

| Investment Options | Flight & Targeting Options | Available Channels & Media Rates | Required Assets |
|--|--|--|---|
| <p>\$5,000 \$4,500 Outdoor NC Alliance</p> <p>Per Partner Per Month Per Audience</p> | <p>Each partner to further 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 one (1)): <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 | <p>Select up to two (2) options:</p> <p>Display • \$5 CPM</p> <p>Native • \$6 CPM</p> <p>Video • \$14 CPM</p> | <p>Display</p> <ul style="list-style-type: none"> • 300 x 600, 160 x 600, 728 x 90, 300 x 250, 320 x 50, 300 x 50 <p>Native</p> <ul style="list-style-type: none"> • 1200 x 627 image • Headline/title – up to 25 characters • Body text (up to 90 characters) <p>Video</p> <ul style="list-style-type: none"> • :15 or :30 video <p>Click-through URL</p> |
| <p>\$10,000 \$9,500 Outdoor NC Alliance</p> <p>Per Partner Per Month Per Audience</p> | <p>Each partner to further 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 one (1)): <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 | <p>Select up to two (2) options:</p> <p>Display • \$5 CPM</p> <p>Native • \$6 CPM</p> <p>Video • \$14 CPM</p> | <p>Display</p> <ul style="list-style-type: none"> • 300 x 600, 160 x 600, 728 x 90, 300 x 250, 320 x 50, 300 x 50 <p>Native</p> <ul style="list-style-type: none"> • 1200 x 627 image • Headline/title – up to 25 characters • Body text (up to 90 characters) <p>Video</p> <ul style="list-style-type: none"> • :15 or :30 video <p>Click-through URL</p> |