



Tourism Media Network 2021 Sell Sheet

Powered by The Weekend Route™
Visitor Attraction Marketing Platform the
Tourism Media Network is your one-stop-
shop for pre-qualified audiences across
all in-demand digital channels.

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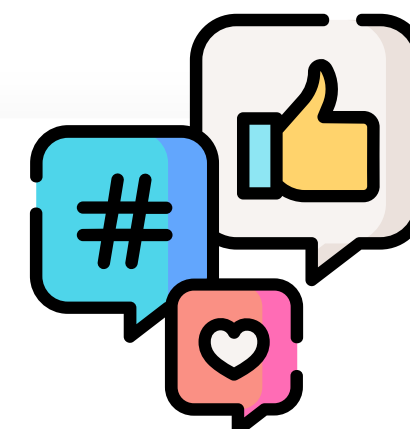
Powered by The Weekend Route™ Visitor Attraction Marketing Platform the Tourism Media Network is your one-stop-shop for pre-qualified audiences across all in-demand digital channels.

Programmatic



- ✔ 1st Party Programmatic Retargeting Audiences
- ✔ Engagement Audiences
- ✔ Look-Alike Audiences
- ✔ Mobile Audiences
- ✔ Addressable

Social



- ✔ 1st Party Social Retargeting Audiences
- ✔ Engagement Audiences
- ✔ Programmatic > Social
- ✔ Look-Alike Audiences

Search



- ✔ 1st Party Search Retargeting Audiences
- ✔ Engagement Audiences
- ✔ Look-Alike Audiences

The network is comprised of audiences of those who visit tourism sites, social media followers, visitor guide / newsletter subscribers, and mobile audiences of those we see enter our conversion zones.

These audiences are then further optimized.

Audience Filters

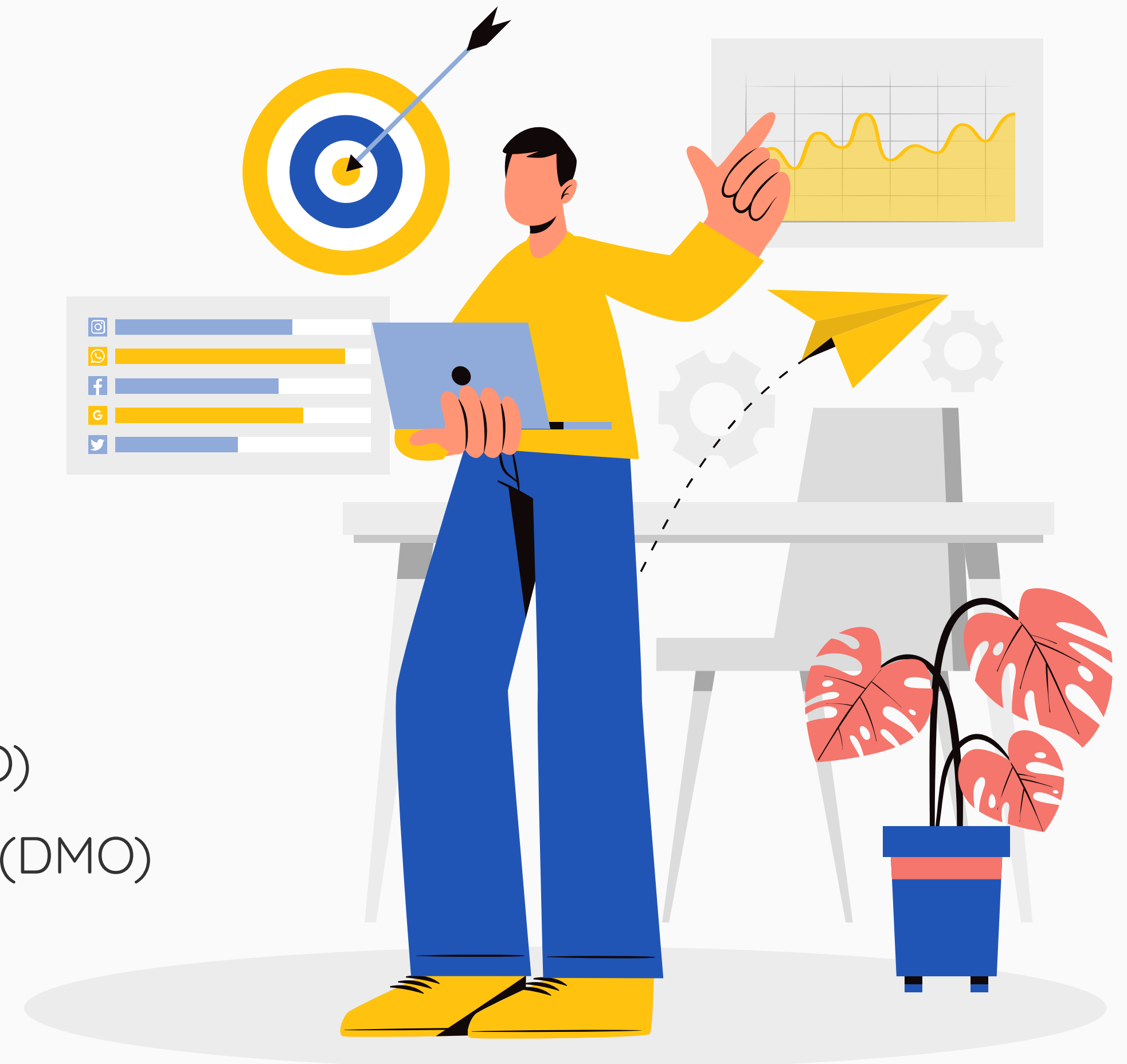
Includes

- ✔ Publisher
- ✔ Channel
- ✔ Geo-Targeting
- ✔ Recency
- ✔ Interest Category

Network Partners

Includes

- ✔ The Weekend Route™
- ✔ Regional Tourism Organizations (RTO)
- ✔ Destination Marketing Organizations (DMO)
- ✔ Convention & Visitor Bureaus (CVB)
- ✔ Key Tourism Stakeholders



Programmatic

Target audiences as they visit premium sites







Full campaign execution services performed by our media group audienceGPS		\$20 / month
Creative	Display; Native; Mobile; Audio; Video; Ott / Ctv	
Whitelist Premium Sites, Mobile Apps	Youtube Globeandmail.com TSN.ca CNN.com Spotify Theweathernetwork.ca globalTV.com CTVnews.ca	

Conversion zone tracking available

*Programmatic audiences available through your DSP's 3rd party segments audience catalogue



Social Media

Target audiences as they visit their social media pages

 Facebook  Instagram  LinkedIn  Snapchat  TikTok  Reddit	\$20 / month
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Search

Target audiences as they search

 Google  BING	\$20 / month
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