Kollander**Media**

&

AJR MEDIA GROUP | DIGITAL MEDIA SOLUTIONS

YOUR PEERS

in the travel industry forecast a 33% budget increase from $7.56 billion in 2018 to $10.08 billion in 2021.*

* Source eMarketer

WE PROVIDE

A FULL SUITE OF DATA DRIVEN MEDIA BUYING SERVICES.

Our trading desk specializes in high-touch campaign management for Destination Marketing Organizations looking to reach their target audience and markets with more precision and efficiency.

Campaign Consulting & Strategy Development	Digital Specialists Optimize Your Campaign Daily
Adara ROI Metrics	Visitor Attribution Reporting
Content Creation	Data Management
Custom, In-depth Reporting	Budget Transparency

ABOUT US

At AJR Media Group, we believe in more effective advertising. We aim to improve your Marketing and Advertising by providing solutions that connect your brand to your audience in a relevant and meaningful way. Powered by the principles of authenticity and partner advocacy, we strive to drive change in your digital vendor partnership, leading it toward a more transparent and dependable model.

Sample Clients:

Waco – Heart Texas –
Experience Kissimmee Florida
Tourism Whistler
Lake Charles Southwest Louisiana Convention & Visitors Bureau
Visit San Antonio
Fairmont Hotels & Resorts
The Florida Keys & Key West come as you are
Niagara Canada
Visit El Paso
San Marcos We'd love your company.
Destination Canada
Galveston Est. Texas 1839 It's Island Time
Viking River Cruises
Georgia
Rocky Mountaineer

WHAT MAKES US DIFFERENT?

- **We have preferred access to private marketplace deals** with many world-renowned publishers (NYT, Boston Globe, Time Inc., People, National Geographic, etc.) that give us preferential access to specific types of inventory at better rates.
- **We have EXCLUSIVE access to 1ST party data and user pools from owned travel websites**, providing a database for retargeting specifically to millions of travel intenders annually.
- **We are not beholden to one technology supplier** and can leverage years of experience to determine which technology platforms will provide the best solution. Each tech platform has different reporting capabilities and different algorithms, which we utilize to achieve better campaign performance for our partners.
- **We offer Visitor Attribution Tracking and Reporting** allowing for proof of in-market and in-store visitation by those that have been exposed to, or engaged with your advertising.
- **We have a partnership with Adara** that gives us access to best-in-class travel intent data (including extensive flight & hotel booking data) that we use in combination with JackRabbit data, 3rd party data and 1st party data to target the right person with the right message. Utilizing the Adara platform returns valuable ROI reporting for your campaigns, providing hotel and flight data directly associated with exposure to and engagement with your marketing efforts.
- **We build databases of engaged users** on behalf of our partners and this service comes alongside any programmatic/digital execution at no extra charge. The implications of this are massive. Each subsequent campaign can begin with a ready-made database of individuals who have already expressed interest/intent for the brand – and performance is exponentially improved because of this. We don't ask our advertisers to start from a blank canvas every time they want to put a campaign in-market.

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DATA DRIVEN STRATEGIES

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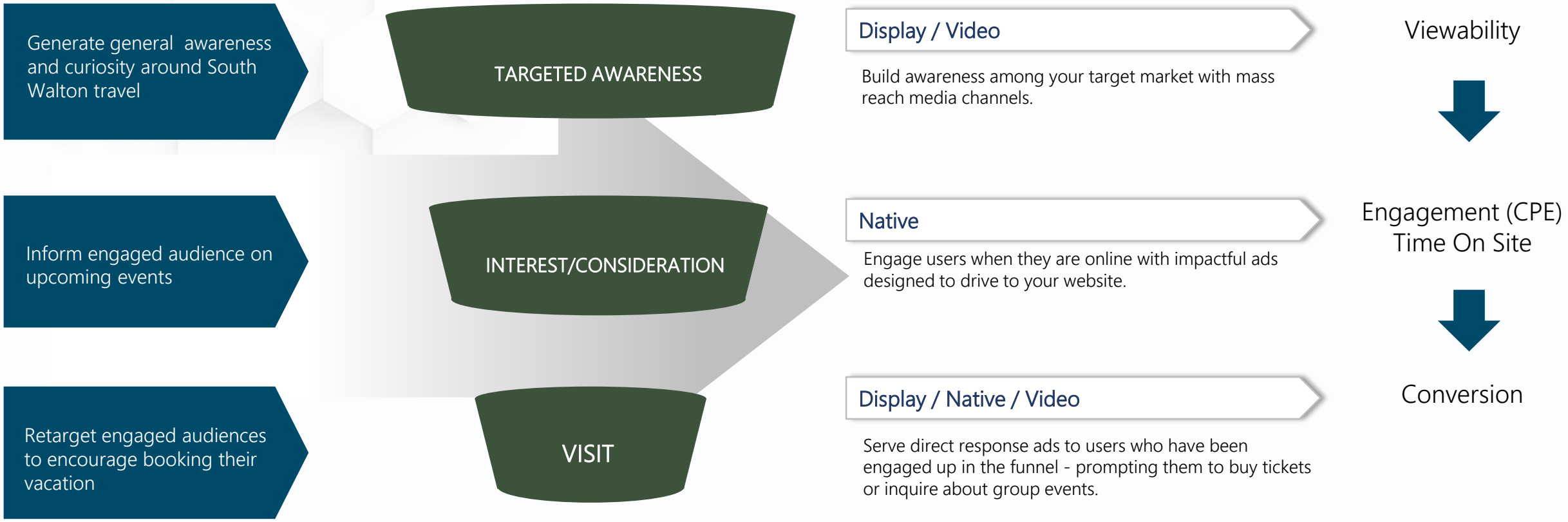
USER JOURNEY

Through advanced website tag mapping and pixel logic we can capture and bucket audiences based on their actions – and leverage that data for sequential messaging across multiple channels. Each channel and stage of the funnel is aligned with specific key performance indicators.

Sample:



TARGETING

We recommend leveraging various data sources in order to maximize reach and performance.

Through our partnership with Adara, we are able to leverage travel data from airlines, car rentals, and hotels. We also utilize other data sources, including Google In-Market Affinity segments and our exclusive access to multiple travel website visitors to further our reach.

Our specialists optimize the tactics to deliver the best performance and custom solutions as campaigns progress. Additional audience targeting is executed through DBM by leveraging our 3rd party partners, such as Nielsen and Lotame. We can target audience segments, including whether they intend to visit your destination, when they intend to check in/check out, and if they are interested in specific events and/or activities. No one else can offer this accurate, unique data of people searching for lodging and things to do in your destination.

We overlay this data across thousands of brand-safe sites in our network and include 3rd party brand safety partner, IAS to facilitate reaching the right user at the right time.

Relevant audience segments might include (actual segments are customized to each individual campaign):

- Search Behavior
- Demographic
- Interest

Our network includes Private Marketplace inventory.

BEHAVIORAL TARGETING

Behavioral targeting is when an impression is selected based on what we know about a user. This could include their demographic characteristics, purchase history, and/or interests. Our wealth of travel intent data comes from our proprietary DMP and partnership with 3rd party data specialists like Adara, Bluekai, Lotame, Facebook and Google.

Some relevant data sources might include:

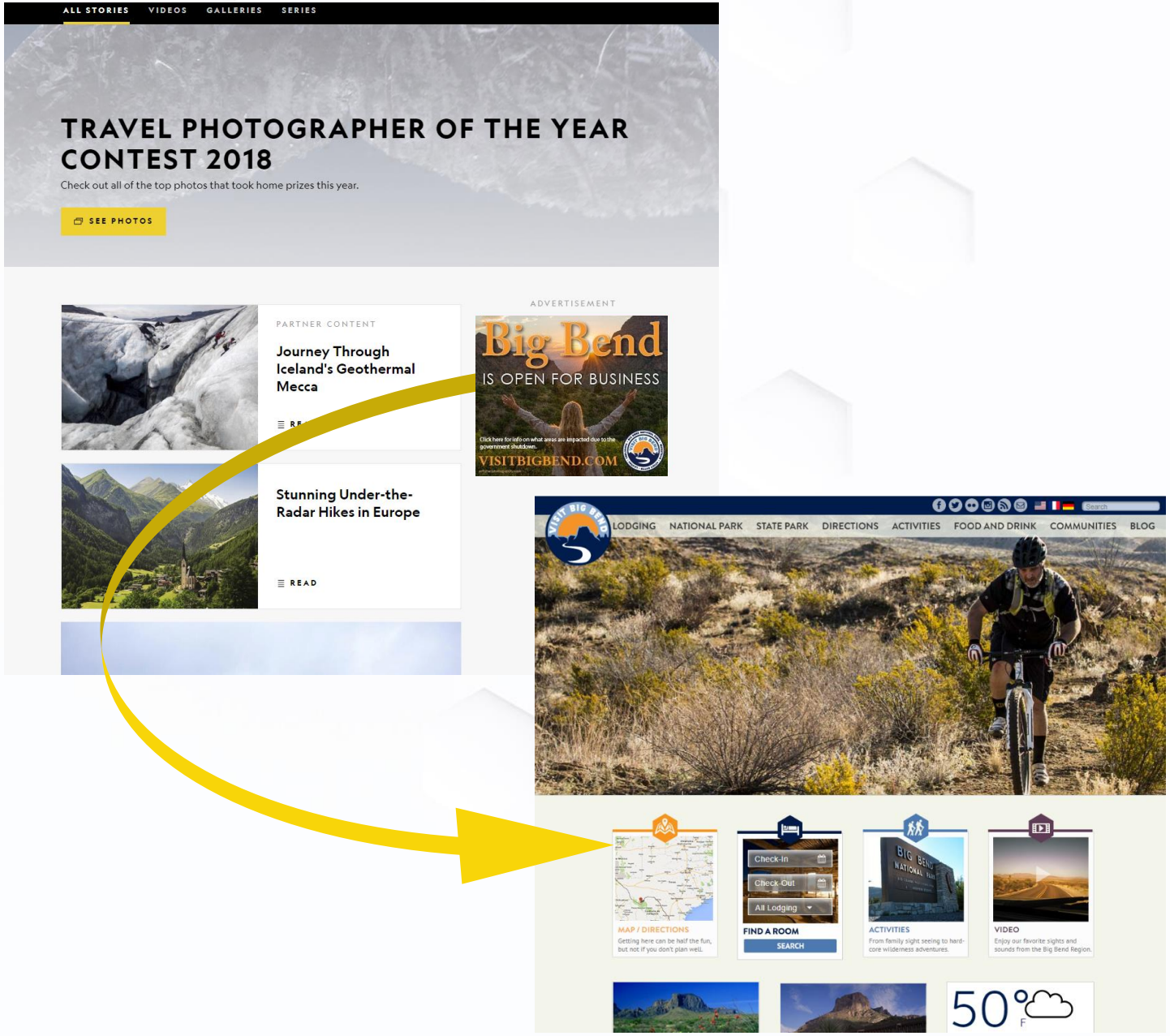
ADARA

Audiences gathered directly from airlines and hotels (i.e. families, in-market, car renters, etc.).

bluekai Google LOTAME™

Third-party data providers that enable us to reach specified audience segments.

Reaching the right person is only part of the equation. The environment, time, and price are also key.
We manage all variables in real time to maximize performance.



CONTEXTUAL TARGETING

Contextual targeting is when an impression is selected specifically for the surrounding page content to align your ads with relevant content. The technology behind it analyzes the semantic relationship between keywords on a page, in real time.

CHANNEL TARGETING

Channel targeting allows you to target specific sites that over index to the target audience or contain highly relevant editorial content.

We can use a combination of Private Marketplace Deals and Whitelisting to advertise in premium, relevant environments.

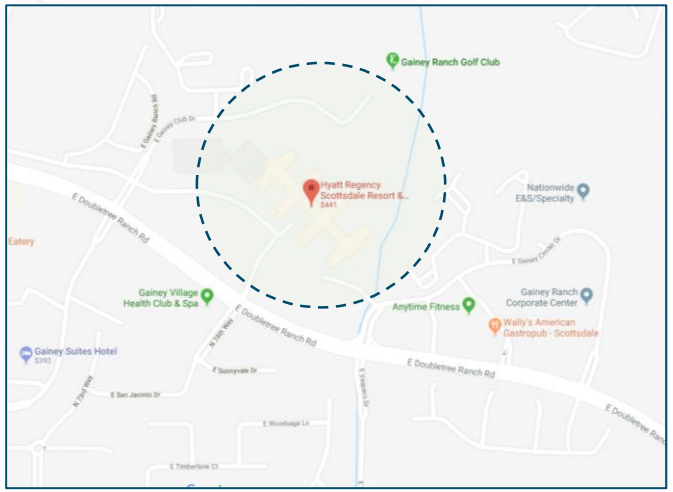
RETARGETING

Target prospective visitors who have already visited your website with a timely follow up message, drawing them back for more. This is most effective when we segment your site visitors based on their behavior and serve them personalized ads.

GEOFENCING

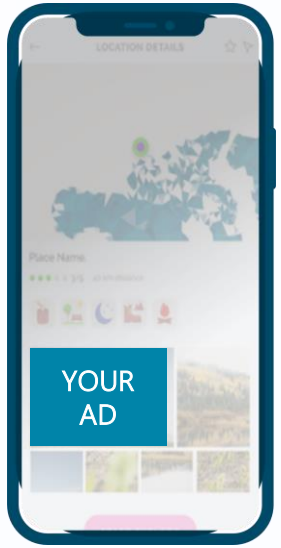
Geofence Layer 1

Reach users on their mobile devices at events, hotels, airports, etc. Use mobile ads to drive users to your website and/or create user pools for future messaging.



Geofence Layer 2

Retarget users from database pools in the future. Serve follow up messaging to stay top of mind.



HIGH IMPACT UNITS

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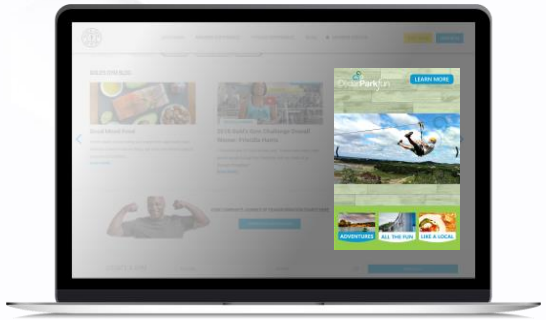
HIGH IMPACT FORMATS

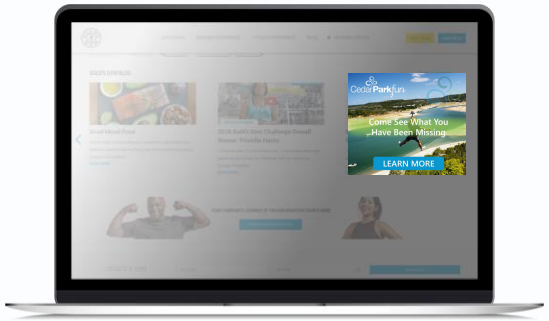
Leverage your video and image content to create high impact ad formats that can be served to users across desktop, tablet and mobile devices.

Templated or Custom | High-Engagement | Dynamic Ad Formats

Expandable



Non-Expandable



Dynamic Banners

Pre-Roll

Out-Stream

Mobile

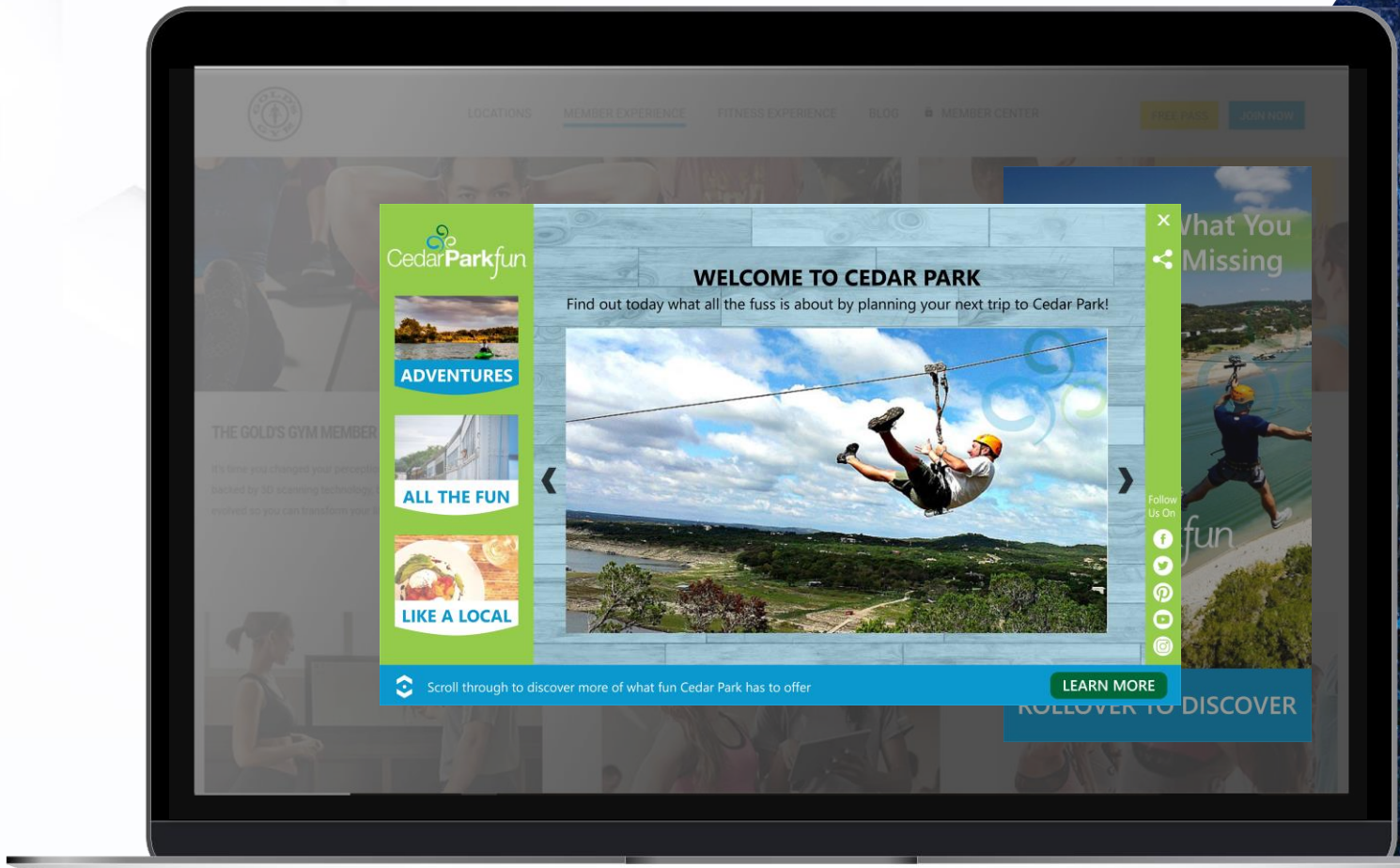
Kollander Media & AJR Media Group Digital Media Solutions

HIGH IMPACT FORMATS

Expandable

Our biggest and boldest unit is designed to maximize interaction, data collection and actionable insights.

- Deliver the biggest visual impact with the largest canvas.
- Expands from standard display ad placement after 3 second hover or click.
- Express edition available as:
  - 300x250, 300x600, 970x250, 728x90, 160x600 display units.



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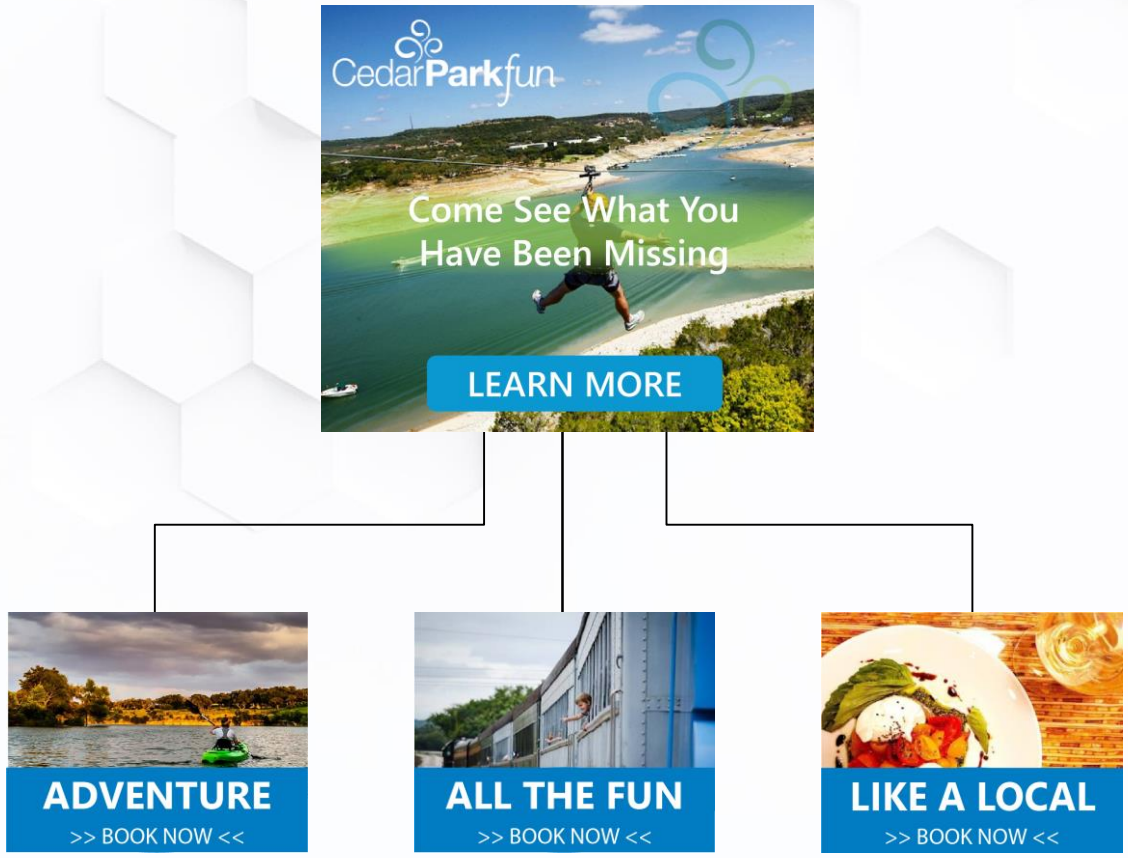
DYNAMIC BANNERS



Retarget users with a dynamic standard banner that shows them the product they expressed the most interest in.

Banner automatically updates the product image, price and name.

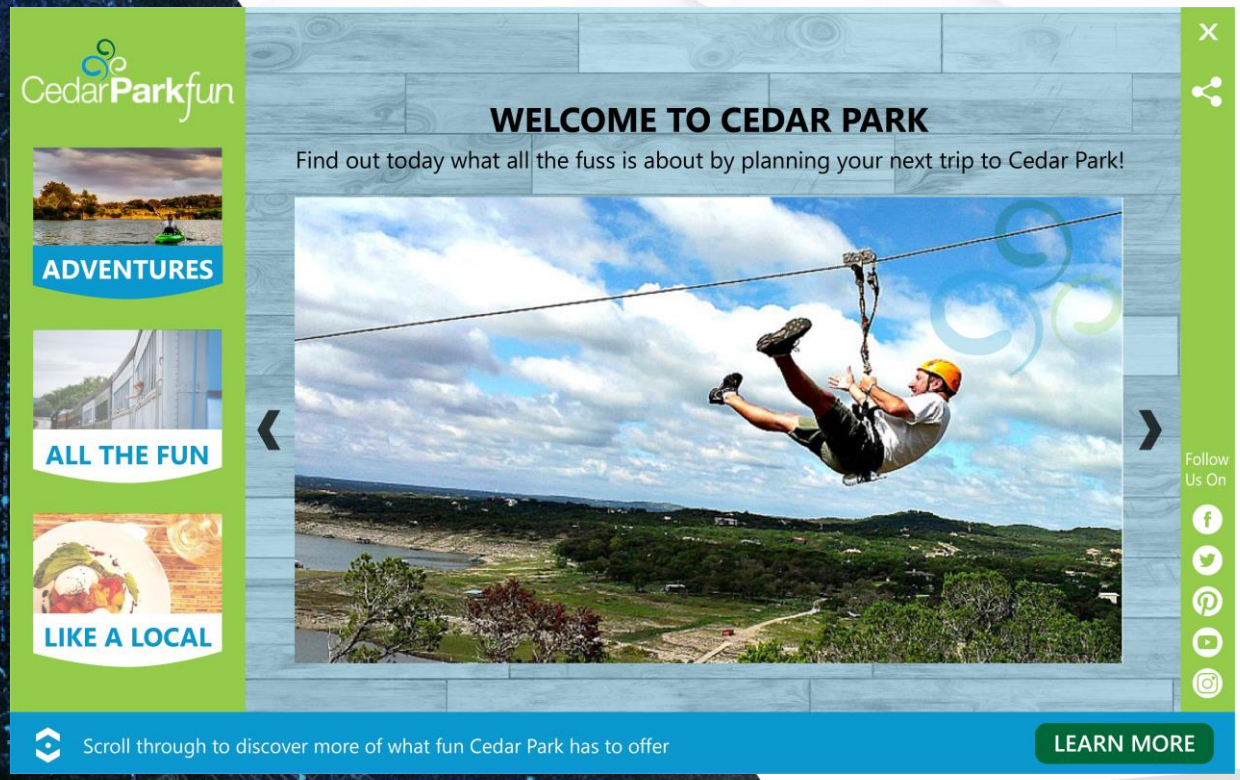
Use one tag to target all your retargeting segments.

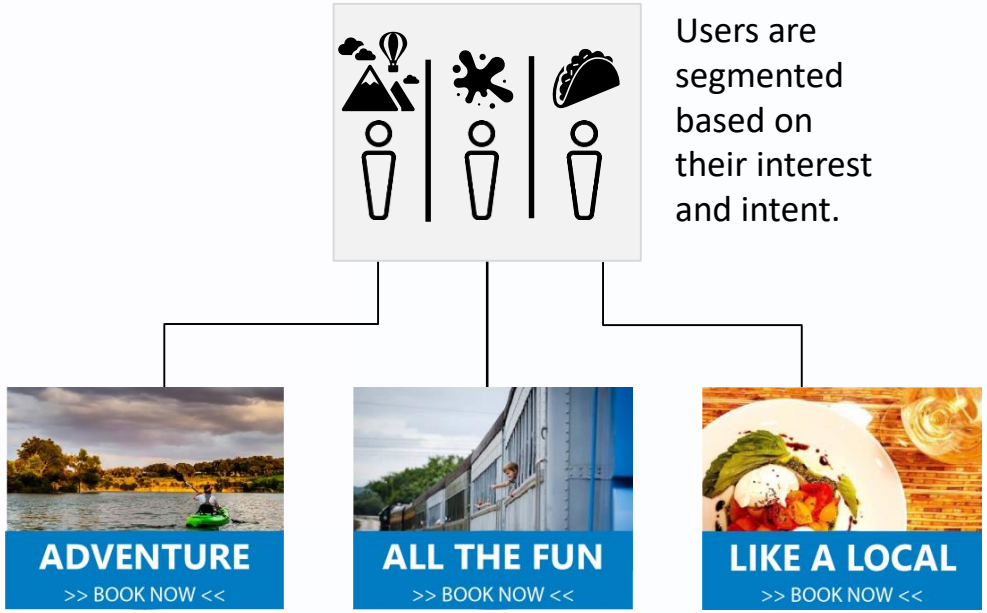
Express edition available as: 300x250, 300x600, 970x250, 728x90, 160x600 display units.

HIGH IMPACT FORMATS

Segment and Retarget from Engagement Data

Users explore your products and features



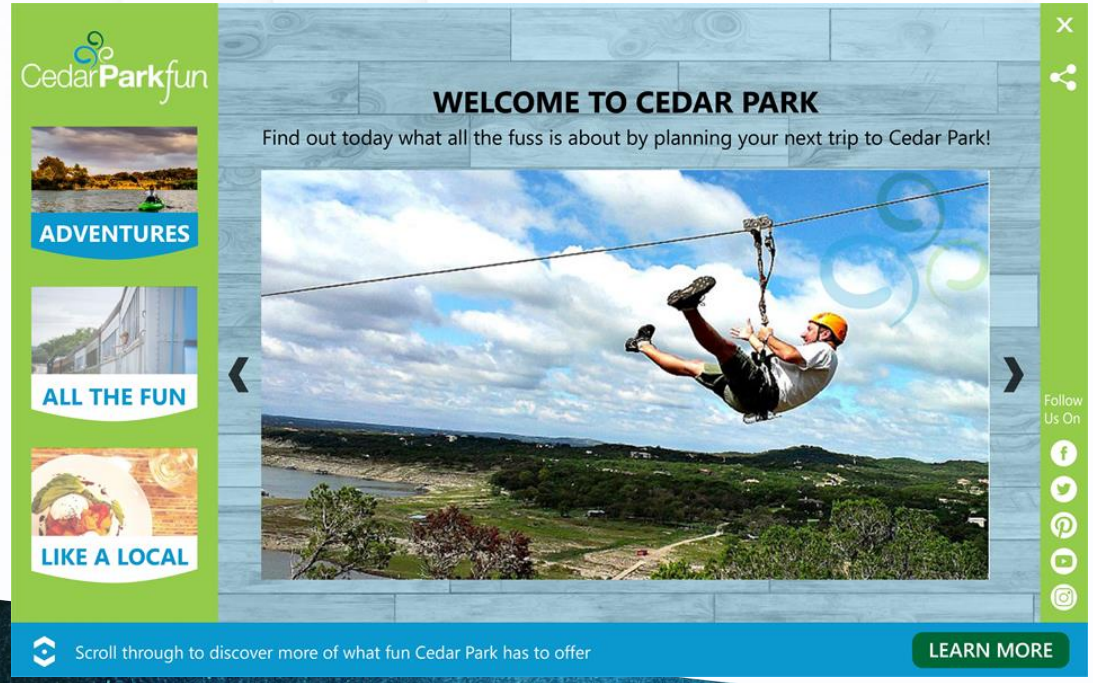


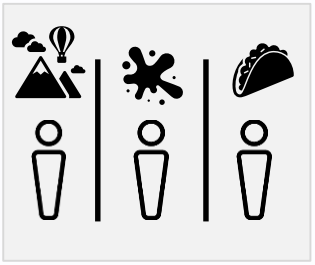
Users are segmented based on their interest and intent.

HIGH IMPACT FORMATS

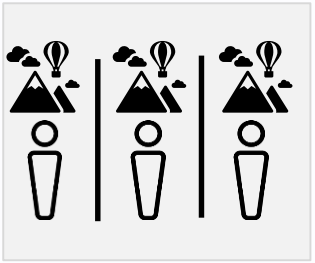
Segment and Build Look-Alike Audiences From Engagement Data

Collect data on all points of interest





Segment users with engagement data



Use segment groups to build look-alike audiences with similar data profiles

Target new audiences more likely to engage with your brand

CHANNEL ACTIVATION

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STANDARD DISPLAY

Display banners are the most common ad formats in digital advertising, providing maximum scale against audience segments and across popular publisher websites with behavioral and contextual data overlaid.

Specifications:
IAB Standard - 300x250, 728x90
300x600, 160x600, 320x50, 970x250

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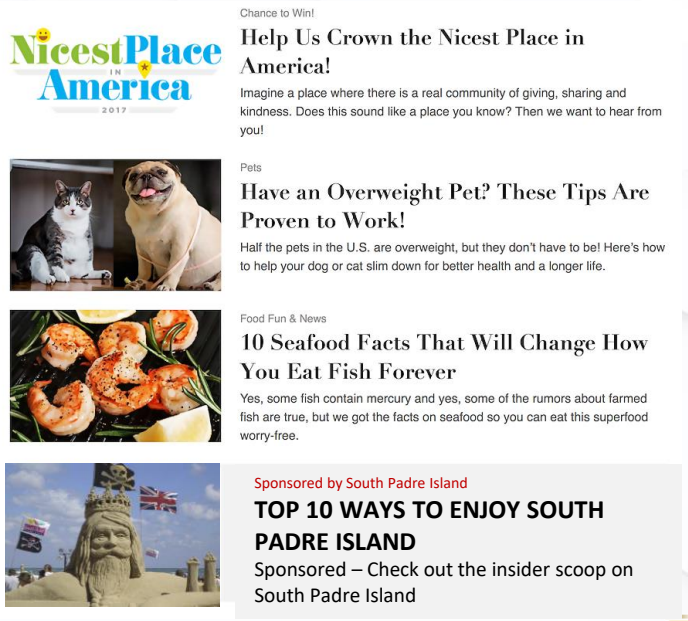
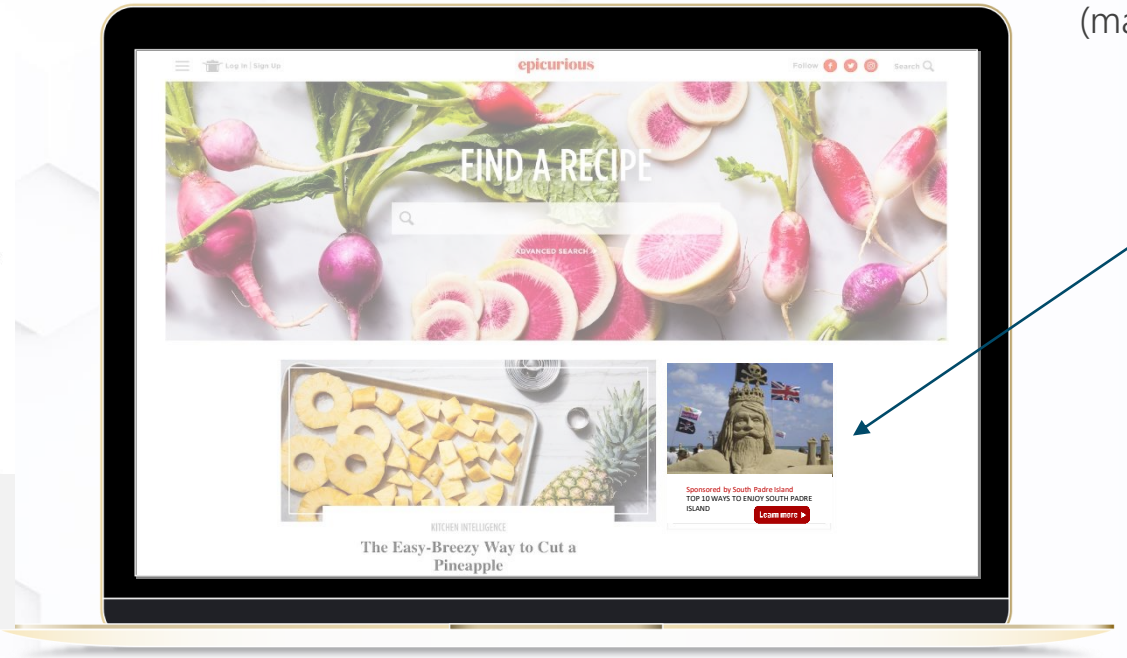
NATIVE





Native Content Distribution ads appear within editorial recommendation widgets (marked with "You May Also Like," "Around the Web," etc.)

Native is an emerging advertising channel that provides high engagement rates.
The standardized ads are non-intrusive and strategically placed in the content of a website, putting your message front and center.

Specifications:
Display - Headline, High Resolution Images, Brand Logo, Content/Landing Page URL

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VIDEO

PRE-ROLL

Digital video is revolutionizing the way your customers get information, live their lives and interact with your brand.

Video traffic increases by 100% year over year and is on track to represent 80% of all web traffic.

Video solutions distinguished by our cross-channel approach.

- Across platforms, screens and devices.
- Stimulating and compelling experiences.

Share your video content with a Pre-Roll ad, a promotional video message that plays before the content the user has selected.

Specifications: :15 or :30 videos

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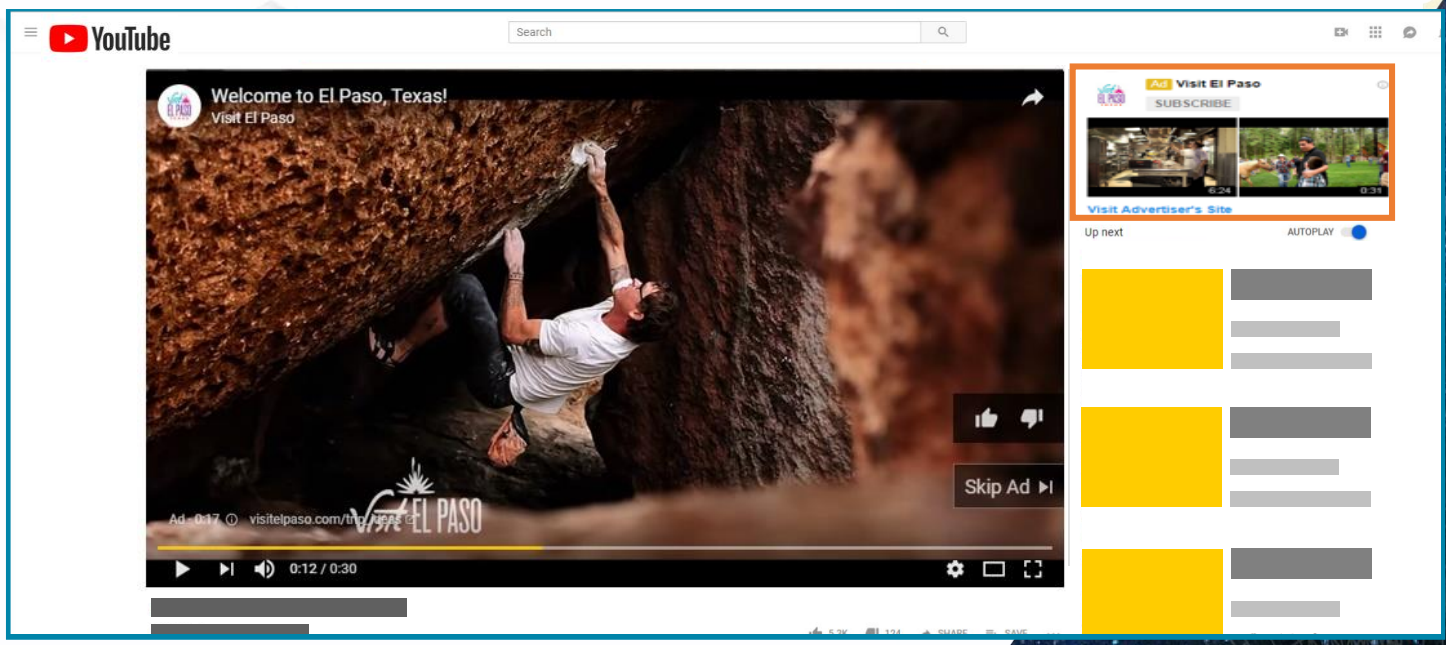
VIDEO

TRUEVIEW (YOUTUBE)

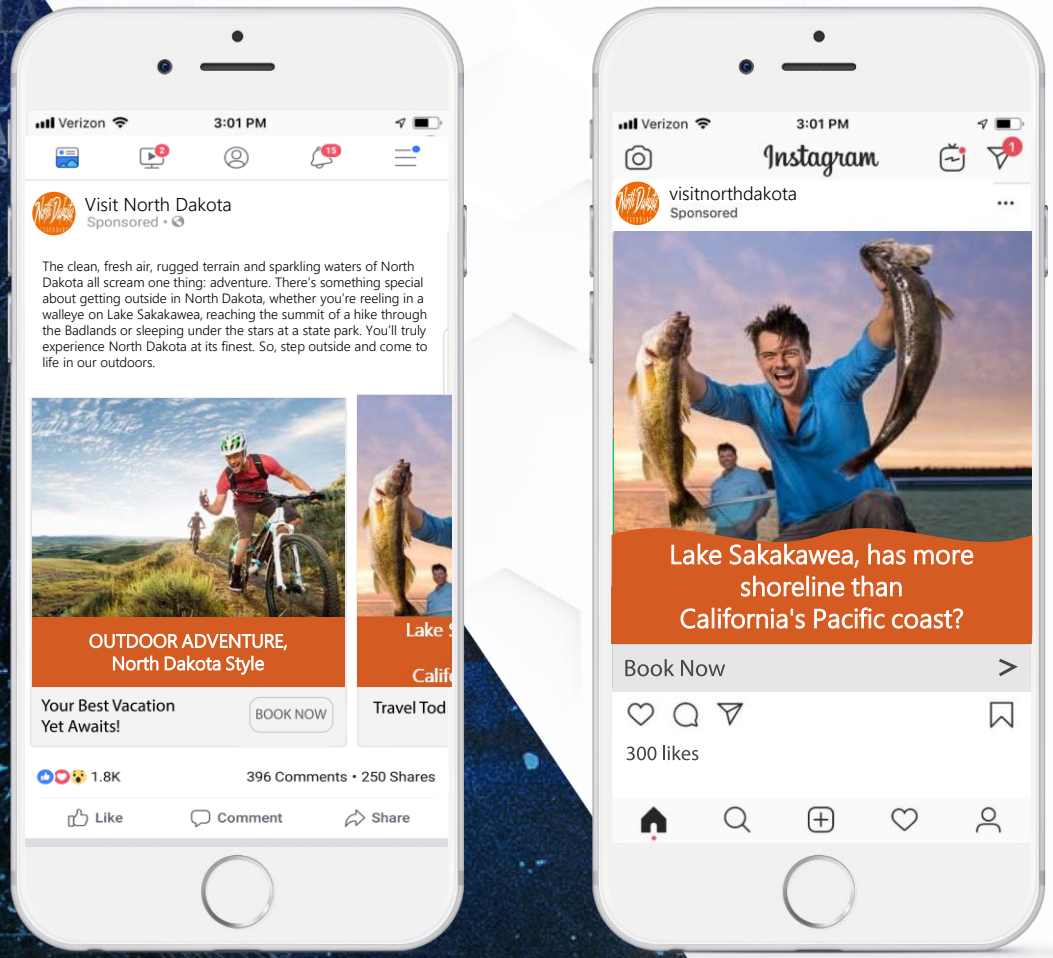
Increase reach to users with YouTube inventory, paying on a cost per completed view (CPCV). Unique bumper ads (6 seconds long) are designed for mobile environments, ensuring a positive brand experience.



Include a Companion Ad –
To further engage users

Specifications: bumper ads (:06), :15+ videos
MUST BE HOSTED ON CLIENT'S CHANNEL AND AVAILABLE VIA URL

FACEBOOK & INSTAGRAM



Facebook and Instagram are valuable for reaching users in an engaging, native environment and driving them to your content and website. The available targeting options provide a robust and granular way to reach travel intenders.

Recommended Solutions:

- Photo
- Video
- Canvas
- Instagram Stories

Recommended Call-to-Actions:

- Learn More
- Book Now
- Contact Us

LINKEDIN SPONSORED INMAIL

Send personalized messages to prospects

- Sponsored InMail makes it easy to target audiences with relevant content delivered through LinkedIn messenger.

Drive conversions with mobile-responsive design

- Sponsored InMail looks great on any screen, large or small. LinkedIn's responsive design means your call-to-action (CTA) button is always visible, whether on mobile or desktop.

Reach members when they're most engaged

- Sponsored InMail messages are only delivered when members are active on LinkedIn. And strict delivery frequency caps ensure your message gets noticed.

LINKEDIN SPONSORED CONTENT

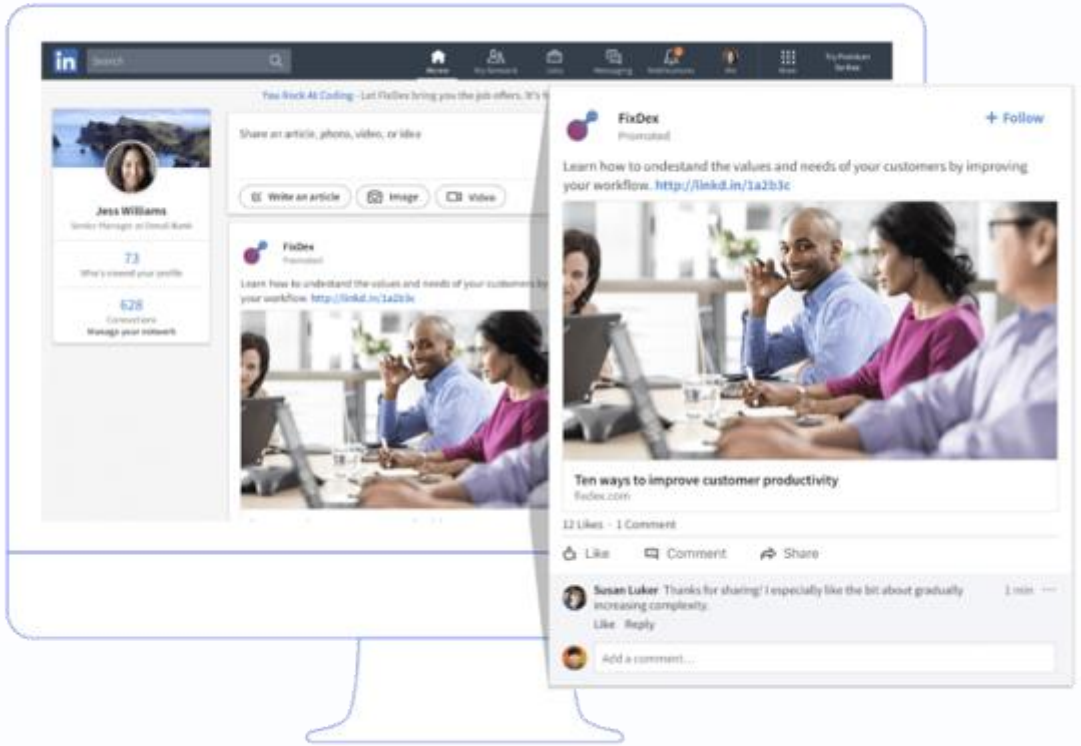
Run native ads in the LinkedIn feed across desktop and mobile

ADVERTISE TO PROFESSIONALS

Reach a highly engaged audience with native ads in a professional news feed across desktop and mobile.

TARGET THE PROFESSIONALS YOU WANT

Build your ideal audience with LinkedIn Profile date and your own audiences. Target on LinkedIn and beyond with LinkedIn Audience Network.



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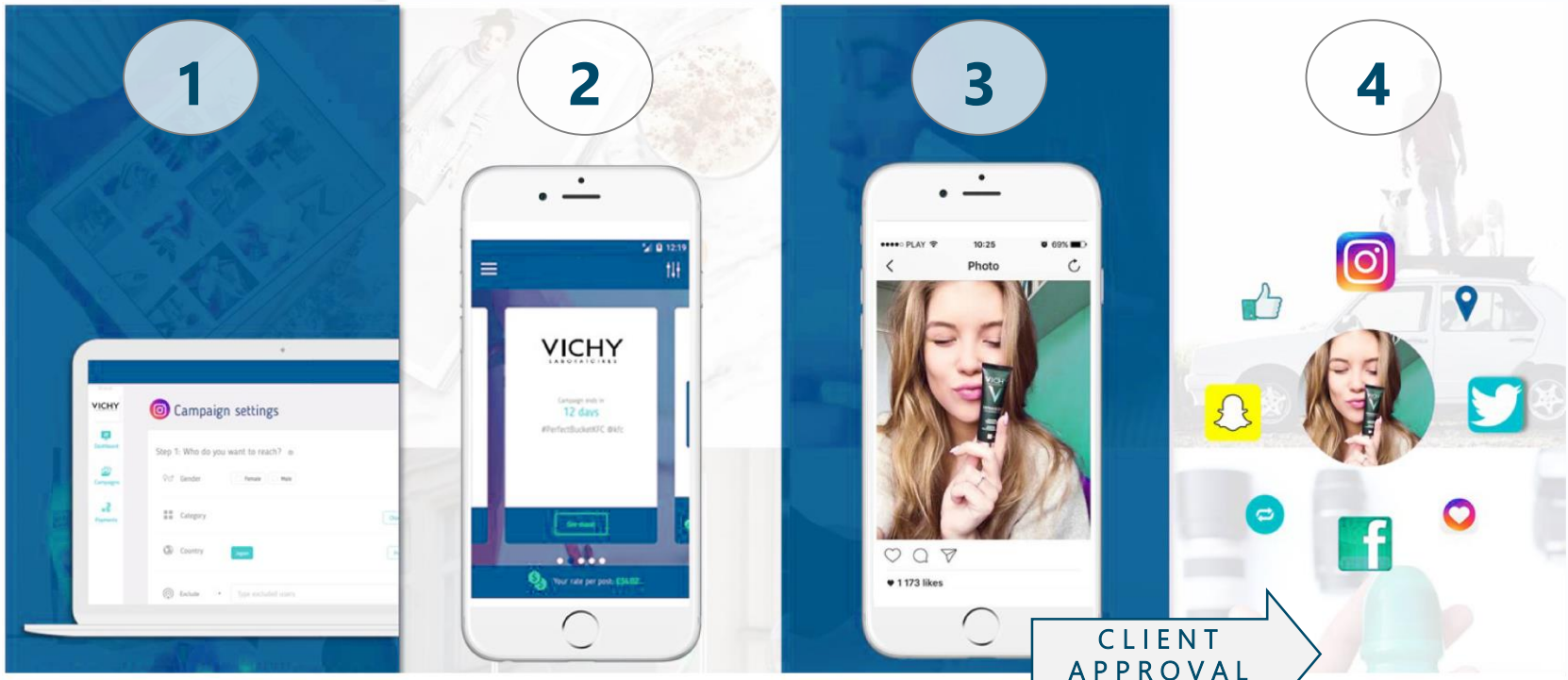
SOCIAL INFLUENCER PROGRAM

We provide a streamlined process to remove the “unknown” from social influencer programs.

Unlike traditional influencer programs, we provide clients with full control over the creative process, and all content is approved by the client prior to being published.

305,000+ Verified Influencers Globally

560 million+ Combined Total Followers



CLIENT WORKS WITH AJR TO CREATE TASKS FOR INFLUENCERS, SET BUDGET AND TARGETING CRITERIA.

INFLUENCERS RECEIVE A NOTIFICATION AND APPLY TO JOIN THE CAMPAIGN.

THEY SUBMIT CONTENT AS REQUIRED BY THE BRIEF AND ADD THE APPROPRIATE # AND @

CONTENT IS PUBLISHED AND REACHES MILLIONS OF FOLLOWERS

SAMPLE TASK - INSTAGRAM

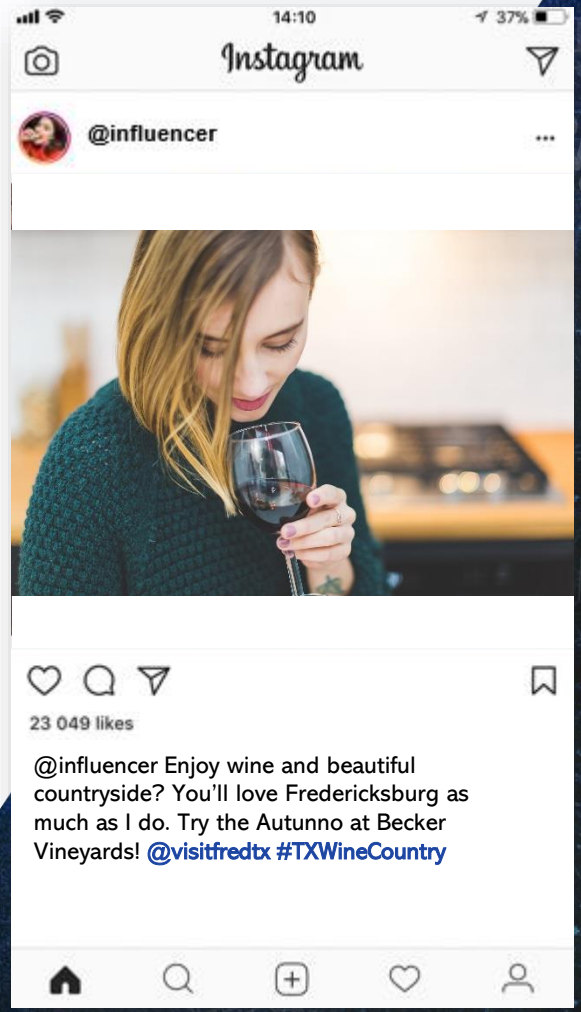
Fredericksburg boasts more than two dozen wineries. Share a photo of you enjoying a glass of wine from one of their local wineries. Please make sure the wine bottle is in the photo with the label showing. In the caption, share what you love about this wine/winery and encourage your followers to share their favorite wine experience while in Fredericksburg.

Be sure to tag the brand: @visitfredtx #TXWineCountry

VERIFIED
Influencer

sample image
CREATED
by influencer

sample description
CREATED
by influencer based on
task parameters



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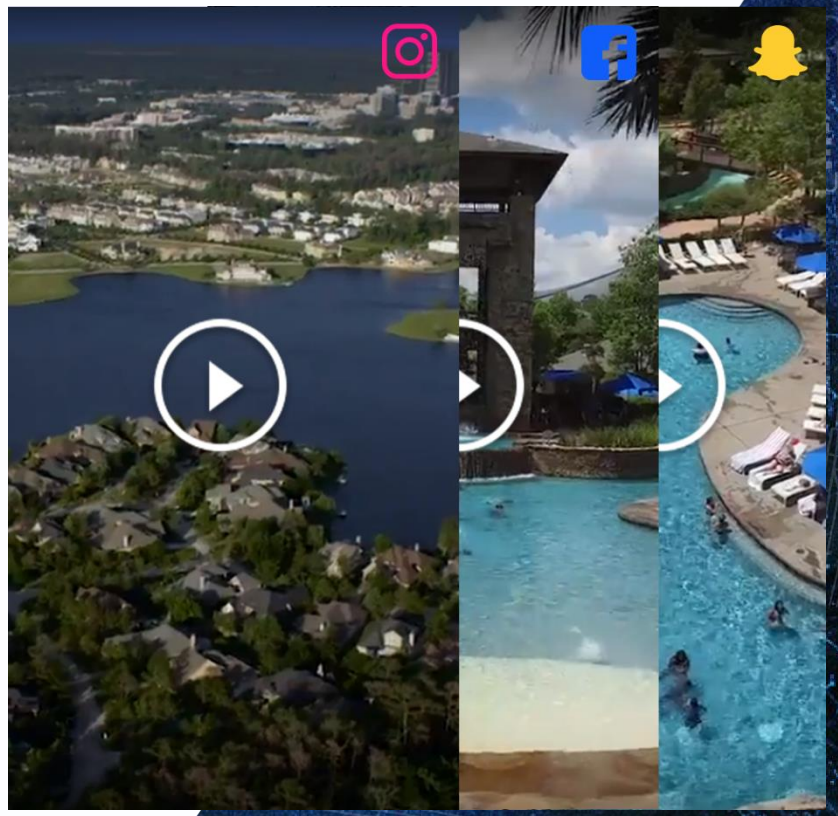
SAMPLE TASK – SOCIAL VIDEO SEEDING

El Paso is known for its outdoor adventure opportunities. Share a video (provided by Destination El Paso) highlighting the outdoor adventure opportunities available for visitors. In the caption, mention what activity you want to try (or have tried if you have already visited El Paso). Encourage your followers to share what outdoor activity intrigued them the most from the El Paso video.

Remember to tag the brand: @visitelpaso #ItsAllGoodEP

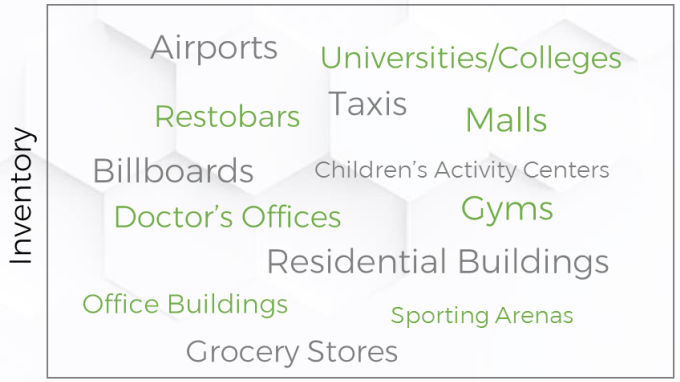


EXAMPLES OF INFLUENCERS

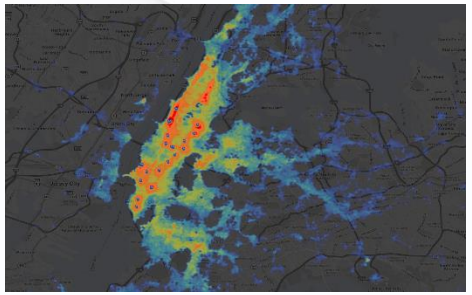
@onechelofanadventure	@realmarkm	@thecolorsofsam	@thesimplesol	@camillestyles
FOLLOWERS:34.5k	FOLLOWERS:54.3k	FOLLOWERS:68.2k	FOLLOWERS:64.3k	FOLLOWERS:135k

PROGRAMMATIC OOH

Define your audience based on where your consumers (and their devices) have been, or, simply target your audience based on points of interest or locations that matter most to you. We have programmatic access to best in class digital out of home suppliers across North America.



Custom heat map reports provide insight on where your audience is and where your ad placements are.



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PROGRAMMATIC AUDIO

Pre-Roll & Mid-Roll Audio • Brand Safe Streaming Websites & Apps • Non-Skippable Inventory

BEHAVIORS & INTENTS
Interested in Sports, Shopping, Travel, Music, Households with children, etc..

DEMOGRAPHICS
Age, Gender

GEO
City, Country, Region

LANGUAGE
Publisher language or Listeners language (where available)

GENRE & PLAYLIST
News and Talk, Rock, Top 40 Hits -Pop, Urban, Hip Hop, Jazz, etc.

TIME
Time of day/week, daily, weekly, custom

TECHNOLOGY
Device type, IP

Reach users on their mobile and desktop devices anytime – whether at work, home, the gym, or commuting – with high impact programmatic audio ads.

SAMPLE INVENTORY

SOUNDCLOUD · iHeart RADIO · AccuRadio · tunein · CBS · pandora · Spotify · JioSaavn · podcastone

Kollander Media & AJR Media Group Digital Media Solutions

PROGRAMMATIC TV

PTV

An automated, technology driven method of buying and delivering linear television ads.

Purchased from a centralized hub, where availability of inventory, viewing data and audience profiles can be viewed, allowing data-driven decision making.

Availability depends on unsold inventory from the upfront season.

Buy audiences based on household data.

CONNECTED TV & TV SYNC

CTV

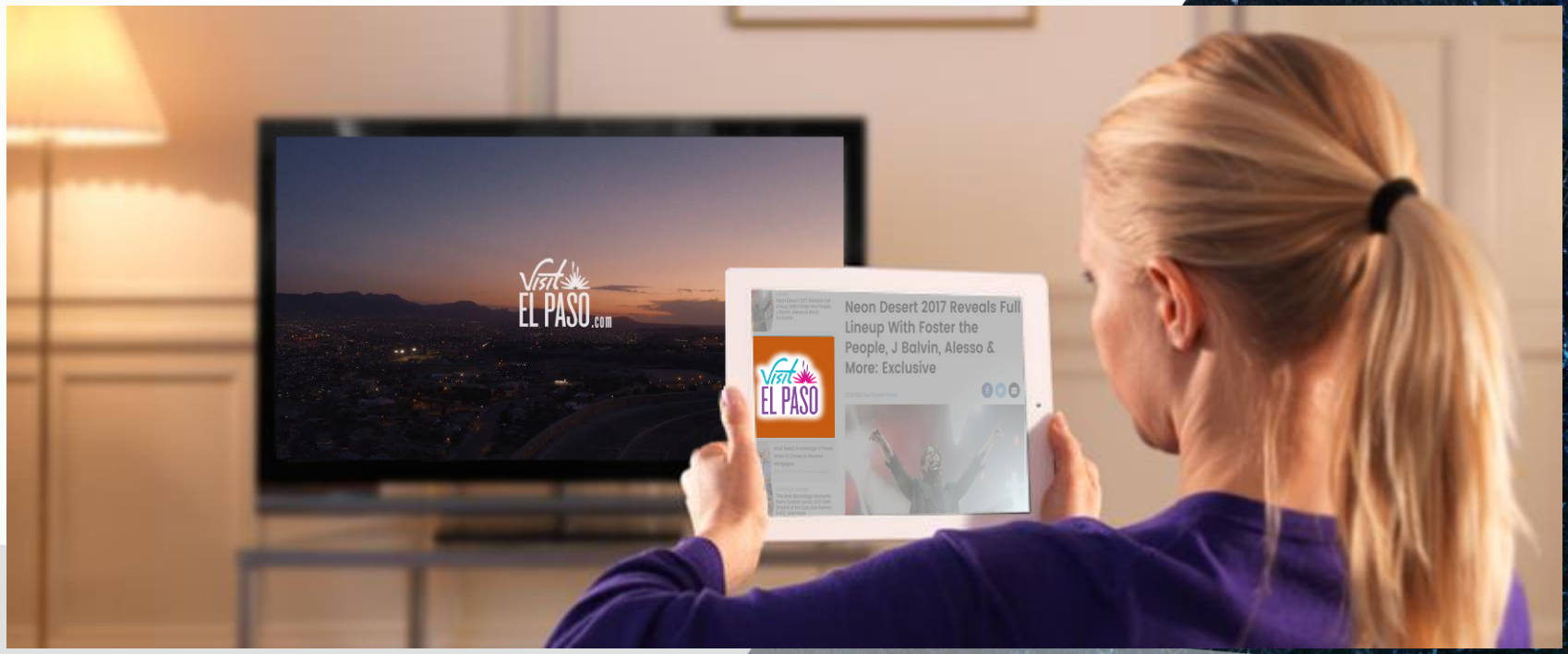
Internet-connected devices that stream content to TV sets via apps (Smart TV, Apple TV, Chromecast, Roku, game consoles, blue-ray players, etc.).

Purchased through DSPs with the ability to target using data sets.

Buy individuals based on behavior and demographics.

TV SYNC

Recognizes when a broadcast ad is live on-air and serves an ad to the user's second screen (e.g. smartphone, laptop, tablet) within 3 seconds of the broadcast ad airing (or at a designated later time).



ADARA

(PLATFORM)

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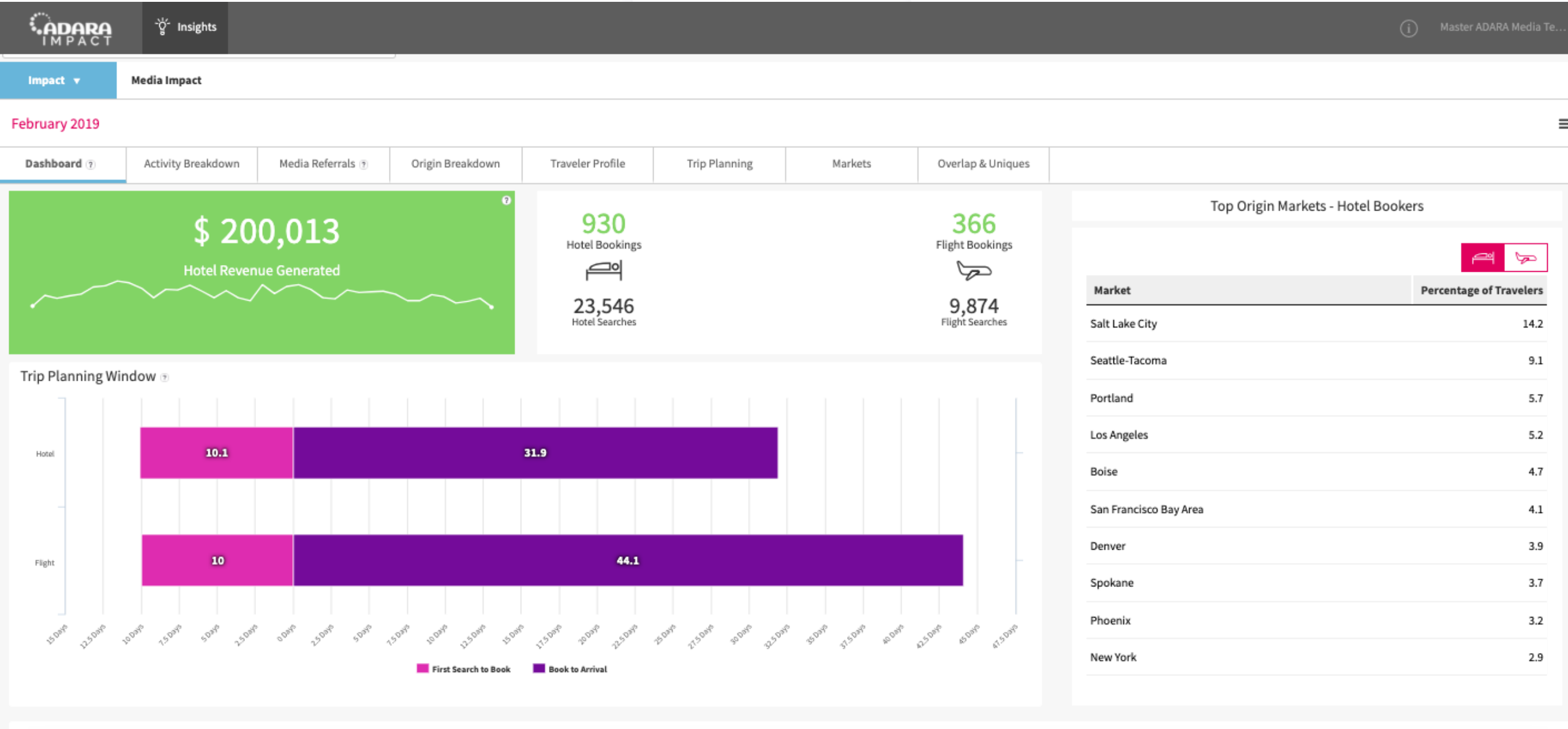
THE ADARA DATA ADVANTAGE

- True Intent Data, Not Inference
- Real Search And Booking Data
- Travel Profile
- Measure Results Against Actual Bookings
- Quantify The Value of Digital Marketing

SNAPSHOT


ADARA IMPACT
Insights
Master ADARA Media Te...
Impact
Media Impact
February 2019
Dashboard
Activity Breakdown
Media Referrals
Origin Breakdown
Traveler Profile
Trip Planning
Markets
Overlap & Uniques
$ 200,013
Hotel Revenue Generated
930
Hotel Bookings
23,546
Hotel Searches
366
Flight Bookings
9,874
Flight Searches
Trip Planning Window
Hotel
Flight
10.1
31.9
10
44.1
First Search to Book
Book to Arrival
Top Origin Markets - Hotel Bookers
Market
Percentage of Travelers
Salt Lake City 14.2
Seattle-Tacoma 9.1
Portland 5.7
Los Angeles 5.2
Boise 4.7
San Francisco Bay Area 4.1
Denver 3.9
Spokane 3.7
Phoenix 3.2
New York 2.9

SAMPLE REPORTING

Top Origin Markets - Flight Bookers

Market	Percentage of Travelers
Denver	15.3
San Francisco	13.9
Los Angeles	11.7
Phoenix	9.5
Chicago	7.0
Dallas-Fort Worth	6.4
Houston	2.8
Lubbock	1.7
Philadelphia	1.7
Tampa	1.4

SAMPLE REPORTING

Key Profile Insights

	Travelers	Length of Stay (nights)	Average Daily Rate
	1,493	5.6	$ 117
	28%	6.7	$ 131
	33%	8.5	$ 106
	37%	4.6	$ 118

SAMPLE REPORTING

Travel Type Summary

Activity Type	Avg. LOS	Avg. Search To Booking	Avg. AP	Avg. # Travelers	ADR	Total Travelers	Total Nights	Total Revenue
Flight	5.6	10.0	44.1	1.4	--	507	2,040	--
Hotel	1.8	10.1	31.9	1.6	$ 116.75	1,493	1,713	$ 200,012.64

Activity Breakdown | Media Referrals | Origin Breakdown | Traveler Profile | Trip Planning | Markets | Overlap & Uniques

ry

pse all	Impressions / Clicks	Uniques Reached	Flight Searches	Hotel Searches	Flight Bookings	Hotel Bookings	Site Visits
Prime Campaign Spring 2019 Pixels	548,095	285,000	9,874	23,546	366	930	--
Prime Campaign Spring 2019 Display Pixel	489,510	272,434	9,195	22,405	348	891	--
Prime Campaign Spring 2019 Preroll Pixel	58,585	37,037	2,497	6,551	86	244	--
	548,095	285,000	9,874	23,546	366	930	--

AJR MEDIA GROUP | DIGITAL MEDIA SOLUTIONS

ADARA

(IMPACT)

KollanderMedia & AJR MEDIA GROUP DIGITAL MEDIA SOLUTIONS

MEDIA INFLUENCED TRAVEL

50,329
hotel
searches

1,364
hotel
bookings

2,358
hotel room
nights

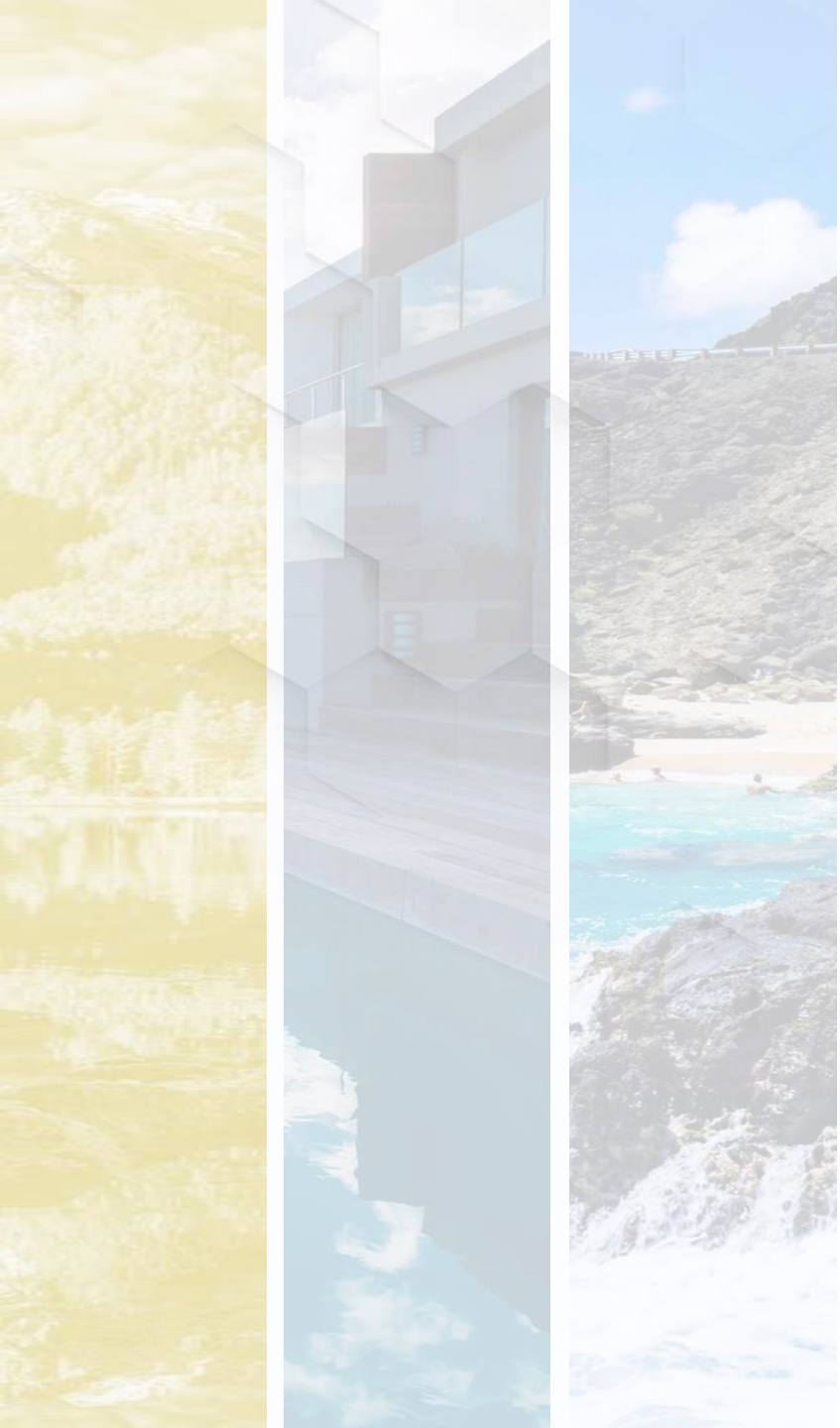
2,722 total
travelers

$374,481
Tracked hotel revenue

6,010
flight
searches

176
flight
bookings

224
total
travelers



MEDIA PERFORMANCE

Group vs. Couples vs. Individual Travel

Groups (3 or more)
ADR: $175 (Highest)
Length of Stay: 11.2 nights (longest)
Percent of travelers: 40% (tied for highest)

Single
ADR: $148
Length of Stay: 5.3 nights
Percent of travelers: 18%

Couples
ADR: $144
Length of Stay: 3.2 nights
Percent of travelers: 40% (tied for highest)

MEDIA (HOTEL) MARKET TAKEAWAYS

Top 3 Hotel Origin Markets:

- Dallas/Fort Worth – (20.6% of booking)
- Houston - (14.7% of booking)
- San Antonio – (6.4% of booking)

Hotel Destinations:

- Waco (95.3% of booking)
- Hewitt (2.5% of booking)
- Bellmead (2% of booking)

Top Alternate Searched Hotels:

- San Antonio (13% of searches)
- Austin (12.2% of searches)
- Woodway (8.3% of searches)

Top Alternate Booked Hotel Destinations:

- Woodway (17.6% of booking)
- San Antonio (7.8% of booking)
- Austin (5.9% of booking)

MEDIA (FLIGHT) MARKET TAKEAWAYS

Top 3 Flight Origin Markets:

- Denver – (5.4% bookings)
- Dallas/Fort Worth – (3% booking)
- San Diego - (3% booking)

Flight Destination:

- Waco (ACT) - (100% of booking)
- Top Alternate Searched Flights Destinations:
- Dallas/Fort Worth - (32.6% of searches)
- Portland - (10.6% of searches)
- Las Vegas - (7.9% of searches)

Top Alternate Booked Flights Destinations:

- Dallas/Fort Worth - (38.2% of booking)
- Fort Hood/Killeen - (5.2% of booking)
- Atlanta - (4.7% of booking)

WEBSITE INFLUENCED TRAVEL

162,443 hotel searches

640,450 Page Views

$576,315
Tracked hotel revenue

5,139 flight searches

199 flight bookings

3,746 hotel room nights

4,148 total travelers

242 total travelers

1,134 total nights

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WEBSITE (HOTEL) MARKET TAKEAWAYS

Top 3 Hotel Origin Markets:

- Dallas/Fort Worth – (16.5% of booking)
- Houston - (13.4% of booking)
- Waco - (5.5% of booking)

Hotel Destinations:

- Waco - (95.8% of booking)
- Hewitt - (2.3% of booking)
- Bellmead – (1.9% of booking)

Top Alternate Searched Hotels:

- San Antonio - (14.9% of searches)
- Austin - (13.4% of searches)
- Woodway - (9.8% of searches)

Top Alternate Booked Hotel Destinations:

- Woodway - (17% of booking)
- San Antonio - (7.4% of booking)
- Austin - (7.2% of booking)

WEBSITE (FLIGHT) MARKET TAKEAWAYS

Top 3 Flight Origin Markets:

- Seattle - (4.9% bookings)
- Philadelphia - (4.3% booking)
- San Diego - (3.8% booking)

Top Flight Destinations:

- Waco - (100% of booking)

Top Alternate Searched Flights Destinations:

- Dallas/Fort Worth - (24.1% of searches)
- Houston - (14.4% of searches)
- San Francisco - (7.1% of searches)

Top Alternate Booked Flights Destinations:

- Dallas/Forth Worth - (40.1% of booking)
- Cincinnati - (5.4% of booking)
- Orlando - (3.3% of booking)

DEEP VISITOR INSIGHTS & BEHAVIOR DATA

Based on **billions of data points** across the **global travel ecosystem,** we know **travelers relevant to your market**

- Where they are **coming from**
- Where they are **going**
- **Other destinations** they search
- When and where they **book**

- **Business** vs. **leisure**
- If they **saw your ads** or **visited your website**
- Their **age** and **income**
- Hotel **rate**
- **Number of nights** they stay

SEARCH DATA BOOKING DATA PROFILE DATA

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REPORTING

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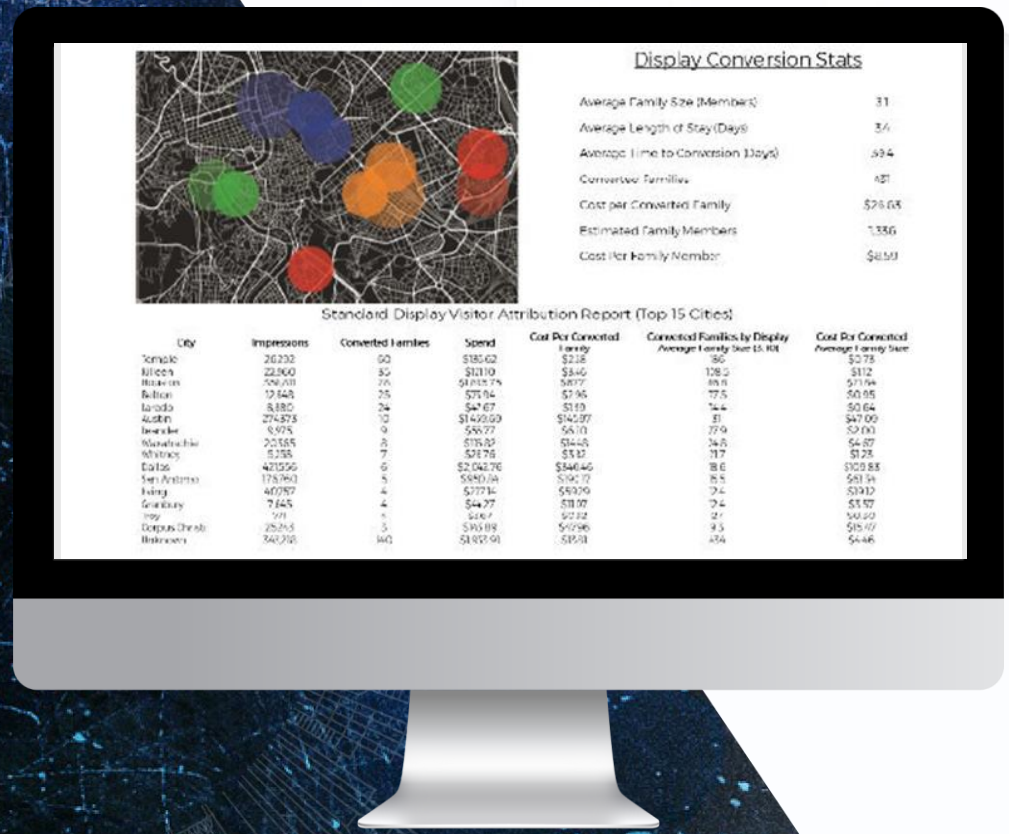
VISITOR ATTRIBUTION REPORTING

Visitor/Location attribution reporting shows in-market and in-store visitation of users that were exposed to and/or engaged with your digital advertising efforts.



HOW IT WORKS

1) Virtual Beacons Placed

2) Digital Ads Tracked

3) Verified Visitation

Our Model Allows:

- Cross-device audience attribution
- 82% household match rate (USA)
- Robust geo fraud elimination process

Note: Some channels may not allow for the addition of attribution tracking and reporting. Additionally, campaign minimums may apply in order to reach necessary threshold requirements for attribution reporting. Actual metrics may vary by client, campaign and KPI's.

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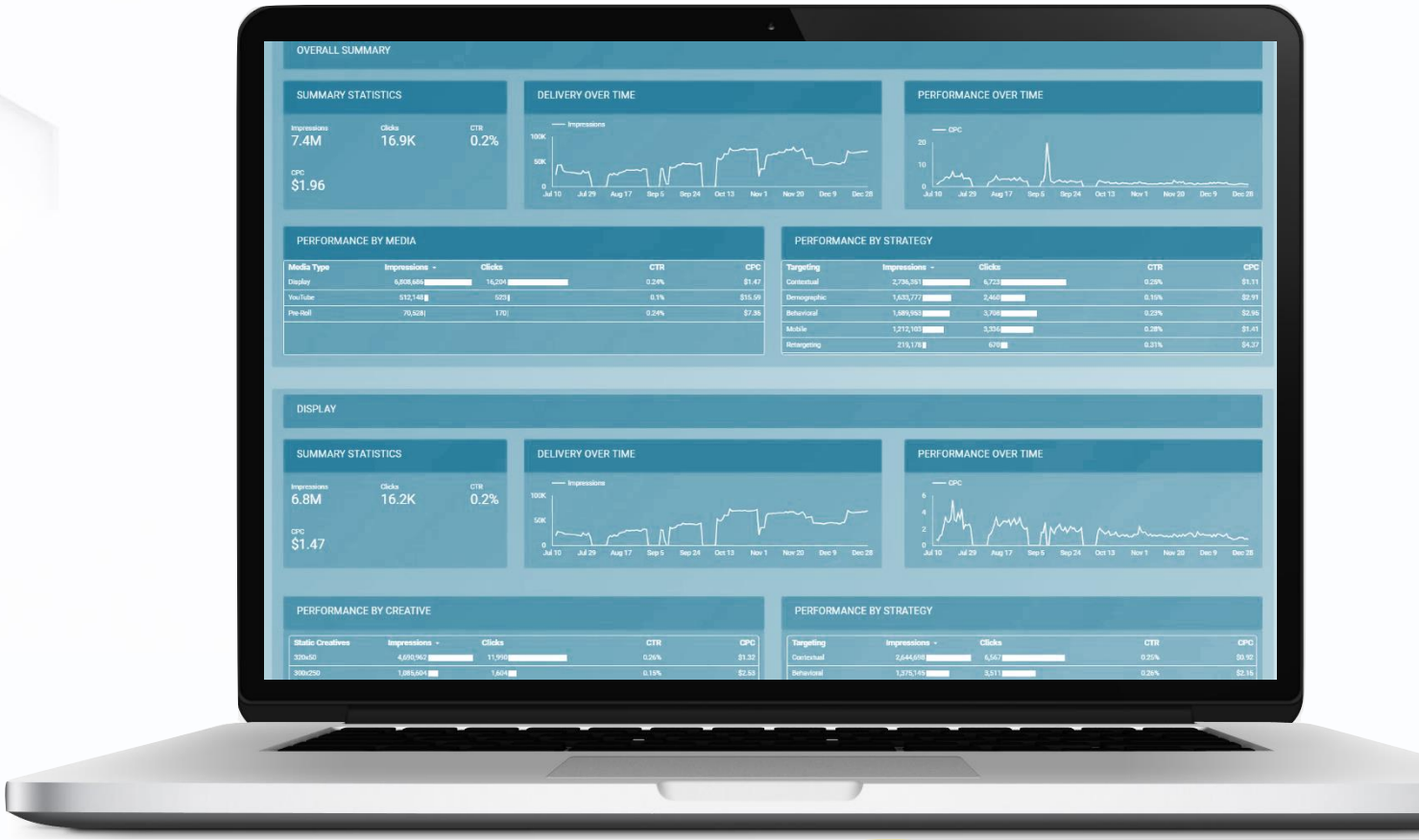
REPORTING PLATFORM

REAL-TIME ANALYTICS

A UNIFIED VIEW OF YOUR CAMPAIGN PERFORMANCE.

- Access campaign delivery results 24/7
- Customizable and user-friendly interface
- Secured login
- Data export (to Excel/CSV)

Note: Some campaign minimums may apply in order to qualify for dashboard access.
Actual metrics may vary by client, campaign and KPI's.



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