



Looking for your next great marketing plan?

We've got you covered with exclusive co-op marketing opportunities for AADMO members

We remain committed to our partnership with members of the Alabama Association of Direct Marketing Organizations. To make marketing easier for you, we've expanded our package offerings and look forward to honoring existing commitment, and welcoming new partners.

In 2018, 8 DMOs in Alabama took advantage of our exclusive co-op pricing for travel videos and three utilized content pieces from This is Alabama. This averaged each participating DMO with over 140,000 in user reach. Example Articles include:

- [Auburn weekend getaway](#)
- [AMLA music road trip](#)
- [Jackson County distinctive food trail](#)

We have increased our offerings from last year, now providing event more varied levels of investment and a multi-tactical approach. Highlights to this year's co-op program include:

1. Co-branded and tagged social posts on the Visit AL Facebook page.
2. This Is Alabama sponsored videos
3. *Birmingham* magazine exclusive pricing
4. Blogs
5. Sponsored Content

AVAILABLE PACKAGES

OPTION 1 - Partner with [Visit AL](#) to highlight your Individual DMO

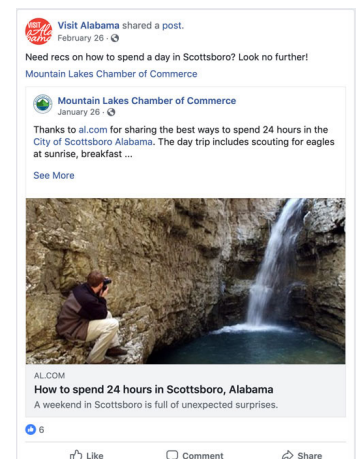
Three-month commitment

Visit Alabama - Package A

- 15 custom posts/content of your choice
- Includes boosting
- \$1,200 monthly investment

Visit Alabama - Package B

- 20 custom posts/content of your choice
- Includes boosting
- \$1,600 monthly investment



OPTION 2 - Partner with [This is Alabama](#) to highlight your Individual DMO - Video

Flat investment: \$8,000

- Feature article (includes boosting) - \$2,000 investment

OPTION 3 - Partner with [This is Alabama](#) to highlight your Individual DMO - Article

Flat investment: \$2,000

- Feature article (includes boosting) - \$2,000 investment

OPTION 4 - The Storyteller Campaign

Three-month commitment: \$3,600 / month

- Includes one sponsored article (40k headline impressions)
 - Visit AL post
 - \$1,200 for article
- Paid Social program (from DMO page)
 - 200k total impressions
 - \$7 CPM
 - \$1,400
- Target any DMA

Example

OPTION 5 - The Social Influencer Campaign

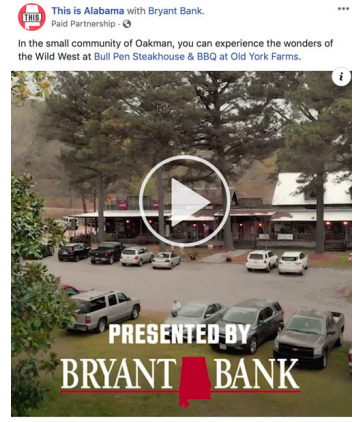
Three-month commitment: \$4,600 / month

- One blog written for DMO site
 - Visit AL post
 - \$400 for blog
- Paid social program (hosted from DMO's page)
 - \$2,000
- 300k total impressions
 - \$7 CPM
 - \$2,100
- Target any DMA

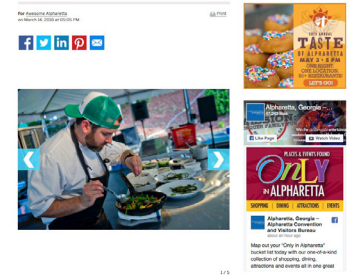
OPTION 6 - 3x9 Birmingham magazine Package

Minimum 3x buy at the 9x rate

- Full Page at \$1,490 / per month
- Half Page at \$1,035 / per month



SPONSOR CONTENT
Charming Deep South downtown transforms to culinary epicenter with Taste of Alpharetta



Spring in the South is something magical to behold. Asacres are bursting in blue and yellow, the days stretch longer in a wash of warm sunshine, and you can almost always smell a hint of sizzling savory cooking on the breeze. The color in spring with the Southern hospitality of oranges, lemons, limes, and leeks. It's a full evening of the area's best eats and entertainment for the whole family will love.

On May 3, 2018, you'll find everything from perfect pils to soul-warming barbecue at Alpharetta's culinary destination. Beginning at 5pm, the area transforms from a quiet shopping and dining district to the culinary community's epicenter with a host of main kitchens in 10x10 tents representing over 40 of the best restaurants around. With an eclectic mix of dishes ranging from being bring.

