

2018 ONLINE MARKETING

ENHANCE YOUR WEBSITE LISTING

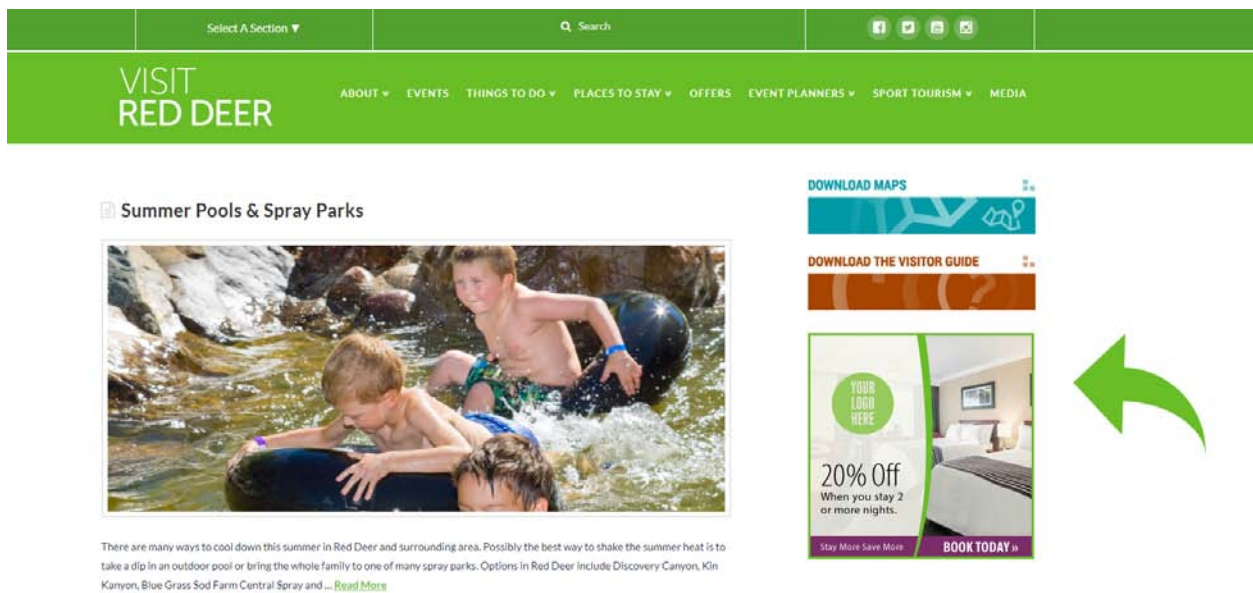
Customize and enhance your listing on www.visitreddeer.com by adding your video or imagery and by updating your descriptions. All updates can be completed online or by contacting Vicky@tourismreddeer.com.

TOURISM RED DEER WEBSITE

Tourism Red Deer's flagship website continues to grow its audience every year. Showcase your brand in a featured listing at the top of one of the most popular pages:

Feature Listings

	Cost
Spotlight partner on Home Page (Box Ad limit one per month)	\$100
Spotlight non partner	\$200
Sidebar Listing partner (limit 4 per month)	\$50
Sidebar Listing non partner	\$100



The screenshot shows the Visit Red Deer website interface. At the top is a green navigation bar with the logo and menu items: ABOUT, EVENTS, THINGS TO DO, PLACES TO STAY, OFFERS, EVENT PLANNERS, SPORT TOURISM, and MEDIA. Below the navigation bar is a featured listing for "Summer Pools & Spray Parks" featuring a photo of children tubing down a river. To the right of the main content is a sidebar with three promotional banners: "DOWNLOAD MAPS", "DOWNLOAD THE VISITOR GUIDE", and a "20% Off" offer for stays of 2 or more nights. A large green arrow points from the sidebar towards the featured listing.

#VISITREDDEER EXPERIENCE CAMPAIGN

Be part of the story by participating in our quarterly and monthly social media themes and features. Tourism Red Deer will promote this campaign through social media, digital marketing and print.

One location per month will have the opportunity for a media event including a tour, a behind the scenes, Tweet-up or live Facebook feed of an interview with the operator.

2018 Content Schedule

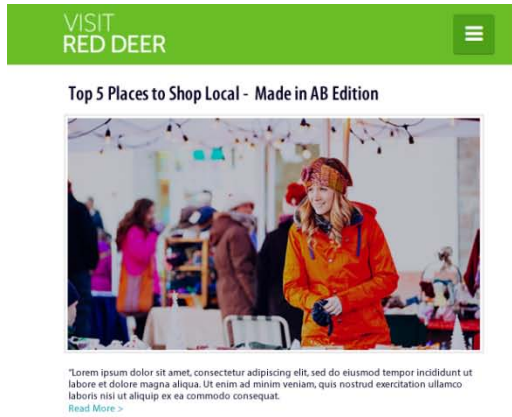
	First Quarter	Second Quarter	Third Quarter	Fourth Quarter	First Quarter
Quarterly	Keeping Warm	Get Outdoors	Arts & Entertainment	Shop Local	Be Our Guest
Monthly					
January February March	Soup / Comfort Romance Nutrition / Fitness				Winter CWG Winter
April May June		Spring Golf Great Outdoors			
July August September			Festivals Family Arts / Entertainment		
October November December				Small Business Rodeo Made in AB	

This program includes:

- Feature in leisure or media e-newsletter
- Social media posting
- \$250 paid online promotion of product, event or special offer
- Campaign statistics and analysis

VisitRedDeer Campaign

	Cost
Partner participation	\$200
Non partner participation	\$250
On Location feature (limited to 1 per month)	\$250



BE OUR GUEST (QUARTERLY CAMPAIGN)

There's a lot going on in Red Deer this year and that makes it a great time to invite friends and family to come for a visit. Residents are encouraged to invite their friends and family to come and share the activities they love to do by sending out a digital invitation postcard. Every invitation sent provides a chance to win a travel prize package. Residents and guests are also prompted to sign up for our e-newsletter featuring event information, hotel specials and attraction updates. Partners can create special family packages and offers that will be promoted on our website featured under the Be Our Guest landing pages.

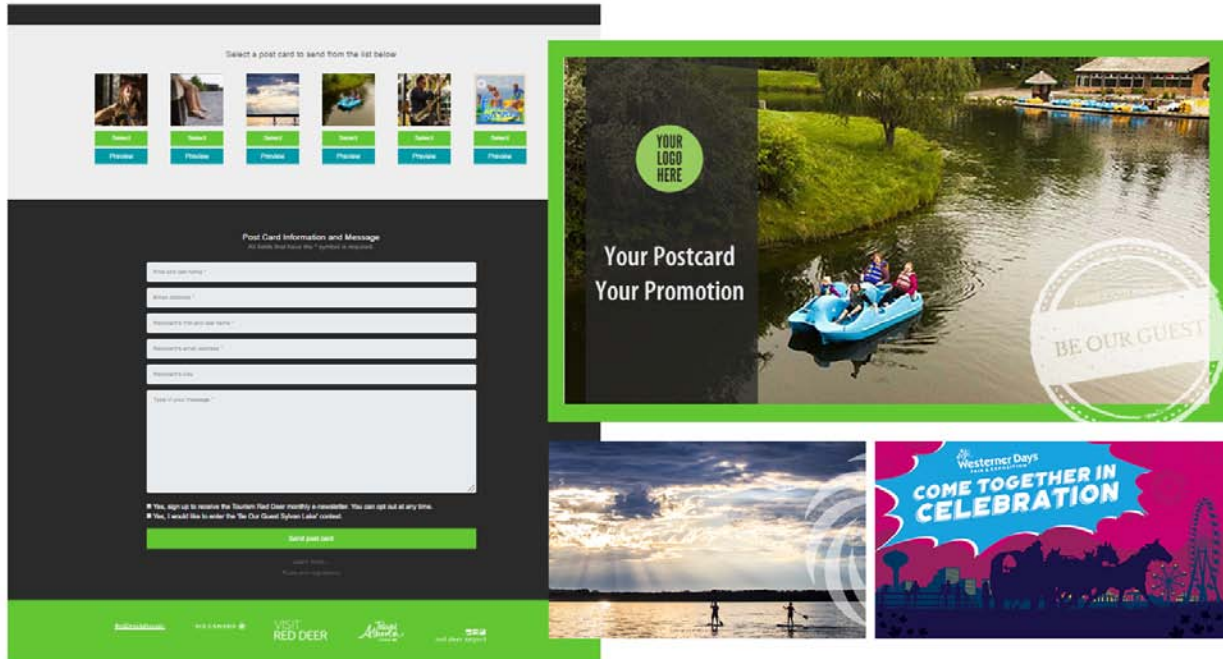
BE OUR GUEST BOOSTED POSTS

Increase the reach of your special offer or package through Visit Red Deer digital channels. This package includes:

- Media purchase, campaign management, creative and campaign statistics and reporting.
- Feature in leisure or media e-newsletter
- Featured on website (up to 3 months)
- Social media posting
- \$500 paid online promotion

Be Our Guest Opportunities

	Cost
Partner participation	\$450
Non partner participation	\$500
Be Our Guest Social Media Contest	\$500
Customized digital postcard featuring your business	\$1,000
Customized Promotional Package (includes 2 customized postcards, contest and \$500 online promotion)	\$1,500



Note:

BE OUR GUEST SOCIAL MEDIA CONTEST

Social media contests are a great way to increase engagement and social activity around a brand. Our marketing team will design a contest to be run on the Visit Red Deer social media channels. Our team will help manage and advertise the contest. Contest will have a low barrier to entry to increase reach and participation. Prizes must be a “no purchase necessary” give-away.

DESTINATION RED DEER CAMPAIGN

Allow our experienced travel writers to produce an article about your business or experience and promote it to interested target audiences.

Have an event, milestone, interesting facts or experiences you want to feature? We will work with you to produce the article that will be compelling to target consumer audiences and help you get the word out about your experience. Articles can be themes by story, Q&A or another fun and interesting format.

Perks:

- Feature article development and use on the VisitRedDeer.com website
- 2-4 micro-content items
- Social media placement
- Homepage feature (1 month)
- You are welcome to use this content on your own website
- Each article receives an advertising campaign around its promotion. 3 promotional levels are available, the higher the level the more media is purchased to advertise your article.
- Campaign statistics and analysis

Content Opportunities

Partner Promotion

Non Partner

Promotion Level 2

Promotion Level 3

Cost

\$600 (includes \$400 in paid online promotion)

\$700 (includes \$400 in paid online promotion)

Add \$200 (includes \$800 in paid online promotion)

Add \$400 (includes \$1,000 in paid online promotion)

The image shows two examples of content for Visit Red Deer. On the left is a website snippet with a green header 'VISIT RED DEER' and a menu icon. Below it is a featured article titled '4 Reason to Attend XYZ Event This Spring' with a photo of a salmon dish and a placeholder text block. On the right is a social media post from 'Visit Red Deer' with the text 'See 4 Reason why you need to be at xyz this spring'. The post features three carousel cards: 'Historic Downtown Arts, Culture & Heritage', 'Outdoor Recreation', and 'Food Experiences'. Below the carousel are three call-to-action buttons: 'Add Your Destination Red Deer Experiences', 'Add Your Destination Red Deer Promotions', and 'Promoted posts and social ads for your campaign content'. The social post also shows engagement icons for Like, Comment, and Share.

E-NEWSLETTER TAKEOVER

Deploy an e-newsletter through the Visit Red Deer e-newsletter list and it is all about you. Separate from our regular monthly deployments, have an e-newsletter that showcases your article, offers, events and more. Limited availability (*Only available as an add-on to the Destination Red Deer Campaign*)

The image shows an e-newsletter takeover for Visit Red Deer. It features a green header with 'VISIT RED DEER' and a sub-header 'Your Ultimate Holiday Guide to RED DEER'. Below the header is a large image of a snowy landscape. The main content area has the text 'Your Ultimate Guide to ...' followed by a sub-header 'Add your articles, your promotions, your events and your offers!'. Below this is a paragraph of placeholder text: 'Red Deer is ramping up for the holidays! To help you get your spirits merry and bright, we've put together the ultimate guide to the holidays in Red Deer.' At the bottom right is a green button that says 'Your call to action >'. The top right corner of the newsletter has the text 'Date and Time' and 'Send this email in your browser'.

Take Over Opportunity

Partner Take Over

Cost

\$500

TOURISM RED DEER TRAVEL MEDIA E-NEWSLETTER

Tourism Red Deer produces a quarterly e-newsletter aimed at more than 100 of Alberta and Western Canada's top travel writers. Generate attention or story pitch located in the body of the e-newsletter. Writers are invited to "Bring This Story Alive" and most e-newsletters result in media requesting to experience and write about your facility first hand. Tourism Red Deer can help you with content to ensure your story or pitch gets noticed.

The image shows a 'Promo Spot' in an e-newsletter. It features a photo of a hockey player in a white jersey with red and black accents. To the right of the photo is a text box with the date 'May 9th to 13th' and the location 'Location'. Below this is a paragraph of placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.' The word 'Promo Spot' is written in green above the image.

Quarter 1 – Keeping Warm

Quarter 2 – Get Outdoors

Quarter 3 – Arts & Entertainment

Quarter 4 – Shop Locally

Quarter 1 – Be Our Guest

Travel Media E-Newsletter

	Cost
Story feature partner (limit of 3 per issue)	\$100
Story feature non partner	\$150
Media Writers Tour	\$400

TOURISM RED DEER LEISURE E-NEWSLETTER

Interested consumers register and receive the leisure e-newsletter six times a year. Purchase a partner spotlight or footer ad to communicate your sales message.

Monthly opportunities

	Cost
Partner spotlight (limit 4 per issue)	\$100
Non partner spotlight	\$150
Footer banner ad (limit of one per issue)	\$50