



Program
Overview
& Material
Specs



Multi-Channel PROGRAM 2015-16



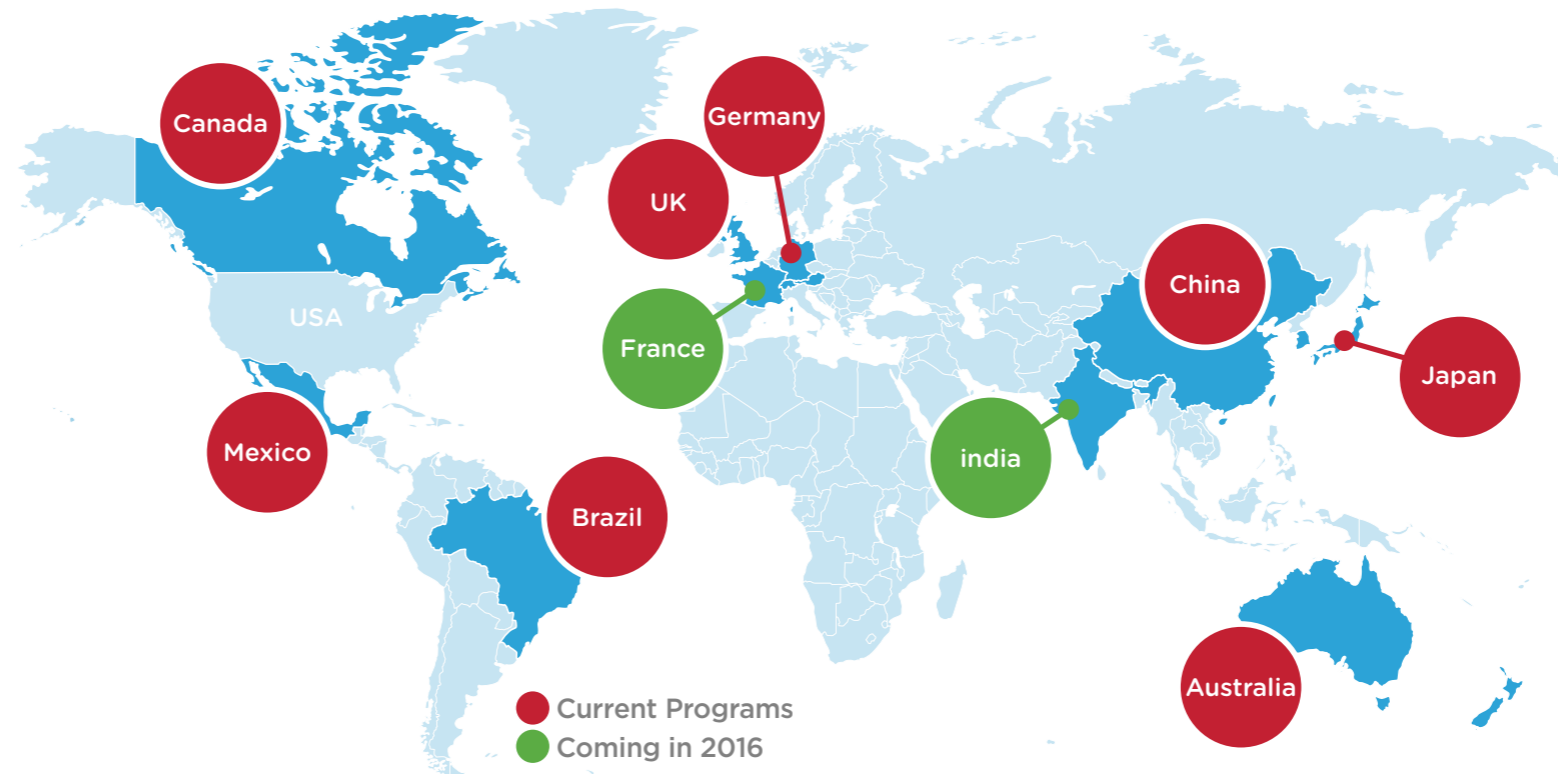
Discover
America
.com

miles
marketing destinations

Program Overview

Brand USA's **In-Country Multi-Channel Campaigns** are designed to inspire, engage and connect international visitors with U.S. destinations and travel-related businesses. As the official marketing partner of Brand USA, Miles works with the organization's Partnership Marketing Team to develop innovative, integrated Brand USA-owned-and-operated co-ops with tangible value for partners. Core Multi-Channel Program components include partner participation

within a Discover America Magazine (print and digital versions), co-branded Brand USA digital banner ads, Activation Partner inclusion and Traffic Generation Partner inclusion. Many Multi-Channel Programs include additional promotions. Those will be communicated separately to partners via email, per program. This market-driven, Multi-Channel Program is customized to reach potential visitors and travel influencers in each of the following countries:



Materials Needed

Please supply the following materials which will be used to create your content and audience messaging. Many Multi-Channel Programs include additional promotions. Those will be communicated separately to partners via email, per program.

1 Print-Ready Display Ad. As a partner within the program, you have the option to supply a print-ready display ad incorporating appropriate language translations or you may choose to promote your destination/travel related business with an advertorial.

If choosing advertorial, refer to the **Advertorials tab** (page 7).

If submitting a print-ready display ad, refer to the **Display Ad Requirements** and **Display Ad Specs by Program tabs** (pages 5-6).

2 8-12 hi-res images, please note:

- Provide a variety of image types - wide shots as well as up-close images, some horizontal, some vertical. Images supplied should be numbered in the order of preference for use within the program (#1 being the most preferred image). We will accommodate your priority requests as much as possible.

- At least one image should be an uncomplicated, sweeping landscape or wide-angle shot for use in your Digital Banner Ads (detailed images do not work well in Banner Ads).

- Ideally, people should be included in the images but they should not be the main focus or directly engage with viewers. See page 4 to reference preferred photo styles for Brand USA products.

3 5-6 talking points about travel experiences related to your destination or travel-related business. Please number the talking points in order of priority for use in the program.

4 50-word copy blurb about your destination or travel-related business (for use in Activation Partner promotions)

5 CTA (52-character call-to-action for use in Digital Banner Ads)

6 URL (if applicable, provide an audience-specific URL, such as a custom URL for Japan, Canada, etc.)

7 Logo (color; in eps format; both vertical and horizontal if available; if applicable, provide an audience-specific logo, such as a custom logo for Japan, Canada, etc.)

Your materials will be used in these products and promotions:

- Discover America Magazine (digital publication plus print insert for distribution within in-market publications): see page 5-7 for more information
- Digital Ads (co-branded: your destination/business + Discover America): see page 8 for details
- Activation Partner promotions: see page 9 for details
- Traffic Generation efforts: see page 10 for details



Discover America Photo Style

Appropriate for Multi-Channel Program



- » Visually stunning, powerful landscapes with people in them to add perspective
- » Images that provide a sense of place and differentiate USA travel experiences from others
- » Active, happy people enjoying travel
- » Close-up shots that emphasize experiences and the senses
- » Photos with unique perspectives
- » Motion or activity in the images

Not appropriate for Multi-Channel Program



- » People as a main focus
- » People looking directly at the camera
- » Non-dynamic composition
- » No main focus, lack of elements of interest
- » Overly staged shots
- » Images with post-production unrealistic filters

Display Ad Specs

If you've chosen to run a Display Ad in the Discover America Magazine, we'll need you to provide a print-ready PDFx-1a file to these specifications:

Submission Requirements

- Display ads must include a Discover America logo. If a Discover America market-specific logo is available – for example, for Mexico or Brazil – the specific logo must be used in your Display Ad.
- Display ads must be provided print-ready, with translated content already placed. If you need assistance with translations, please contact Tryla Falbo (see below).

Technical Requirements

- PDFx-1a - Color mode: CMYK
- Allow a 1/4" margin for type-safe zone
- Allow 1/8" bleed on all sizes for full page and spread display ads
- Images and graphic elements (if not vectors) must be 240 DPI or higher
- Crop marks, bleed marks and color bars, if included, must be offset 1/4" to ensure they are outside of the bleed area
- Minimum font size is 6 pt.
- Total ink density should be under 300%

Special note: In the **China Multi-Channel Program**, only travel related business partners may purchase Display Ads. Destination partners must choose the Advertorial option.

SAFE ZONE AREA

1/4" from trim line. Type and important elements go inside this area. *Required for ALL display ads*

TRIM LINE

Ad will be trimmed within this border

BLEED AREA

1/8" around extended area to allow safe trim
* *Required for spreads and full-page display ads*



Discover America market-specific logo

Display Ad Specs

BY PROGRAM

CAMPAIGN	SPREAD *	FULL PAGE *	HALF PAGE *	QUARTER PAGE *	LOGO VERSION
Australia	15.75"w x 9.5"h <i>16" x 9.75" with bleed</i>	7.875"w x 9.5"h <i>8.125" x 9.75" with bleed</i>	7.125"w x 4.45"h	3.465"w x 4.45"h	.com
Brazil	16"w x 10"h <i>16.25" x 10.25" with bleed</i>	8"w x 10"h <i>8.25" x 10.25" with bleed</i>	7.5"w x 4.785"h	3.675"w x 4.785"h	.com.br
Canada East <i>Provide display ad in 2 sizes</i>	16"w x 10"h <i>16.25" x 10.25" with bleed</i>	8"w x 10"h <i>8.25" x 10.25" with bleed</i>	7.5"w x 4.785"h	3.675"w x 4.785"h	.ca
	17.375"w x 10.35"h <i>17.625" x 10.6" with bleed</i>	8.6875"w x 10.35"h <i>8.9375" x 10.6" with bleed</i>	8"w x 4.9375"h	3.9375"w x 4.9375"h	
Canada West <i>Provide display ad in 2 sizes</i>	16"w x 10"h <i>16.25" x 10.25" with bleed</i>	8"w x 10"h <i>8.25" x 10.25" with bleed</i>	7.5"w x 4.785"h	3.675"w x 4.785"h	.ca
	15.775"w x 10.125"h <i>16.025" x 10.375" with bleed</i>	7.875"w x 10.125"h <i>8.125" x 10.375" with bleed</i>	7.15"w x 4.75"h	3.5"w x 4.75"h	
China	15.591"w x 10.472"h <i>15.827" x 10.709" with bleed</i>	7.795"w x 10.472"h <i>8.031" x 10.709" with bleed</i>	* 7.795"w x 5.236"h <i>8.031" x 5.354" with bleed</i>	Not available for this program	GoUSA.cn
Germany	15.75"w x 9.5"h <i>16" x 9.75" with bleed</i>	7.875"w x 9.5"h <i>8.125" x 9.75" with bleed</i>	7.125"w x 4.45"h	3.465"w x 4.45"h	.com
Japan	13.75"w x 8.5"h <i>14" x 8.75" with bleed</i>	6.875"w x 8.5"h <i>7.125" x 8.75" with bleed</i>	6.37"w X 4"h	3.12"w x 4"h	.jp
Mexico	15.75"w x 9.5"h <i>16" x 9.75" with bleed</i>	7.875"w x 9.5"h <i>8.125" x 9.75" with bleed</i>	7.125"w x 4.45"h	3.465"w x 4.45"h	.mx
United Kingdom	16"w x 10"h <i>16.25" x 10.25" with bleed</i>	8"w x 10"h <i>8.25" x 10.25" with bleed</i>	7.5"w x 4.785"h	3.675"w x 4.785"h	.com

TIP:
Remember to allow a 1/4" type-safe zone margin from trim

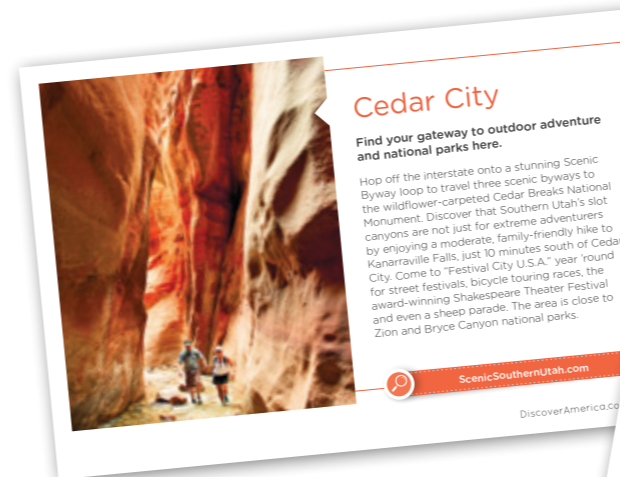
* Add 1/8" bleed around for trimming * No bleed required

Advertorials

If you choose to promote your destination or travel-related business with an Advertorial in the Discover America Magazine, we're here to help. Once you provide your key talking points and images (see the list of materials needed on page 3), we'll take it from there. Our editorial and design team will create an Advertorial from your supplied materials. You'll be able to provide feedback or changes as part of the proofing process.

Please note that our approach to your sponsored content is truly that – content crafted to appeal to key international audiences. For that reason, the Advertorials in the Multi-Channel Program don't utilize official branded slogans or taglines, and they are crafted to match Brand USA's visual and voice guidelines.

Special note: Our team can create Custom Advertorial Sections to promote multiple co-op participants within a state or regional destination. Logos can be included only in full page or 2 page spread partner purchased Advertorial pages. Please contact your Miles sales representative or Tryla Falbo for details.



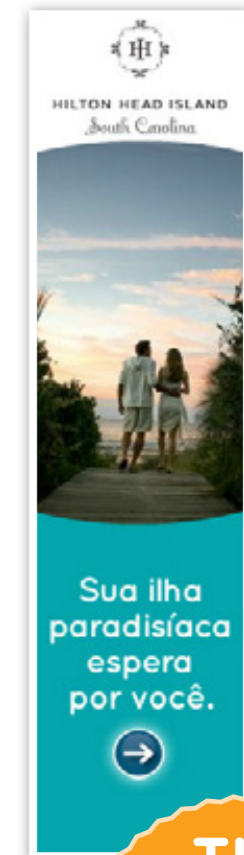
Digital Banner Ads

Brand USA's Multi-Channel Program drives traffic to your content through Digital Banner Ads.

The ads are co-branded with Discover America and animate in three slides (see below). Slide 3 of the animation features your destination or travel-related business exclusively, including logo, photo and call-to-action copy.



The Digital Banner Ads are served via a targeted platform through a media partner. When potential visitors click on your ads, they will be linked directly to relevant in-language content. This could be a web page on your own in-language site (for example: an in-language travel article on your destination's German website), or an in-language page on a relevant Discover America website, if preferred.



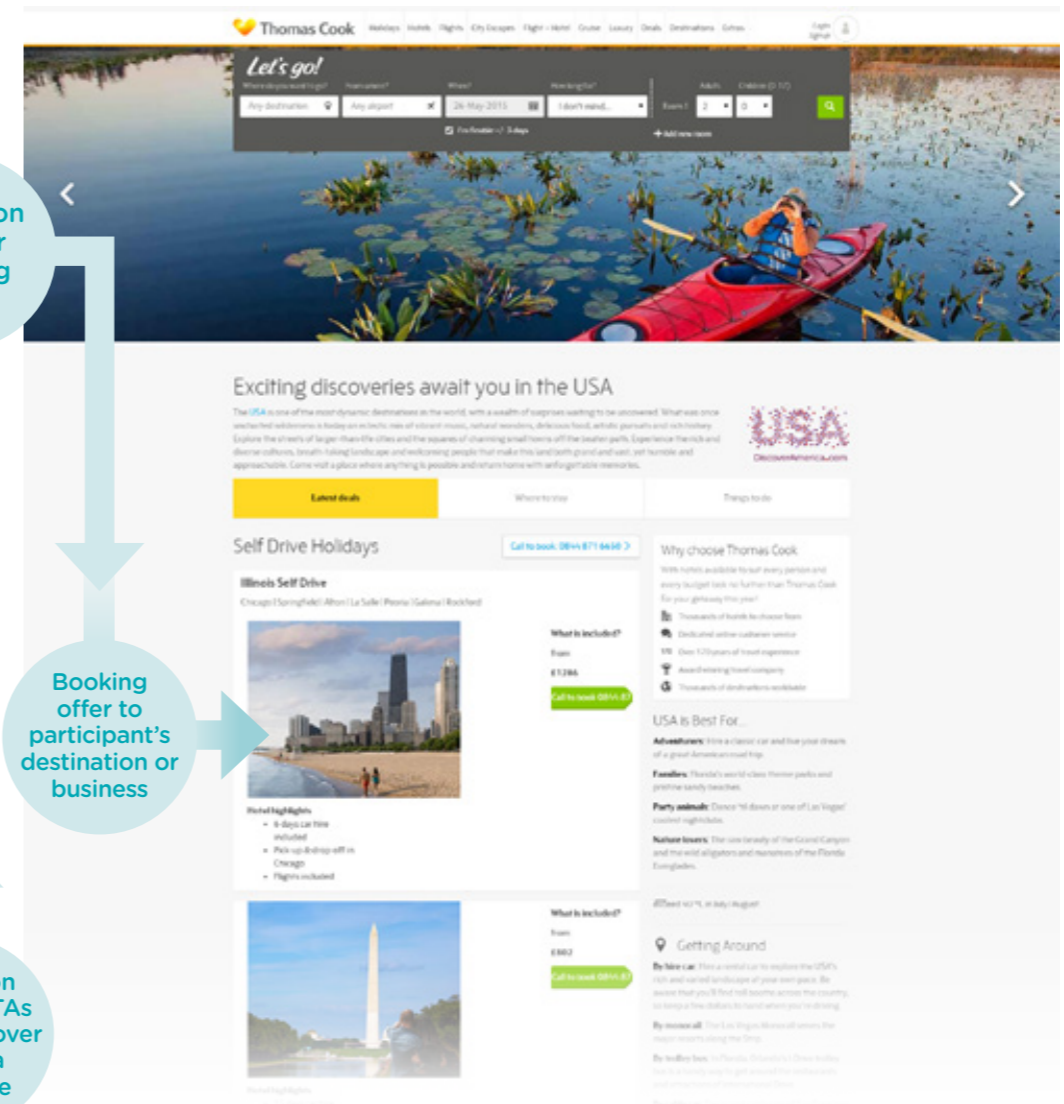
TIP:
provide
landscape or wide-angle
shots in lieu of detailed
images for banner ads.

Activation Partners

Brand USA has developed partnerships with valued Activation Partners in its key international markets. These Activation Partners make it easy for potential visitors to book travel to the USA - and to your destination or business.

HOW? The print and digital versions of the Discover America Magazine feature calls-to-action with travel offers. These calls-to-action drive potential visitors to a custom landing page with travel offers. When available, the Activation Partners will include a booking incentive for your destination or business - all turn-key - handled and driven directly by the Activation Partner.

Some Activation Partners have even more value-added promotion through additional marketing channels (details can be provided per program, ask your Miles sales representative).



Activation Partner Landing Page

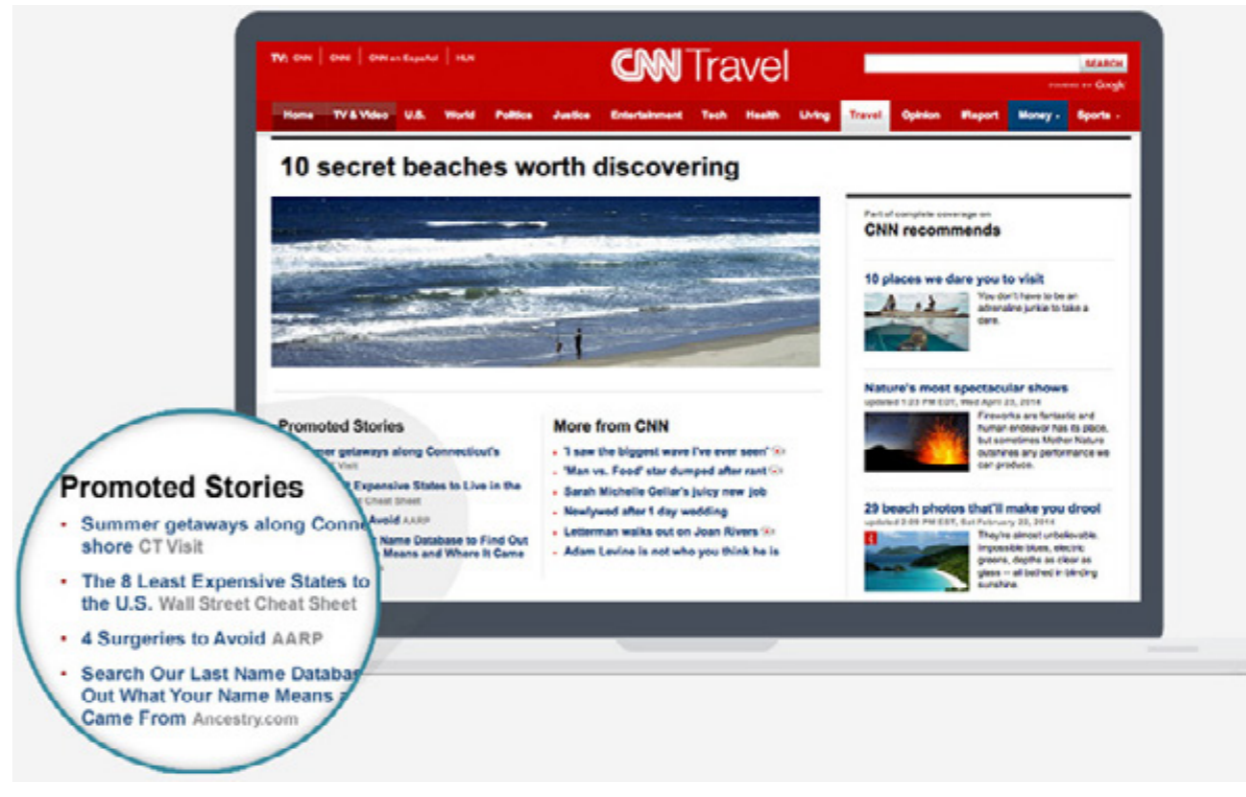
Booking offer to participant's destination or business

Activation Partner CTAs in the Discover America Magazine

 **Thomas Cook** [Let's go! to Thomascook.com/usa-vacations](https://www.thomascook.com/usa-vacations)

Traffic Generation

Miles and Brand USA partner with Outbrain, a leading content discovery platform, to provide a traffic generation strategy for partners in the Multi-Channel Program. Outbrain drives consumers directly to partner content, either on partners' own in-language websites or a relevant in-language Discover America web page. Outbrain's promotions allow partners to place their content on thousands of premium publishing sites across the web for 5-7 weeks, delivering valuable and qualified clicks to your content.



Reporting

Partner Reporting Completion: 4 - 6 weeks after campaign end date

- Reporting includes overall market profile, metrics for each campaign component, and overall partner reach obtained in the campaign
- Reporting comes directly from your Miles Sales Representative
- All reporting will be uploaded onto the Miles reporting site (coming soon)

Activation Partner Reporting

Reporting comes 3 to 6 months after the campaign ends to capture all influenced bookings from the campaign

Market Profile Reporting Example



USA • **UK International Traveler Profile**

Top Reasons to Target the UK Market for Your Destination

- Tourists from the UK rank #3 in international visitor spending in the USA with \$13.7 billion spent in 2013
- 29% of the UK international traveler demographic decide and book destination plans 6-12 months before departure with July and August being the peak months for UK international holiday travel
- 36% of the UK international traveler demographic plan on spending \$2,500 - \$4,999 on travel expenses
- Local Lifestyle, Cultural/Historical Attractions, & Beaches/Seaside Attractions are the top three motivators for the UK international traveler demographic

Source: Brand USA Custom Study; NTTO 2013 Overseas Visitor Profile



Campaign Component Metrics Reporting Example



USA • **UK Winter 2015 Multi-Channel Campaign Print Component**

UK Print Publications for Insert Distribution	Circulation
The Saturday Telegraph Weekly Magazine - Insert Date: Jan 17, 2015	250,000
The Sunday Times - Insert Date: Jan 16, 2015	275,000
National Geographic Traveller Magazine - Insert Date: March 2015 Issue	60,000
The Guardian - Insert Date: Feb. 14, 2015	175,000
Total Print Circulation	760,000

*Distribution was targeted to affluent UK demographics with the highest propensity for international travel for each publication readership



Additional Publication Information:

The Daily Telegraph <http://www.telegraph.co.uk/lifestyle/saturday-magazine/>

THE SUNDAY TIMES <http://www.thesundaytimes.co.uk/sto/>

TRAVELLER <http://travel.nationalgeographic.com/travel/traveler-magazine/>

the guardian <http://www.theguardian.com/us>

E-Book Link:
<http://mydigitalpublication.com/publication/?i=239944>