

Investment Options	Flight & Targeting Options	Available Channels & Media Rates	Required Assets
<p>\$2,500</p> <p>Per Partner Per Month Per Audience</p>	<p>Each partner to customize their campaign based on the following selects:</p> <ul style="list-style-type: none"> • One (1) consecutive month between July 2023 – June 2024 • Targeting Options (choose any combination, minimum of five (5) states or five (5) DMAs): <ol style="list-style-type: none"> 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Outdoor Adventure, Sports Enthusiasts 4) One (1) optional weather trigger – inclement weather (e.g., local conditions are “cold”) OR activity index (e.g., local conditions are ideal for “golf”) 	<p>\$2,500 investment tier is reserved for display only:</p> <p>Display</p> <ul style="list-style-type: none"> • No weather trigger: \$8.25-\$9.75 CPM • With weather trigger: \$8.75-\$10.25 CPM 	<p>Display</p> <ul style="list-style-type: none"> • 300 x 250, 320 x 50, 728 x 90 <p>Click-through URL</p>
<p>\$5,000</p> <p>Per Partner Per Month Per Audience</p>	<p>Each partner to customize their campaign based on the following selects:</p> <ul style="list-style-type: none"> • One (1) consecutive month between July 2023 – June 2024 • Targeting Options (choose any combination, minimum of five (5) states or five (5) DMAs): <ol style="list-style-type: none"> 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Outdoor Adventure, Sports Enthusiasts 4) One (1) optional weather trigger – inclement weather (e.g., local conditions are “cold”) OR activity index (e.g., local conditions are ideal for “golf”) 	<p>\$5,000 investment tier includes display (Cross-Platform) and video (Cross-Platform):</p> <p>Display</p> <ul style="list-style-type: none"> • No weather trigger: \$8.25-\$9.75 CPM • With weather trigger: \$8.75-\$10.25 CPM <p>Pre-Roll Video</p> <ul style="list-style-type: none"> • No weather trigger: \$18 CPM • With weather trigger: \$19 CPM 	<p>Display</p> <ul style="list-style-type: none"> • 300 x 250, 320 x 50, 728 x 90 <p>Pre-Roll Video</p> <ul style="list-style-type: none"> • :15 and/or :30 video <p>Click-through URL</p>
<p>\$10,000</p> <p>Per Partner Per Month Per Audience</p>	<p>Each partner to customize their campaign based on the following selects:</p> <ul style="list-style-type: none"> • One (1) consecutive month between July 2023 – June 2024 • Targeting Options (choose any combination, minimum of five (5) states or five (5) DMAs): <ol style="list-style-type: none"> 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Outdoor Adventure, Sports Enthusiasts 4) One (1) optional weather trigger – inclement weather (e.g., local conditions are “cold”) OR activity index (e.g., local conditions are ideal for “golf”) 	<p>\$10,000 investment tier includes display (Cross-Platform) and high-impact unit:</p> <p>Display</p> <ul style="list-style-type: none"> • No weather trigger: \$8.75-\$10.25 CPM • With weather trigger: \$8.75-\$10.25 CPM <p>Custom High-Impact Unit</p> <ul style="list-style-type: none"> • No weather trigger: \$15 CPM • With weather trigger: \$16 CPM 	<p>Display</p> <ul style="list-style-type: none"> • 300 x 250, 320 x 50, 728 x 90 <p>Custom High-Impact Unit</p> <ul style="list-style-type: none"> • AccuWeather to build • Partner to provide logo, imagery, copy, fonts, brand guidelines, standard display PSDs (directional) <p>Click-through URL</p>