

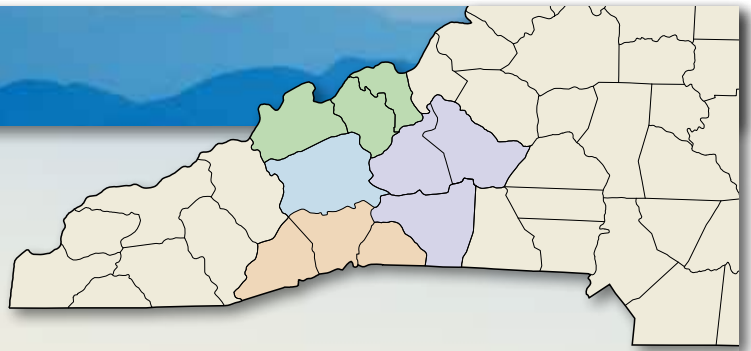


Cooperative Advertising Program

North Carolina's
BLUE RIDGE MOUNTAINS

**BLUE RIDGE
MOUNTAIN** HOST

ncblueridge.com



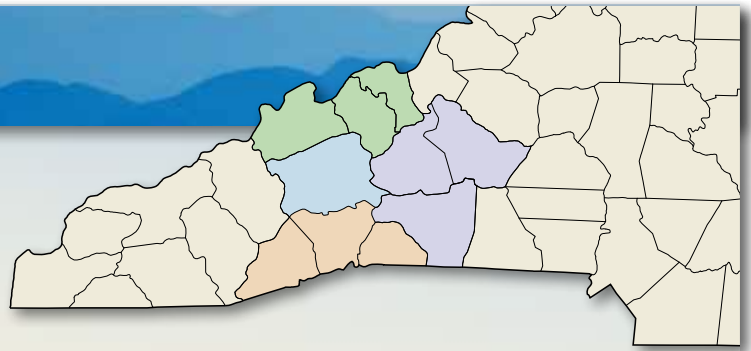
2012 Cooperative Advertising Program

Each year, Blue Ridge Mountain Host provides opportunities for members to affordably promote their businesses online and in print through national and regional publications targeting primary feeder markets. Our objective is to promote the region as a travel destination and strengthen the economic wellbeing of the 10-county area.

The following are key statistics from the North Carolina Regional Travel Summary issued by the North Carolina Division of Tourism, Film & Sports Development in July 2011. These stats paint a clear picture of who visits our region.

- 7.1 million people visited (overnight) the Mountain Region of NC in 2010 (23 western-most counties)
- We remain a predominately drive-to market, with 81.5% of visitors traveling here by car
- Almost nine out of 10 (89.4%) domestic overnight visitors came to the Mountain Region for leisure purposes
- Average stay of 3.3 nights
- Average travel party size for overnight visitors was 2.2 people
- 30% of travelers brought children with them





Marketing Approach

By promoting the region and our members cooperatively, we strengthen our brand and enable potential visitors to begin planning their trip immediately. This year's annual co-op advertising program focuses on brand awareness and impact. Media outlets have been selected based on their target audience, editorial content, cost and timing. To send a strong and vivacious message, the co-op program will be anchored by a creative campaign that invites travelers to experience the area. These branding ads, both online and in print, will list participating members and their websites as well as drive visitors to various web landing pages that link directly to the members involved in the co-op. Once on these landing pages, visitors will have the ability to visit individual members' websites and also download, or receive by mail, a *Visitor Guide* if they share their contact information. The leads generated from each landing page will be distributed to those who participated in that specific co-op program.

Media Outlet Overview

Through this new program, advertisers may choose from a variety of publications, as well as online and social media opportunities. With more than 20 opportunities among 11 media outlets and packages ranging from \$3,500 to \$12,000 – and smaller à la carte options – we're confident that businesses of any size will be able to participate.

Key Origin Market States

- North Carolina 30.2%
- South Carolina 12.1%
- Florida 9.1%
- Georgia 7.3%
- Tennessee 6.5%
- Virginia 6%

Top 10 Activities

- Rural sightseeing 30.2%
- Shopping 27.8%
- Visiting relatives 24%
- State/national parks 19.1%
- Fine dining 19%
- Old homes 14.7%
- Historic sites/churches 13.1%
- Casino/gaming 12.2%
- Hiking/backpacking 12%
- Urban sightseeing 10.4%

Demographics

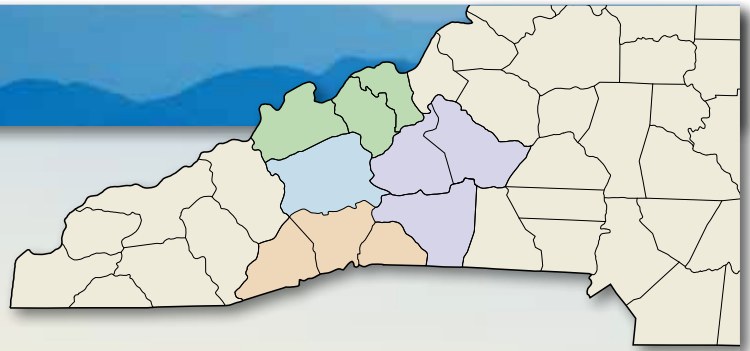
- 58% female
- 42% male
- 66.4% married
- 62.5% have household head with a college degree or higher
- 44% have household income of 75K+, 11% have household income over 125K
- Average age 49 years old, with 59.5% being 45 or older

Top Advertising Markets

(sending overnight visitors to region)

- Raleigh-Durham
- Charlotte
- Greensboro/Highpoint/Winston-Salem
- Greenville/Spartanburg/Anderson
- Atlanta
- Tampa/St. Petersburg (Sarasota)
- Columbia, SC
- Knoxville
- Tri-Cities, TN-VA
- New York

Southern Living



Issues: May, July and September (3X)

Ad Type: Print

Circulation: 1.9 million total in regions selected

Region: Mid-Atlantic/NC and South Atlantic, including FL, GA, SC; South Central, including AL, TN, MS; Midwest, including OH

Section: Travel Directory

Ad Creative: Branding ad listing advertisers and their websites with landing page linking to advertisers

Size: 4-color, 2 1/4" W x 4" H

Participants Needed: 8

Media Profile

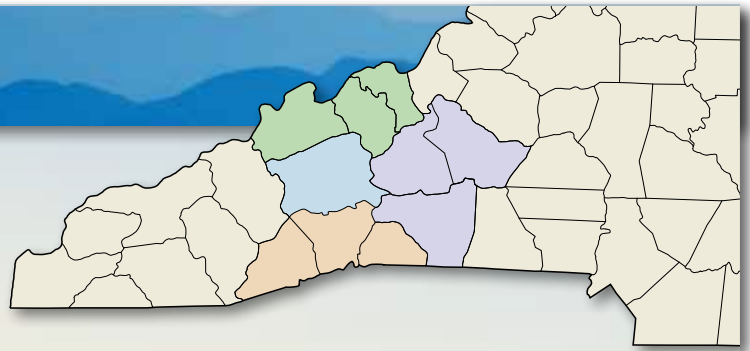
- 82% of readers are women
- 78% of women readers frequently/always look at the travel section
- More than four out of five have visited a website after reading a travel ad
- 67% of women readers have visited a destination because of information they saw/read in the travel section
- 83% of all readers scan the travel directory each issue
- One in two of all readers search the travel directory to see if something catches their eye
- One in three of all readers search the travel directory for information about specific destinations

Southern Living's Travel Directory is a much farther reaching and affordable way to target more readers as compared to a regular full-page ad. BRMH will run three travel directory ads in the key markets listed above, reaching a total of 3.1 million readers over the course of this media buy. It would take roughly the same investment to reach 245K people in North Carolina with a full-page ad.

DEADLINES:

| Issue | Space Reservation | Art | Release Date |
|-----------|-------------------|----------|--------------|
| May | Feb.10 | Feb.15 | April 20 |
| July | April 2 | April 20 | June 22 |
| September | June 18 | June 29 | Aug. 24 |

Our State



Issues: July (Flat Rock), August (Lake Lure) and October (mountains); (3X)

Ad Type: Print

Circulation: 171,000

Region: North Carolina

Ad Creative: Branding ad listing advertisers and their websites with landing page linking to advertisers

Size: 4-color, full page

Participants Needed: 8

Media Profile

- **\$144K annual household income**
- **91% travel overnight**
- **80% consult *Our State* for travel information**

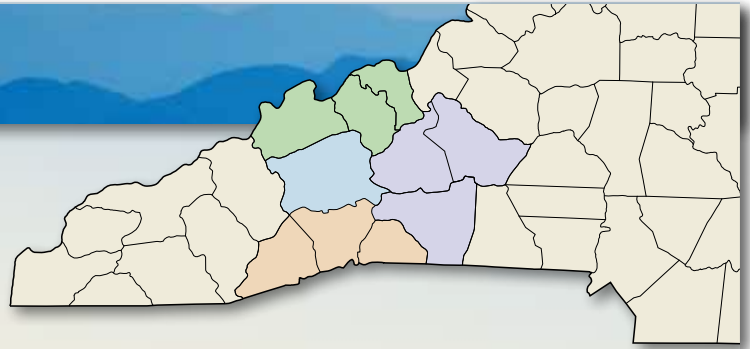
Added Value

As added value, BRMH will receive an online banner ad next to stories that relate to the Blue Ridge Mountains. (2 per issue)

DEADLINES:

| Issue | Space Reservation | Art | Release Date |
|---------------|-------------------|----------|--------------|
| July Issue | April 13 | April 20 | June |
| August Issue | May 23 | May 31 | July |
| October Issue | July 23 | July 31 | September |

AAA Go Magazine



Issues: May/June (Carolina mountains section)

Ad Type: Print

Circulation: 1.1 million

Region: North Carolina, South Carolina

Ad Creative: Branding ad listing advertisers and their websites with landing page linking to advertisers

Size: 4-color, 1/3 page

Participants Needed: 8

Media Profile

- 75% of readers have taken a leisure trip in the last 12 months
- AAA Carolinas is the largest leisure travel agency in the Carolinas
- AAA Go Magazine reaches 1.1 million members in NC and SC

Responses for other area campaigns have typically resulted in 900-1,000 requests for more information. Previously, BRMH only hit the Charlotte/Mecklenburg market, which has 150K circulation. This buy would significantly increase exposure and the number of leads received.

DEADLINES:

Issue

May

Space Reservation

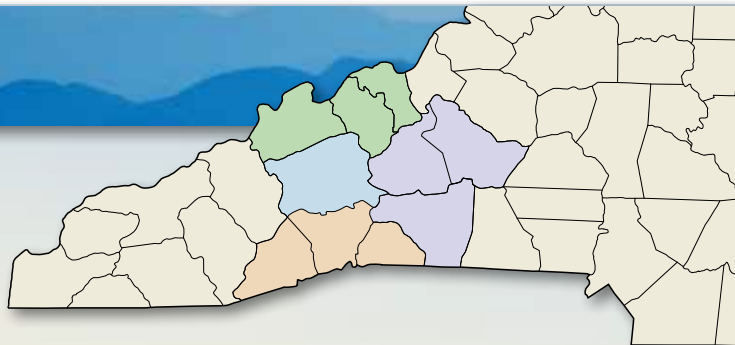
March 7

Art

March 14

Release Date

May



Facebook

Live Dates: July, August, September (monthly pay-per-click; 3 months available)

Ad Type: Online

Audience: 80MM worldwide visitors per month, nearly 20MM in USA

Region: Focus on NC, GA, SC, FL, TN, KY and OH

Ad Creative: Online branding banner ad with landing page linking to advertisers

Size: Banner ad 1"x 2"

Participants Needed: 8-24

Media Profile

Facebook advertising targets the "likes" of members. For example, if a Facebook member "likes" tennis, a tennis company could target that person with tennis advertising. Here is an example of how this campaign might work:

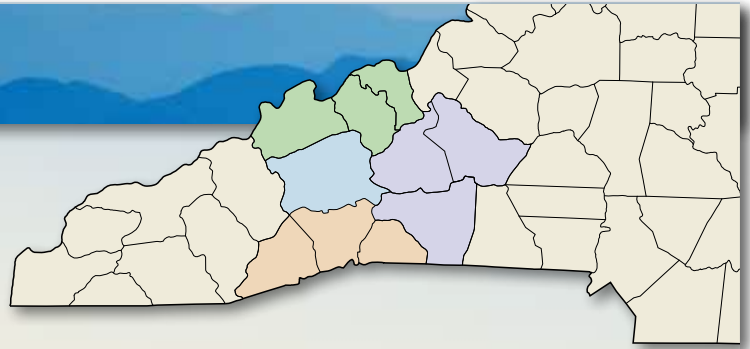
Using \$1,500/m we could reach 411,520 who fit these criteria:

- Live in NC, GA, SC, FL, TN, KY and OH
- 18 years or older
- Like vacation, road trips, long weekends and/or exploration

DEADLINES:

| Issue | Space Reservation | Art | Release Date |
|-----------|-------------------|-----------|--------------|
| July | June 15 | June 20 | July 1 |
| August | July 13 | July 18 | August 1 |
| September | August 13 | August 20 | September 1 |

TripAdvisor.com



Live Dates: April 1-May 31; Sept. 1-Oct. 1

Ad Type: Online

Audience: 50MM worldwide visitors per month, 9.5MM in USA

Region: National, International

Ad Creative: Online branding banner ad with jump page linking to advertisers

Size: 728 x 90 banner, 160 x 600 and 300 x 250 banners

Participants Needed: 8 per month; 16 total

Media Profile

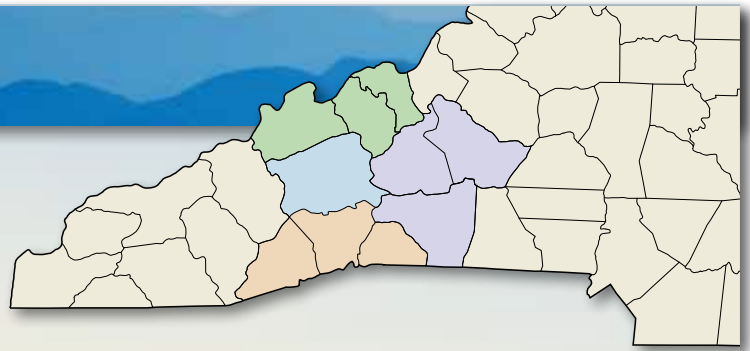
Banners on tripadvisor.com target visitors who are searching for destination information in NC. Last year, BRMH did two campaigns. Here are some results for the April-May campaign:

- 218,621 geo-targeting NC impressions were delivered
- 388 click-throughs
- .177 click-through rate (industry standard is .08)
- 728 x 90 banner produced the best results with a .26 click-through rate

DEADLINES:

| Issue | Space Reservation | Art | Release Date |
|-----------|-------------------|-----------|--------------|
| April | March 1 | March 14 | April 1 |
| September | August 1 | August 14 | September 1 |

American Road



- Issues:** Spring, Summer, Autumn
- Ad Type:** Print/Online
- Circulation/Audience:** 16,000-20,000; 54,908 unique visitors per month to website
- Region:** National with 60% within one day's drive
- Ad Creative:** Branding ad listing advertisers with landing page linking to advertisers; plus online itinerary
- Size:** 4-color, full page ad plus two-page online itinerary
- Participants Needed:** 8

Media Profile

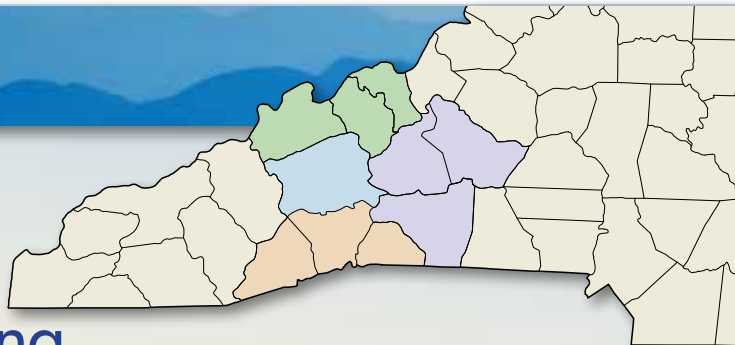
- **Published quarterly**
- **Highly targeted niche group of heritage travelers seeking authentic experiences and the "scenic route"**
- **Readers take over 1/2 million trips annually**
- **100% take 2+ trips annually**
- **92% take 3+ trips every 12 months**
- **52% take 7+ trips yearly**
- **60% of subscribers live within one day's drive of the Blue Ridge Mountains**
- **69% of readers report making lodging reservations in advance – they use more than 1.2 million hotel rooms each year.**

Past Success - Blue Ridge Mountain Host had over 4,176 itinerary downloads and clicks to their website during the summer campaign in 2010.

Link to Sample Itinerary - <http://americanroadmagazine.com/itineraries.html#Southeast>

DEADLINES:

| Issue | Space Reservation | Art | Release Date |
|--------|-------------------|----------|--------------|
| Spring | Feb. 1 | Feb. 1 | March |
| Summer | April 13 | April 30 | June |
| Autumn | July 13 | July 31 | Septemer |



Yahoo! Behavioral Targeting

Live Dates: Monthly campaigns

Ad Type: Online

Audience: People planning vacations

Region: Raleigh, Durham, Charlotte, Greensboro, High Point, Winston-Salem, Greenville, Spartanburg, Anderson, Atlanta, Tampa, St. Petersburg

Ad Creative: Online branding banner ad with landing page linking to advertisers

Size: 160 x 600, 728 x 90 and 300 x 250

Participants Needed: 8 per month

Media Profile

Yahoo! Behavioral Targeting works by evaluating online behavior and showcasing ads that relate to that behavior. For example, if someone has been behaving like they are planning a family vacation (researching destinations, etc.), Yahoo! will deliver our banner ad when they are in the beginning and/or decision making stage of planning their vacation. Additionally, as part of this package, we will use Citizen-Times.com to reach out-of-market visitors by targeting their IP address when they visit Citizen-Times.com. Citizen-Times.com averages 700K unique visitors per month and approximately 50% off all traffic is from markets outside of the Asheville metro area.

Includes...

75,000 Yahoo! run of site impressions (excluding local WNC zip codes)

250,000 Yahoo! geo + demo-targeted impressions (divided among key identified markets like Atlanta, Charlotte, etc.)

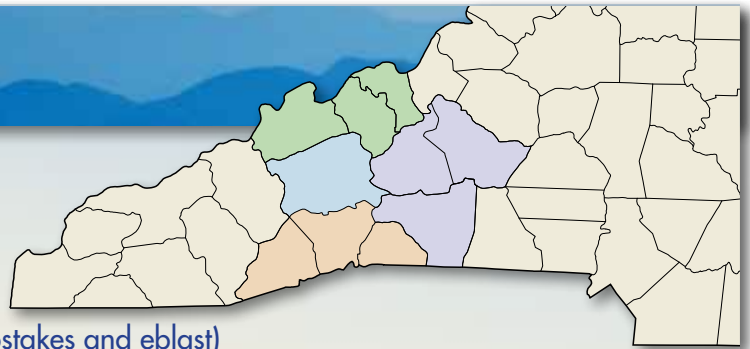
75,000 Citizen-Times.com geo-targeted impressions (divided among key identified markets not reached via Yahoo!, like Cincinnati, Tampa, etc)

ONE (1) front page pencil banner per month on Citizen-Times.com.

DEADLINES:

| Issue | Space Reservation | Art | Release Date |
|-------|-------------------------|-------------------------|--------------|
| TBD | 4 weeks prior to launch | 2 weeks prior to launch | TBD |

VisitNC.com Combo



Live Date: May, September (sweepstakes and eblast)

Ad Type: Online

Audience: 3,637,401 annual visitors

Region: National, International

Ad Creative: Online branding banner ad with landing page linking to advertisers; eblast branding ad with links to advertisers

Sample: www.visitnc.com/sweeps/view/easy-island-getaway-the-wrightsville-beach-sweepstakes

Participants Needed: 8

Media Profile

The official North Carolina tourism website. Explore trip ideas, stories, videos, photos and interactive maps to help plan your vacation to NC.

Sweepstakes

Results: “Beyond the Beaten Path: The Blue Ridge Mountains Sweepstakes”

Period: September 1, 2011 – September 30, 2011

Entries: 13,452

Leads: 1,696

Homepage Sweepstakes

Homepage Sweepstakes require an investment (plus the cost of the prize package) and run for 30 days on VisitNC.com. Partners also receive additional exposure through two e-blasts: one to a list of 180,000 VisitNC.com subscribers and another through a paid publisher, such as Dunhill Travel. In addition, the NC Division of Tourism, Film & Sports Development supplies a \$500 Visa gift card for the winner of each contest.

E-blast

Dedicated e-blasts have six space openings and go out to a targeted list of approximately 350,000 subscribers. Publishers are selected by “theme.” The remaining themes available for spring 2012 include: Special Offers, Worth the Splurge and Culinary. The fall e-blast campaign included Budget Travel, iExplore, Blue Ridge Outdoors, Parents.com and WeJustGotBack.com.

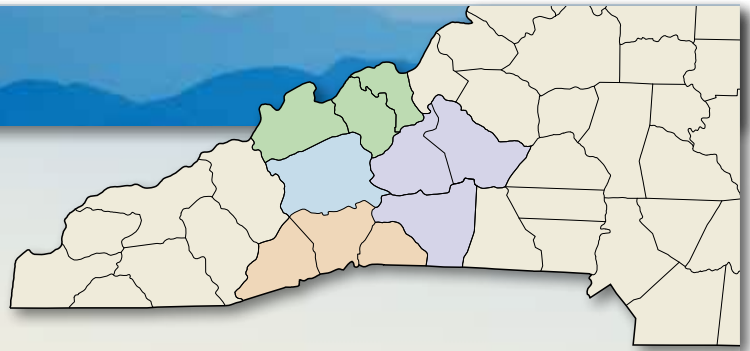
Members to submit the following:

50 words or less of descriptive copy, URL and offer (accommodations, prizes, etc.)

DEADLINES:

| Issue | Space Reservation | Art | Release Date |
|-----------|-------------------|---------|--------------|
| May | March 15 | April 2 | May 1 |
| September | July 16 | Aug. 1 | September |

Blue Ridge Country



Issues: Sept./Oct.

Ad Type: Print

Circulation: 91,000

Region: NC, VA, TN, GA, SC, MD, WV, AL, KY, FL

Ad Creative: Branding ad listing advertisers with landing page linking to advertisers

Size: 4-color, full page

Participants Needed: 8

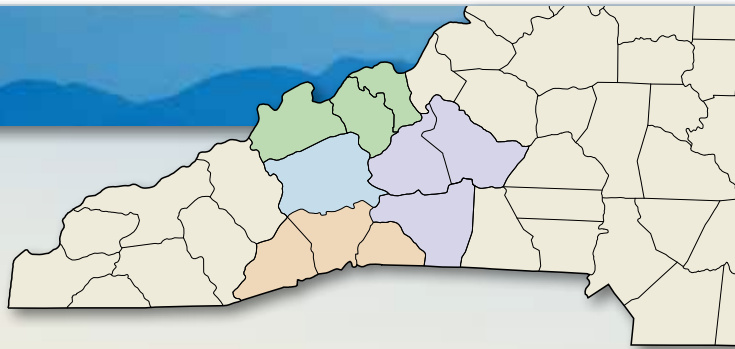
Media Profile

- *Blue Ridge Country* is published bi-monthly
- Circulation is 91K (425K readership), with 50% of the readership falling in VA and NC.
- 86% spend at least 3 days in the mountains each year.
- 68% use articles for travel plans.

The issue we have chosen (Sept./Oct.) is Part 4 of the Foodie Tour (Asheville to Swain Co.) with regional map. It is also a keepsake edition.

DEADLINES:

| Issue | Space Reservation | Art | Release Date |
|----------------|-------------------|---------|--------------|
| Sept/Oct Issue | June 22 | June 29 | 8/5/12 |



Budget Travel

Live Dates: (available 3 Wednesdays a month; suggest spring and/or fall)

Ad Type: Online

Audience: 390K opt-in subscribers to *Budget Travel's* weekly eblast

Region: All states east of the Mississippi

Ad Creative: Eblast branding ad with links to advertisers

Size: Eblast

Participants Needed: 8-16

Media Profile

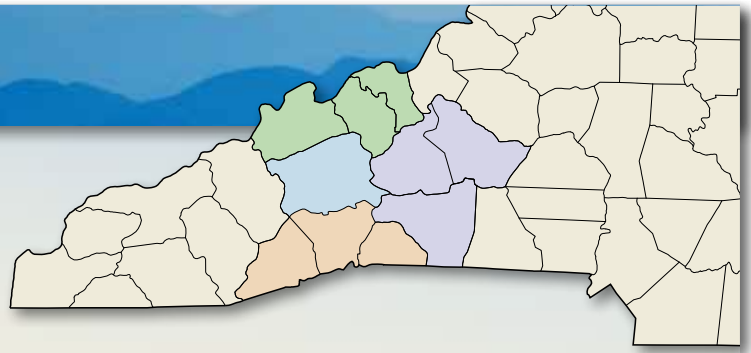
- 70% have income over 60K
- 66% are over age 35

This buy includes an exclusive subscriber opt-in and confirmed Deal Alert eblast (BRMH owns entire creative space) plus 100,000 impression expandable 728 x 90 banner ad on BudgetTravel.com, geo-targeted to BRMH's key origin market states.

Added-value for either option: for each Deal Alert BRMH runs, we receive a listing on the Real Deals page of the BudgetTravel.com website for 30 days.



| DEADLINES: | |
|------------|--------------|
| Art | Release Date |



Co-op Packages

Platinum Package - \$12,995; à la carte cost - \$14,250 (8.8% discount)

Southern Living (3X – Travel Ad)
Our State (3X – Full Page)
AAA Go Magazine (1X – 1/3 Page)
Facebook (3-Month Campaign)
Trip Advisor (2X)
American Road (1X Full Page/Itinerary)
Yahoo! Behavioral Targeting (3 months)
VisitNC.com Combo

Gold Package - \$8,295; à la carte cost - \$9,036 (8.2% discount)

Southern Living (2X Travel Ad)
Our State (1X – Full Page)
AAA Go Magazine (1X – 1/3 page)
Facebook (2 month campaign)
American Road (1X Full Page/Itinerary)
Trip Advisor (1X)
Yahoo! Behavioral Targeting (2 Months)
VisitNC.com Combo

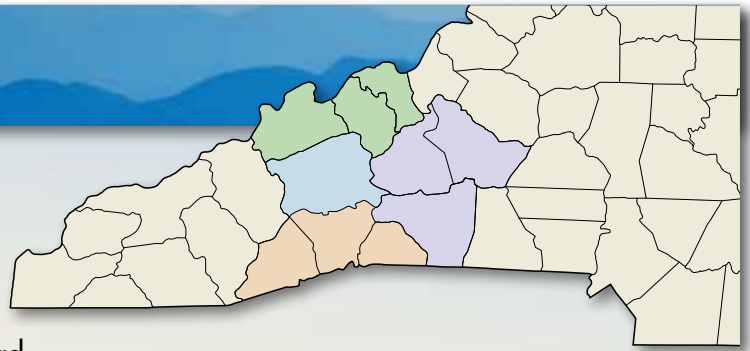
Silver Package - \$5,095; à la carte cost - \$5,531 (7.9% discount)

Southern Living (1X Travel Ad)
Our State (1X – Full Page)
AAA Go Magazine (1X – 1/3 Page)
Facebook (1-Month Campaign)
Trip Advisor (1X)
American Road (1X Full Page/Itinerary)
VisitNC.com Sweepstakes

Bronze Package - \$3,145; à la carte cost - \$3,367 (6.6% discount)

Southern Living (1X Travel Ad)
Our State (1X – Full Page)
Facebook (1-Month Campaign)
American Road (1X Full Page/Itinerary)
VisitNC.com eBlast

À la carte



Southern Living (Travel Ad) – \$1,529 per ad
Our State Full Page (Full Page) – \$916 per ad
AAA Go Magazine (1/3 Page) – \$1,059 per ad
Facebook – \$260 per month
Trip Advisor – \$865 per 2-month campaign
Yahoo! Behavioral Targeting – \$728/m
American Road (Full-Page Ad & Itinerary) – \$402
VisitNC.com Combo (Sweepstakes & eBlast) – \$760

À la carte only options

BudgetTravel.com (1X eblast) – \$1,956 (8); \$1,298 (12); \$973 (16)
Blue Ridge Country (Full-Page Ad) – \$919 (8)
VisitNC.com Sweepstakes – \$500 (8)
VisitNC.com eBlast – \$260 (8)

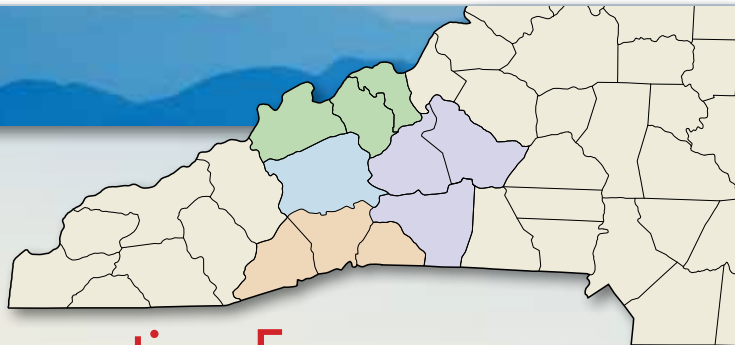
Value

If you bought the media yourself (i.e. one travel ad in *Southern Living* or one month of Yahoo!)

Southern Living (Travel Ad) – \$14,609
Our State Full Page (Full-Page Ad) – \$12,465
AAA Go Magazine (1/3 page) – \$9,200
Facebook – \$1,500
Trip Advisor – \$5,882.36
Yahoo! Behavioral Targeting – \$4,430
American Road (Full-Page Ad & Itinerary) – \$3,430
VisitNC.com Combo (Sweepstakes & eBlast) – \$4,500

À La carte only options

BudgetTravel.com eblast – \$13,235.29
Blue Ridge Country (Full-Page Ad) – \$6,965
VisitNC.com Sweepstakes – \$3,000
VisitNC.com eBlast – \$1,500



2011 Co-op Ad Space Reservation Form

Materials and Payment Deadlines

- The Brite Agency will provide design and layout services for all co-op ads at no charge to the advertiser.
- Advertising materials will be due roughly two months prior to issue date (see specific media dates).
- You will be invoiced three months prior to the issue date (with the balance due in 30 days).
Example: For an April issue, materials will be due in February and your invoice will be sent around January 10th (with the balance due in 30 days).
- All co-op advertisers will be notified about materials deadlines well in advance.
- Material and payment deadlines are firm.

Participation Agreement

- Upon my selection of Blue Ridge Mountain Host co-op opportunities, I agree to provide all necessary advertising materials.
- I agree to proof advertising copy and content, and provide a signature that proof and/or changes are accepted within the time period specified.
- I agree not to hold Blue Ridge Mountain Host or The Brite Agency liable for any omissions or errors as a result of the preparation and implementation of these advertising programs.

For space reservations or more information, please contact

John Goodpasture
828.989.9179
jgoodpasture@briteagency.com

Return your signed and completed space reservation form to: BRMH@briteagency.com, 828.350.9501 (fax) or The Brite Agency, 29 Montford Ave., Ste. 200, Asheville, NC 28801

Name Company

Address

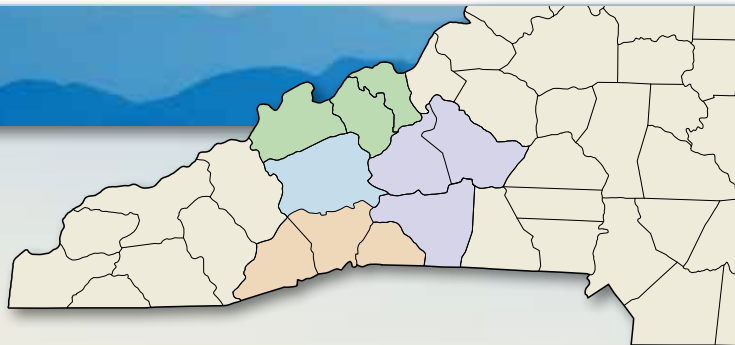
City State Zip

Telephone Fax

Email

Signature

Co-op Packages



Platinum Package - \$12,995

Southern Living (travel ad, all 3 issues)

May

July

September

Our State (full page, all 3 issues)

July

August

October

AAA Go Magazine (1/3 page, 1 issue)

May/June

Facebook (all 3 months)

July

August

September

American Road (full-page ad and itinerary, select 1 issue)

Spring

Summer

Autumn

Trip Advisor (both periods)

April 1-May 31

Sept. 1-Oct. 31

Yahoo! Behavioral Targeting (select 3 months)

May

July

September

VisitNC.com (sweepstakes/eblast combo; also requires contribution to prize package)

May (Eblast)

September (sweepstakes)

Gold Package - \$8,295

Southern Living (travel ad, select 2 issues)

May

July

September

Our State (full page, select 1 issue)

July

August

October

AAA Go Magazine (1/3 page, 1 issue)

May/June

Facebook (select 2 months)

July

August

September

American Road (full-page ad and itinerary, select 1 issue)

Spring

Summer

Autumn

Trip Advisor (select 1 period)

April 1-May 31

Sept. 1-Oct. 31

Yahoo! Behavioral Targeting (select 2 months)

May

July

September

VisitNC.com (sweepstakes/eblast combo; also requires contribution to prize package)

May (Eblast)

September (sweepstakes)

Silver Package - \$5,095

Southern Living (travel ad, select 1 issue)

May

July

September

Our State (full page, select 1 issue)

July

August

October

AAA Go Magazine (1/3 page, 1 issue)

May/June

Facebook (select 1 month)

July

August

September

Trip Advisor (select 1 period)

April 1-May 31

Sept. 1-Oct. 31

American Road (full-page ad and itinerary, select 1 issue)

Spring

Summer

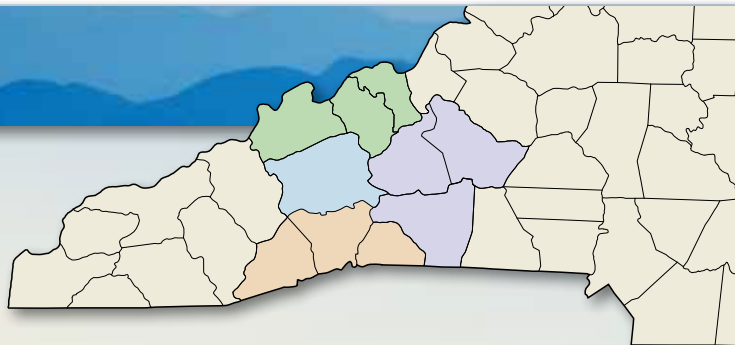
Autumn

VisitNC.com (sweepstakes/eblast combo; also requires contribution to prize package)

May (Eblast)

September (sweepstakes)

Co-op Packages



Bronze Package - \$3,145

Southern Living (travel ad, select 1 issue)

Our State (full page, select 1 issue)

Facebook (select 1 month)

American Road (full-page ad and itinerary)

VisitNC.com (eblast only)

May

July

July

Spring

May

July

August

August

Summer

September

October

September

Autumn

À la carte

Southern Living (travel ad) – \$1,529 per ad

Our State (full page) – \$916 per ad

AAA Go Magazine (1/3 page) – \$1,059 per ad

Facebook – \$260 per month

American Road (full-page ad and itinerary) – \$402

Trip Advisor – \$865 per period

Yahoo! Behavioral Targeting – \$728 per month

VisitNC.com (sweepstakes/eblast combo) – \$760 per month plus contribution to prize package

May

July

May/June

July

Spring

April 1-May 31

May

May (Eblast)

July

August

August

Summer

Sept. 1-Oct. 31

July

September (sweepstakes)

September

October

September

Autumn

September

À la carte only options

BudgetTravel.com (1X eblast) – \$973 - \$1,956 depending on participants

Blue Ridge Country (full-page ad) – \$919

Facebook (select 1 month)

VisitNC.com Sweepstakes – \$500 per month

VisitNC.com – \$260 per month

Sept./Oct.

July

May

May (Eblast)

Spring

August

September

September (sweepstakes)

Autumn

September