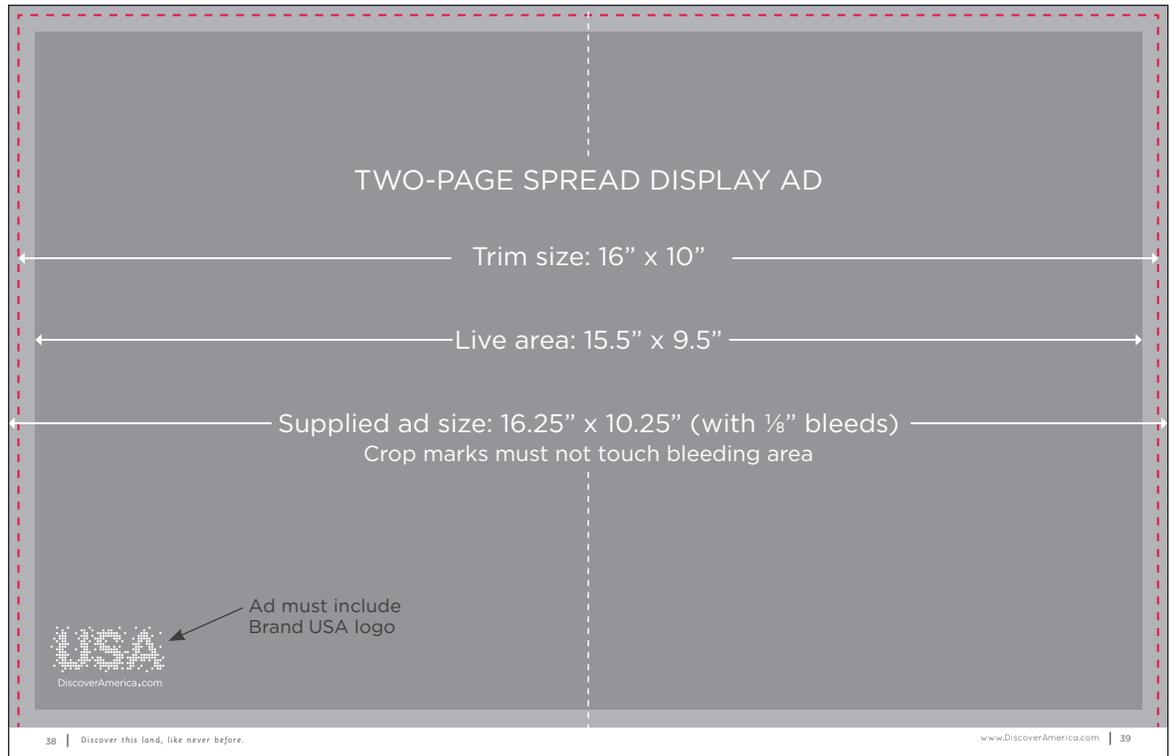


Publication Size: 8" x 10.5"

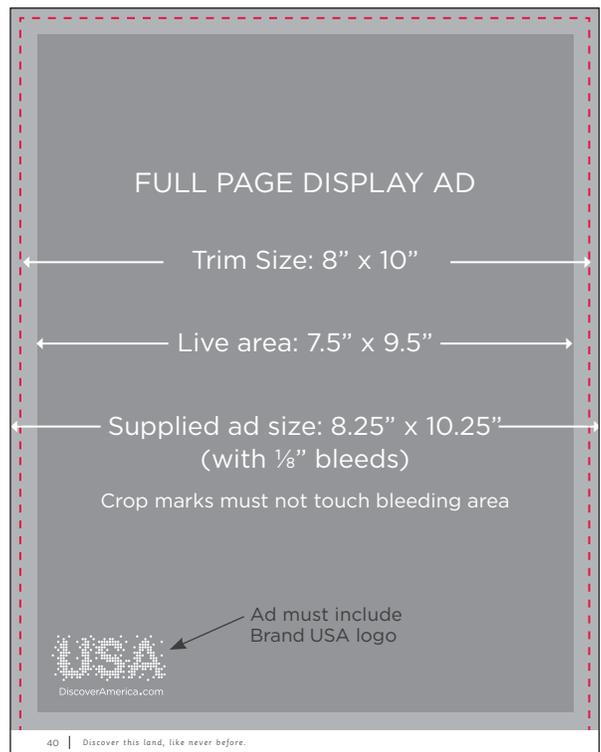
Publication Size: 8" x 10.5"

DISPLAY ADVERTISING SPECS

TWO-PAGE AD SPREAD



FULL-PAGE BLEED AD



AD SPECS & ONLINE SUBMISSION REQUIREMENTS:

- Display ad must contain a Brand USA logo. Miles will provide you with a logo if needed.
- All display ads must be provided print-ready with the appropriate translated content. Miles will assist with translations if desired.
- If Miles is handling translations, please submit source files to Megan Young, MC-Materials-Due@MilesPartnership.com, one week prior to materials due date.
- All Display ads must be submitted online. Emailed display ads will not be accepted.

Please submit all display ad materials to Megan Young at MC-Materials-Due@MilesPartnership.com

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Publication Size: 8" x 10.5"

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DISPLAY ADVERTISING SPECS

FULL-PAGE NON-BLEED AD

FULL PAGE NON-BLEED
DISPLAY AD
7.5" x 9.75"

Ad must include
Brand USA logo



DiscoverAmerica.com

32 | Discover this land, like never before.

HALF-PAGE AD / QUARTER-PAGE AD

HALF PAGE DISPLAY AD
7.5" x 4.785"

Ad must include
Brand USA logo



DiscoverAmerica.com

QUARTER PAGE
DISPLAY AD
3.673" x 4.785"

Ad must include
Brand USA logo



DiscoverAmerica.com

www.DiscoverAmerica.com | 33

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AD SPECS

miles
marketing destinations

USA Discover
America
.com

SPONSORED CONTENT EXAMPLES AND SPECS

FULL-PAGE SPONSORED CONTENT

Publication Size: 8" x 10.5"

OUTDOORS | DISCOVER AMERICA

GO TO
ParadiseRefined.com



Naples, Florida
Florida's Paradise Coast of Naples, Marco Island and the Everglades

Shimmering Gulf of Mexico waters and wide, white-sand beaches stretch for more than 30 miles, offering a peaceful sanctuary. Feeling adventurous? Island-hop the Ten Thousand Islands or explore Everglades National Park for a fascinating look at Florida nature and wildlife.

Indulge your every whim at some of the best resorts in the world, offering five-star service, luxury spa treatments and gourmet dining on the beach.

Tea off in the "Golf Capital of the World." Florida's Paradise Coast ranked No. 1 in the U.S. by the National Golf Foundation. More than 90 courses offer play for every skill level, with courses designed by top golf architects such as Robert von Hagge, Tom Fazio, Jack Nicklaus and Arnold Palmer.

www.DiscoverAmerica.com | 41

FULL-PAGE SPECS

Please provide 3 – 5 talking points about your destination or business and our editors will create the sponsored content for your review.

Please provide a very brief call-to-action (this could be a deals URL, a video link, etc.).

PHOTO SIZE(S):

NOTE: We recommend providing images at 300 dpi at 10" x 8" or larger to allow for proper cropping

Provide 1 Large Image: 8" x 4.9"

For the inset(s), provide either 1 vertical image (at 3.4" x 4.25") or 2 horizontal images (each at 3.4" x 2.15")

HALF-PAGE SPONSORED CONTENT

OUTDOORS | DISCOVER AMERICA



Kansas & Oklahoma

Aditit repudae prestum as ventur? Mi, quossi qui tor arumquid quo berspicto beris sus erchillis moluptam remodig natumet aut quam nepe sepi quibus estium doluptate si dolupta tiissimin renditam doluptatem is quature, ut ipis secabo. Nam iatia estibus, siti dolorendicae re ipsam renterno luptaerspe libus sippa vendanis quatur, sum quidunt, ex earuptaquas alicis solorero con nime. Estiunt doluptate si dolupta tiissimin renditam doluptatem is quature, ut ipis seca

ONLINE
www.travelok.co.uk

www.DiscoverAmerica.com | 39

HALF-PAGE SPECS

Please provide 3 talking points about your destination or business and our editors will create the sponsored content for your review.

Please provide a very brief call-to-action (this could be a deals URL, a video link, etc.).

PHOTO SIZE(S):

NOTE: We recommend providing images at 300 dpi at 10" x 8" or larger to allow for proper cropping

Either provide 1 vertical image at 3.85" x 4.45" or 2 horizontal images, both at 3.85" x 2.25"

Please submit all materials to Megan Young, MC-Materials-Due@MilesPartnership.com

BRAND USA'S

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AD SPECS



DIGITAL ADS

Miles will create a set of 3 co-branded banner ads for each participant. Display ads will be served via a targeted platform through our media partner.

SLIDE 3 will feature the participant exclusively, including logo, photo and call-to-action text.

- ▶ Banner ads will direct to the participant's applicable in-language web page.

160 x 600 px



300 x 250 px



PARTICIPANT TO PROVIDE:

- ▶ Photo options in these sizes:

160px x 280px

144px x 250px

380px x 90px

- ▶ Logos:

color, eps or jpg format
horizontal & vertical
if available

- ▶ Participant's Call-to-Action:
52 characters

728 x 90 px



ONLINE SUBMISSION REQUIREMENTS to:

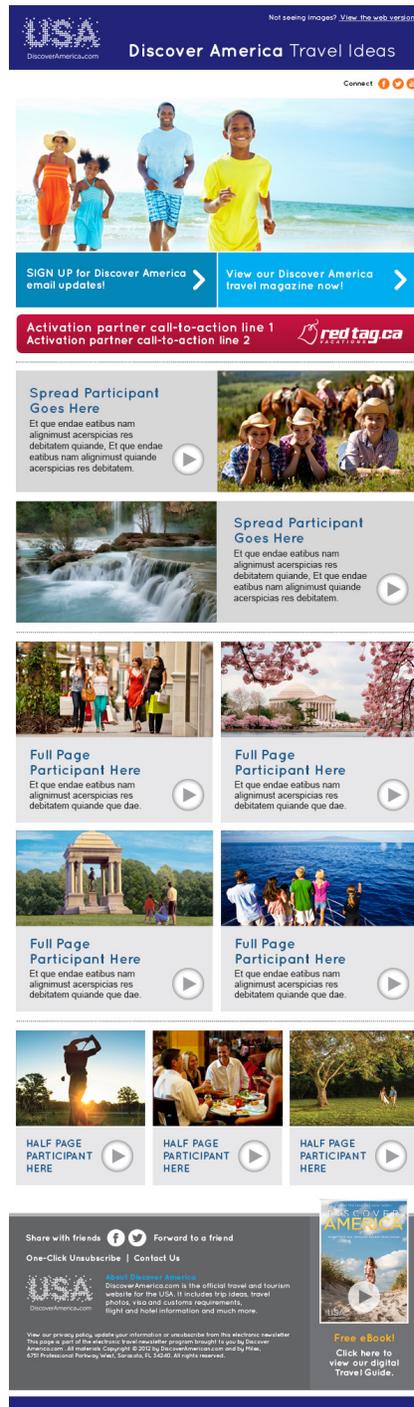
Submitted copy, photo and link to relevant landing page on participant's website, should follow the templates shown above.
Please submit all materials to Megan Young, MC-Materials-Due@MilesPartnership.com

BRAND USA'S Integrated Multi-Channel Campaign

AD SPECS



EMAIL



2-Pg Spread Participants
Photo: 290px x 175px
Headline: 34 characters
Copy: 142 characters

Full Page Participants
Photo: 284px x 138px
Headline: 34 characters
Call-To-Action Text:
88 characters

Half Page Participants
Photo: 186px x 138px
Headline / Call-To-Action
Text:: 30 characters

- ▶ Header image will promote the digital version of the guide.
- ▶ Your promotional space links directly to your site.

ONLINE SUBMISSION REQUIREMENTS TO:

Submitted copy, photo and link to relevant landing page on participant's website, should follow the templates shown above.
Please submit all materials to Megan Young, MC-Materials-Due@MilesPartnership.com

BRAND USA'S Integrated Multi-Channel Campaign ACTIVATION PARTNER

AD SPECS

miles
marketing destinations

USA Discover America.com

DISCOVER AMERICA | COMPRAS

Galleria, Houston, Texas
La Galleria es un destino de compras minoristas del tamaño de Texas en el centro de Houston con 400 finas tiendas y restaurantes, incluyendo Neiman Marcus, Nordstrom, Fendi, Gucci, Louis Vuitton y Juicy Couture. Patine en la pista de hielo, nade en alguna de sus dos piscinas o juegue en la sala de videojuegos.
www.simon.com/mall/the-galleria

Sawgrass Mills, Sunrise, Florida
Seguramente encontrará una ganga en Sawgrass Mills, uno de los centros comerciales más grandes en EE.UU. Sus más de 350 tiendas incluyen Burberry, Prada, Perry Ellis y David Yurman. Cuando sienta que la terapia de compras ha sido suficiente, relájese YOLO o Tarpon Bend Food & Tackle en Fort Lauderdale, tome un taxi acuático en esta "Venecia Americana", o pruebe suerte en las tragamonedas del Seminole Hard Rock Café Hotel and Casino.
www.simon.com/mall/sawgrass-mills

Mall of America*, Bloomington, Minnesota
Para empezar, el centro comercial Mall of America cuenta con más de 520 tiendas minoristas, con ahorros en prendas y zapatos libres de impuestos. Más allá de eso, el centro es sede de Nickelodeon Universe (un parque de diversiones de casi tres hectáreas bajo techo), del Minnesota SEA LIFE Aquarium y de una enorme tienda de LEGO completa con un robot de 34 pies de alto de LEGO. Muy cerca se encuentran un refugio de vida silvestre y las cataratas de Minnehaha Falls.
www.mallofamerica.com

Hotel + Vuelo 3 Noches en Phoenix
DESDE \$5,857/MXN por persona en habitación doble. Visita www.granplan.com/discover-america **GranPlan**

Save up to **40% off** flight & hotel packages to the USA. Visit www.redtag.ca/discover-america **redtag.ca**

Hay mucho más por descubrir.

Partner's Name
Partner's CTA/line2
Pellati te pre adis volum aestiore prest, coreperis nulpia veliquis quis.

Call-To-Action Text: 46 characters
Provide vector logo with original branding colors
Direct link to relevant landing page on partner's website

E-MAIL SIGN UP
Sign Up! And receive more great USA travel ideas via email >

redtag.ca Save up to 40% off flight & hotel packages USA

Call-To-Action Text: 46 characters
Provide vector logo with original branding colors
Direct link to relevant landing page on partner's website

Discover America Travel Ideas

SIGN UP for Discover America email updates! >

View our Discover America travel magazine now! >

Activation partner call-to-action line 1
Activation partner call-to-action line 2 **redtag.ca**

Call-To-Action Box: 580px x 56px with main branding color
Call-To-Action Text: 80 characters
Logo: use a reverse color version
Direct link to relevant landing page on partner's website

Call-To-Action Box: 7" x 0.36" with main branding color
Call-To-Action Text: 76 characters plus URL
Logo: use a reverse color version
Provide a reverse color vector logo to use in the back cover

► Your promotional space in digital material links directly to your site.

ONLINE SUBMISSION REQUIREMENTS TO:

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