

Investment Option & Audience	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 customize their campaign based on the following selects:</p> <ul style="list-style-type: none"> • One (1) consecutive month between June 2023 – July 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>OTT / CTV</p> <ul style="list-style-type: none"> • \$30 CPM 	<p>OTT / CTV</p> <ul style="list-style-type: none"> • :15 and / or :30 video
<p>\$10,000 \$9,500 Outdoor NC Alliance</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 June 2023 – July 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>OTT / CTV</p> <ul style="list-style-type: none"> • \$30 CPM 	<p>OTT / CTV</p> <ul style="list-style-type: none"> • :15 and / or :30 video