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 Charleston, WV 25305-0130

State of West Virginia  
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**BID RECEIVING LOCATION**

BID CLERK  
 DEPARTMENT OF ADMINISTRATION  
 PURCHASING DIVISION  
 2019 WASHINGTON ST E  
 CHARLESTON WV 25305  
 US

**VENDOR**

Vendor Name, Address and Telephone Number:

Miles Media Group, LLLP  
 6751 Professional Pkwy W., Suite 200  
 Sarasota, FL 34240  
 (941) 342-2300

03/11/15 14:07:55  
 WV Purchasing Division

**FOR INFORMATION CONTACT THE BUYER**

Guy Nisbet  
 (304) 558-2596  
 guy.l.nisbet@wv.gov

Signature X

FEIN # 02-0761406

DATE March 10, 2015

All offers subject to all terms and conditions contained in this solicitation

David Burgess, david.burgess@milespartnership.com

## Introduction

There's a change in the air in West Virginia – a fresh, aggressive, progressive excitement bubbling through the state's tourism industry like never before. And make no mistake, Miles wants to continue to be a part of it!

We've enjoyed every minute of our **10-year relationship** with the Division of Tourism, from winning the Mercury Award for "Best Travel Guide in the U.S." the first year we began working with you to publishing the recently released 2015 edition, our most reader-focused issue to date.

Still, we know the best is yet to come.

Throughout this proposal, we share plenty of information on our experience and qualifications, our success in travel publishing and our **forward-thinking, research-driven strategies** to take your travel guide and e-newsletter to the next level – and beyond.

But first, here's just a quick snapshot of why Miles is your best choice for a publishing partner who not only knows your industry inside and out, but also will deliver results no other competitor can.

### We're experts at travel marketing.

As the largest tourism publisher in the country, travel is all we do. Our staff includes a talented mix of publishing and destination marketing professionals, and we hire and work with only the best. This is reflected by our **61 years of experience**, happy clients across the world and **hundreds of awards** for our print, interactive and online products. And we know the print landscape is changing at a blinding pace. What your travel guide should look like in the coming years is built into the DNA of our company.

### We're bringing exciting new programs to you.

Our ideas for your travel guide and e-newsletter may be influenced by years of experience, but the concepts are **on the cutting edge**. On the pages that follow we'll get you excited about some of the possibilities – including an augmented reality content platform, new opportunities for targeted lead generation and content distribution, and a multi-channel, content-generating, social buzz-worthy sweepstakes that is truly Wild and Wonderful!

### We play well with others.

We know you've released separate RFPs for your Advertising Agency, Travel Guide Publisher and Website Developer; finding partners who can work together is critical. We thrive in those situations, going above and beyond to understand the goals of your other agencies, support their efforts and provide any insight and assistance to ensure they



succeed on your behalf. We work with multiple partners for a number of other destinations and are regularly praised for how supportive we are in that arena.

## We've planted roots in West Virginia.

Our company may have been born in Florida, but we've planted roots right here in West Virginia. We opened a local office our first year working here and had our team travel throughout West Virginia on several "discovery" trips to get to know you better. We **hired local experts** to lead your team and continue to **support your industry** through sponsorships, scholarships, educational presentations and more.

## We can hit the ground running - and you won't miss a beat.

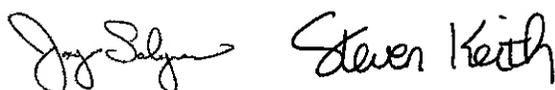
Print publishing is not an easy-going proposition these days, which explains why so many companies are struggling, cutting staff or folding altogether. Because we have 61 years in the business - and cumulative success working with you the past 10 years - there **won't be any time lost** trying to get our arms around your goals, your products, your other agency partners, your industry. A new vendor could require months getting up to speed, which is time you don't have. Not Miles. Call us today, we'll start work tomorrow. More importantly, if you stick with our proven product quality and sales expertise, you **won't run the risk** of losing ground or industry support, which often occurs when destinations switch publishing partners.

## Your industry adores us.

And we know how important that is. If your industry's not happy, you're not happy. But don't just take our word for it: Testimonials about the **strong results** we've delivered and the **great relationships** we've cultivated are included throughout our proposal. Better still, we're committed to increasing our industry outreach efforts this year.

You already know a lot about Miles and the great work we've done, but we're excited to share our new vision with you. We've poured our heart and soul into it and can't wait to get started!

Sincerely,



**Jay Salyers**  
Senior  
Vice President

**Steven Keith**  
WV Account Director/  
Senior Content Director



# Table of Contents

<b>Attachment A: Vendor Response Sheet</b>	<b>Page 6</b>
<b>Section 3/3.1 - Company History &amp; Experience</b>	<b>Page 6</b>
Company History	Page 6
What Makes Us Unique	Page 6
Our Company Philosophy	Page 8
Your Strategic Partner	Page 9
A Sales Leader	Page 9
Industry Sponsored Content	Page 10
Experience with Similar Products	Page 11
Our Core Competencies	Page 12
Our Clients	Page 14
Our Awards	Page 15
<b>Section 3/3.2 - Key Personnel &amp; Dedicated Team</b>	<b>Page 19</b>
Company Organizational Chart	Page 20
Dedicated West Virginia Team	Page 21
<b>Section 3/3.3 - Potential Subcontractors</b>	<b>Page 26</b>
Email Deployer	Page 26
Eguide/App Provider	Page 27
Email Lead Generator	Page 27
Sweepstakes Management	Page 27
Quoted Printers	Page 28
<b>Section 3/3.4 - Billings, Accounts &amp; Memberships</b>	<b>Page 29</b>
Annual Billings in Two Years	Page 29
Accounts Gained in 12 Months	Page 29
Accounts Lost in 12 Months	Page 30
Marketing Memberships	Page 30
Financial Stability/Bank Letter	Page 30
<b>Section 3/3.5 - Client References</b>	<b>Page 32</b>



<b>Section 3/3.6 - Enewsletter Expertise</b>	<b>Page 32</b>
Email Production Process	Page 33
Deployment	Page 34
Tracking & Reporting	Page 34
Database Management	Page 35
<b>Section 3/3.7 - Sample Guides</b>	<b>Page 35</b>
<b>Section 4/4.1 - Travel Guide Recommendations</b>	<b>Page 36</b>
Your History with Miles	Page 36
The Future of Print	Page 41
Our Vision for West Virginia	Page 42
Inspirational Design	Page 43
Powerful Content	Page 45
Digital & Social Integration	Page 47
Layar Augmented Reality	Page 47
Wild & Wonderful Sweepstakes	Page 48
Content & Planning Tools	Page 54
Content Organization	Page 58
Design Expertise	Page 59
Photography Approach	Page 60
Design Recommendations	Page 61
<b>Section 4/4.2 - Marketing Tools &amp; Research</b>	<b>Page 62</b>
Focus on Destination Research	Page 62
West Virginia-Specific Research	Page 63
<b>Section 4/4.3 - Collaboration</b>	<b>Page 65</b>
Working With Miles	Page 65
Account Management	Page 66
Scheduling	Page 66
Editorial Expertise	Page 67
<b>Section 4/4.4 - Content Distribution &amp; Promotion</b>	<b>Page 68</b>
Guide Announcement Eblast	Page 69
Digital Media Strategy	Page 69
Online & Social Cross Promotion	Page 69
YouTube Content Strategy	Page 70
Content Discovery Networks	Page 71
Co-Registration Outreach	Page 71
Content Distribution Programs	Page 71



<b>Section 4/4.5 - Advertising Sales</b>	<b>Page 72</b>
Advertising Sales Expertise	Page 72
<b>Section 4/4.6 - Enewsletter Recommendations</b>	<b>Page 74</b>
New Electronic Communications	Page 74
Additional Electronic Communications	Page 81
<b>Section 4/4.7 - Advertising Leads</b>	<b>Page 83</b>
Leads & Reader Service	Page 83
<b>Section 4/4.8 - Revenue Generation</b>	<b>Page 85</b>
<b>Section 4/4.9 - Dedicated Account Staff</b>	<b>Page 86</b>
Local Account Director	Page 86
Local Sales Representative	Page 86
<b>Attachment B: Mandatory Specification Checklist</b>	<b>Page 88</b>
<b>Section 5/5.1 - Final Approval of Work</b>	<b>Page 88</b>
<b>Section 5/5.2 - Print Production Process</b>	<b>Page 88</b>
<b>Section 5/5.3 - Print Production Schedule</b>	<b>Page 90</b>
<b>Section 5/5.4 - Rights to All Content</b>	<b>Page 94</b>
<b>Section 5/5.5 - Printed in West Virginia</b>	<b>Page 94</b>
Requested Print Bids	Page 95
Guide Specifications	Page 96
<b>Section 5/5.6 - Free Ad Pages</b>	<b>Page 96</b>
<b>Section 5/5.7 - All Work at No Cost</b>	<b>Page 97</b>
<b>Section 5/5.8 - Distribution to Advertisers</b>	<b>Page 97</b>
<b>Section 5/5.9 - Guide Quantity &amp; Shipping</b>	<b>Page 98</b>
<b>Section 5/5.10 - Electronic Guide</b>	<b>Page 98</b>
Additional iPad App	Page 101
<b>Section 5/5.11 - Guide Packaging &amp; Delivery</b>	<b>Page 102</b>
<b>Case Studies: Colorado, Tennessee &amp; Brand USA</b>	<b>Page 103</b>



## ATTACHMENT A: VENDOR RESPONSE SHEET

## Section 3

**3.1** Company description, history and experience related to destination marketing and producing/distributing tourism-related guide. Vendor should have the capability to develop and sell sponsored content and advertising.

### COMPANY HISTORY

This year, Miles celebrates **61 years** as a tourism publisher. We trace our roots back to 1954, when the company began producing local visitor guides to help travelers learn the best places to dine, shop and enjoy area attractions. Today, our company has evolved into a **national leader** in destination publishing in both print and digital media. We're the largest organization of its kind in the United States, representing many top states, cities and other destination marketing organizations across the country.

Each year, we produce 60 individual print titles for 37 destinations. However, we still employ the same **local approach** to content creation – utilizing the best local travel writers in each of the destinations we represent – while simultaneously offering publishing and sales expertise on a national level.

Unlike other publishers, we are **100 percent focused** on the visitor information business, and all of our resources are devoted to it.

### WHAT MAKES US UNIQUE?

Miles creates highly effective custom products and solutions for our clients because **we know visitors**: how they think, what they need, what motivates them. Using the latest research and experience gained from such a broad client base, we develop successful products that target specific audiences, including consumers, meeting planners and travel trade professionals – when, where and how they want to receive them.

### Miles ... By the Numbers

**100%** destination marketing

**61 years** in tourism publishing

**91** clients/destinations

**187** destination experts

**60** print guides produced each year

**18 years** of web publishing experience

**100** destination websites created/managed annually

**25** email marketing programs annually

**40** million email messages deployed annually

**\$100,000** invested in research annually

**450+** videos, **1,700+** articles, **500+** photo shoots and **7,500** photos annually



## We offer you more than any other publishing partner can.

Here's what sets us apart from our competition.

- **We are 100% focused on travel and tourism.** We specialize in publishing for destination marketing organizations and work exclusively in this industry. Our team keeps a tight focus on today's travel trends, allowing us to deliver the best possible publications for destinations.
- **Our motto is "serve the reader."** Our core belief is that successful publications look to a reader's needs first - and, as a result, also meet the needs of both the destination and the advertiser.
- **We're launching a content revolution.** As you browse our publications, you'll see a focus on quality content: compelling stories written by expert writers with first-hand knowledge of the destination, sidebars and callouts with quick facts and fun features, listings in easy-to use formats, immersive photography and contemporary graphics.
- **National know-how with a local touch.** While our headquarters are not located in West Virginia, your Account Director/Senior Content Director and Advertising Sales Specialist both live and work in West Virginia, and the rest of our highly accessible publishing team will meet with your staff in person as often as needed. Our editorial and design teams also will utilize the talents of the best West Virginia writers and photographers in the creation of your products.
- **A partner, not a vendor.** Vendors deliver commodity purchases. Partners collaborate with you - and your industry partners - to help meet your strategic objectives. Our goal is to continue being an active, contributing partner on your marketing team, working with you to develop creative ideas for West Virginia's publications now and in the future. We invite you to work side-by-side with us to concept, create and deliver a quality travel guide and monthly e-newsletter.
- **World-class quality.** Our focus is always on quality, and the products we create stand out above the rest. Several have received national awards, including the coveted Mercury Award for "Best Visitor Guide in the U.S." (That's an award we've received more than once, but the first win - for West Virginia - was the sweetest.) We have established production methods and technology to ensure the accuracy and excellence of our publications.
- **Grounded in research.** While 61 years of travel publishing experience has taught us a lot, we're smart enough to know that the world keeps changing. Because of this, our product recommendations are grounded in the latest industry research. We keep current on the most recent studies by organizations such as TIA and PhoCuswright, plus we commission our own independent research through the bi-annual "State of the American Traveler" study conducted by Destination Analysts. Keeping our clients a step ahead of the rest is crucial to us, so our design and editorial teams regularly conduct a competitive analysis of state and CVB guides and websites from across the country. **For more information on our extensive research efforts, please see that detailed section later in this proposal.**

## OUR COMPANY PHILOSOPHY

We hope we have proven our expertise to the West Virginia Division of Tourism, given the success we've both enjoyed during our 10 years working together. But with new leadership in place, we'd like to reiterate our experience with producing state-level vacation guides and email programs on the pages that follow.

## PUBLISHING, ADVERTISING & PRODUCTION PHILOSOPHIES

We believe that successful visitor guides look to readers' needs first. As a result, these guides meet the needs of the destination and the advertiser. We believe that our publications, and their corresponding revenue programs, are best built collaboratively, so we strive to be an **active, contributing partner**. We share your dedication to West Virginia and will continue to deliver a publishing program that **enhances your relationship with visitors and improves your reputation within the industry**.

Add a true passion for travel with the collaboration inherent in everyone we hire, and you get the Miles philosophy. We value:

**High Quality:** Evident in our award-winning products.

**Authenticity:** Evident in our hyper-local approach to content creation and sales.

**Innovation:** Evident in our focus on research, trends and best practices, which we share with our clients to develop informed strategies that position them ahead of the industry.

**Accountability** Evident in the measurable results we deliver, including increased visitation, industry participation, revenue and bookings.

Our corporate culture echoes our philosophy of publishing, advertising and production. In the name of **quality**, we hire smart people who never stop learning, researching and testing in pursuit of the best solutions possible. In the name of **authenticity**, we communicate clearly with our clients and our audiences. In the name of **innovation**, we never stand still. While other tourism publishers and interactive agencies have downsized their staffs, client lists and product offerings in recent years, we've been busy **pioneering products and growing** – brainstorming new ways to add relevance and interactivity to print products, and adding new clients in diverse destinations. In the name of **accountability**, we take pride as an organization in the meaningful results we deliver for our clients.



## YOUR STRATEGIC PARTNER

Our goal is to be an active, contributing partner on your marketing team, working with you to develop creative approaches for West Virginia's publications now and in the future. We invite you to work side-by-side with us to concept, create and deliver quality travel products.

To remain current on tourism trends and to continue building relationships within the industry, our senior management team regularly attends and participates in **dozens of conferences and seminars each year**. We have a commitment to **hands-on local involvement** in every market we publish. From industry outreach and education by our content managers, publishers and local sales staff, to attendance at important industry events and in-person sales calls, we take every opportunity to **foster trust and relationships within your industry**.

In addition, our team members on average attend more than **60 seminars, conferences and training sessions each year** covering topics from social media and project management to copywriting, web development, sustainable tourism practices, design and photo color correction. We commit to investing in our team so we can bring the best to you.

## A SALES LEADER

Strong publishing programs need strong industry support. And in the travel marketing space, no partner generates more revenue for their clients than Miles. One of the key strengths we bring is a **broad-based understanding** of all components of tourism publishing – print, web, email marketing and data – as well as **revenue-generation programs** that can offset your costs in all areas.

Miles has an impressive track record of packaging advertising creatively across print and electronic media. By doing so, we generate **more than \$25 million** in combined print/electronic advertising sales each year to offset our clients' costs – expertise we're confident no other partner can deliver.

In West Virginia alone, we have generated **nearly \$8 million** in revenue over the past 10 years working with you. Throughout this proposal, we have included dozens of recommendations for sponsored content and other industry-supported programs to raise that number even more.

"Miles is a pleasure to work with. They go out of their way to assist with any and all businesses that would like to advertise in the state travel guide. I have nothing but praise for their hard work!"

Jessica Scowcroft, Tucker County CVB



We are especially skilled at selling sponsored content that not only meets your industry's needs but, more importantly, enhances your products for consumers.



## INDUSTRY SPONSORED CONTENT

Long before **native advertising** became a buzzword, Miles has been using the concept of sponsored content with great success, from the early days of industry-based co-op pages to more complex print and digital strategies utilized in the Brand USA products with which we've been involved.

Just as we have done successfully for other destinations, Miles can **integrate a variety of sponsored content opportunities** in West Virginia that **showcase partners** in a meaningful context **without sacrificing editorial integrity or authority**. Visitors interested in specific experiences can discover recommendations based on topical relevance, geographical proximity and other characteristics that will grab their attention and enrich their experience in a way that display ads alone cannot.

For example, activities like whitewater rafting and skiing are big industries in West Virginia, yet there are only a few pages dedicated to them in your travel guide. There are plenty of outdoor outfitters and adventure resorts who'd love the chance to get more ink in the book – and would be willing to pay for it. That **generates more revenue** for your products, sure, but it's the advertisers and consumers who really win. Advertisers get more exposure; consumers get more content.

While opportunities in your guide will ultimately depend on editorial, some potential sponsored content recommendations include:

- **Must-Sees.** Breakout space on an editorial page could recommend a related destination, attraction or event. (Example: A spread on history could include a sponsored callout for Heritage Farm.)
- **Sponsored Itinerary.** Themed itineraries for different editorial topics could be coordinated to feature multiple partners. (We'd just need to make sure different businesses are in reasonable proximity to one another, so travelers wouldn't have to take impractical routes.)

- **Sponsored Photo Collage.** Images on these pages could be a mix of editorial selections and advertiser placements, with your approval. Sponsored placements could include captions with business information and a website.
- **Local Products Page.** This would be reminiscent of a traditional fashion magazine product page with an array of product images on a white background, accompanied by short blurbs about each and a corresponding website. (Example: A photo of jewelry crafted by a local artisan that pushes readers to visit their studio or a local retailer.)
- **Sponsored Map.** Local maps could highlight industry partners via paid inclusion, giving consumers additional insight on distilleries, museums, performing arts centers and more.
- **Special Advertorial Sections.** Like-minded advertisers could team up to purchase space in a themed special section, which would include a blend of advertising and advertorial content promoting their activity/area.

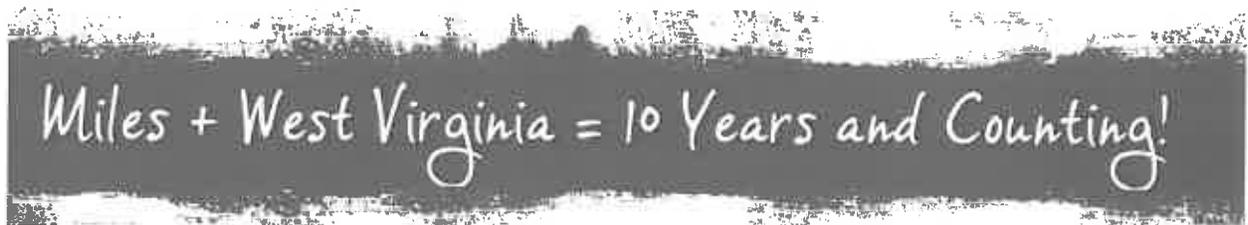
## EXPERIENCE WITH SIMILAR PRODUCTS

Miles has provided print publishing services for **61 years**. For the past **18 years** we have also offered web and e-newsletter development and other digital services.

Below is a list of states in which we currently produce vacation guides, including the number of years we've been partners with them.

- VISIT FLORIDA® (18 years)
- Tennessee Department of Tourist Development (12 years)
- **West Virginia Division of Tourism (10 years)**
- Colorado Tourism Office (10 years)
- Louisiana Office of Tourism/Louisiana Travel Promotion Association (9 years)
- Pennsylvania Department of Community & Economic Development (9 years)
- Wyoming Office of Tourism (9 years)
- Kentucky Department of Travel (6 years)
- Visit Delaware (5 years)

The guides we publish include content, photography, graphics, maps and industry listings that are fully comparable to all needs you have described in your RFP.



## OUR CORE COMPETENCIES

Miles is a turnkey destination marketing company offering expertise to our clients in the following areas:

- Travel guide design, content and production
- Strategic services & brand development
- Content creation
- Content syndication
- Email marketing programs
- Data collection & management services
- Photo shoots and art direction
- Revenue generation programs/sales (co-op)
- Web program management
- Integrated online marketing programs
- Traffic generation/SEM
- Digital media strategy & buying
- Social media marketing
- Interactive design & development
- Web analytics
- User experience analysis
- Rich media production
- Search engine optimization
- Viral programs/contests
- Landing page optimization
- Mapping & booking integration

“I have worked with Miles for seven years now as an advertiser. Every year I am blown away at the quality of their work – and just when I think they can’t top the previous guide, they do so time and time again. It’s also always a pleasure to work with Loren Jordan. His professionalism and passion for this guide keeps me putting this in my budget year after year.”

Olivia Litman,  
Wheeling-Ohio County CVB



In addition, here's a summary of our specific capabilities in both print and electronic publishing

## PRINT PUBLISHING

- Competitive analysis and research
- Product concepts and content planning
- Production schedule and management
- Cover, layout and listing design
- Editorial content creation
- Travel writer management
- Listing collection and verification
- Photo research/selection
- Photo shoot management
- Image scanning and color correction
- Map creation and cartography services
- Proofing and fact-checking
- Printer bidding, evaluation and selection
- Prepress/print quality control/press checks
- Shipping and distribution
- Marketing material creation/distribution
- In-person sales/membership promotion
- Ad contract and creative trafficking
- Advertising customer service
- Ad creation, proofing and client approval
- PDFx\_1a certification of all supplied ads
- Online ad upload, delivery and tracking
- Advertising billing, collections, reporting

“West Virginia is Wild and Wonderful, but it's also Almost Heaven. The West Virginia Travel Guide does a great job marrying the wild and mild of this awesome outdoor playground. Visit Southern West Virginia feels this publication offers us a vital advertising opportunity to invite visitors to make their memories in our scenic mountain home.”

Kay Bess,  
Southern West Virginia  
CVB

## ELECTRONIC PUBLISHING

- Research and strategic services
- Web program management
- Integrated online marketing programs
- Web development and analytics
- Interactive design services

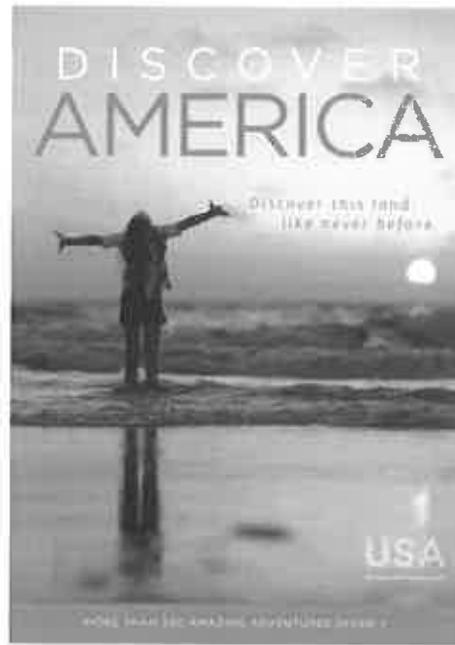


- User experience analysis
- Content creation and syndication
- Rich media production
- Revenue generation programs/sales
- Traffic generation/SEM
- Search engine optimization
- Viral programs/contests
- Landing page optimization
- Social media management
- Mapping integration
- Booking integration
- Email marketing programs
- Data collection & management services

## OUR CLIENTS

Currently we work with 91 DMOs and hospitality businesses, some of which are illustrated below. A full client list can be found at [www.milespartnership.com/clients](http://www.milespartnership.com/clients).





## OUR AWARDS

Our real measure of success is in delivering more visitors to our clients, but we're always happy to have our work **acknowledged by independent sources**. Below is a selection of print awards we've won in just the past three years alone:

- In 2015, the Delaware National Media Campaign (Integrated Campaigns: Consumer - Regional/National) and Tampa International Airport Website (Elements of Advertising - Digital Creative Technology) received **Best of Any Category** Awards at the American Advertising Awards, formerly the ADDYs.
- In 2014, the Fairfax County Official Visitors Guide Cover was awarded the **Best of Any Category** Award as well.
- In 2013, the San Francisco Visitors Guide won **"Most Improved Editorial"** at the Content Marketing Awards
- In 2013, ALIVE: A Colorado Summer Travel Magazine was a finalist in both the **"Best Launch"** and **"Best New Publication Design"** categories in Min's Editorial and Design Awards
- In 2013, the Brand USA: 2013 Discover America Inspiration Guide took home a **Gold HSMIA Adrian Award**

Other recent American Advertising Awards include:

- 2015 Gold: Destination Maryland 2015 - 20 Ways to Experience Authentic Maryland (Collateral - Publication Design)
- 2015 Gold: Visit St. Petersburg/Clearwater Official Travel Website (Digital Advertising - Websites, Consumer)

- 2015 Gold: Tennessee Vacation Guide Editorial Spread Series (Collateral – Publication Design)
- 2015 Gold: Tampa International Airport Website (Elements of Advertising – Digital Creative Technology)
- 2015 Gold: Delaware National Media Campaign (Integrated Campaigns – Consumer – Regional/National)
- 2015 Silver: Hilton Sandestin Beach Golf Resort & Spa Display Campaign (Digital Advertising – Advertising and Promotion)
- 2015 Silver: TheModernHonolulu.com (Digital Advertising – Websites, Consumer)
- 2015 Silver: Washington State Email (Digital Advertising – Online Publication)
- 2015 Silver: ExploreGeorgia.org Redesign (Elements of Advertising – Digital Creative Technology)
- 2015 Silver: Tampa International Airport Epic Photo Shoot (Elements of Advertising – Visual)
- 2014 Gold: Louisiana Tour Guide: The Creole Way, Louisiana Travel Guide
- 2014 Gold: Tennessee Vacation Guide: Tennessee in Pictures
- 2014 Gold: Discover America Inspiration Guide
- 2014 Silver: Wyoming 2014 Official Travelers Journal: Editorial Spreads
- 2013 Gold: Tennessee Vacation Guide Photo Essay
- 2013 Gold: Meet Memphis Jones Editorial Spread in the Memphis Visitor Guide
- 2013 Silver: Albuquerque: The Official Visitor & Vacation Planner
- 2012 Silver: Memphis Map & Tourist Guide
- 2012 Silver: Pennsylvania Vacation Guide Illustration



Here and on the following pages, we've included some examples of our award-winning travel publications.



### LOCAL ROOTS

**TWILIGHT IS MY FAVORITE TIME** on Beale Street.

Standing at the confluence of Second and Beale, the sun has set taking its warmth and glow with it as it sinks into the Mississippi River. Although it's not yet dark, the kinetic room that announces the blues to the world blinks on during a too-raw tap, a shoulder is swag, an entire body is one right in to it. soulful sound. From the Bad Box to Alfred's, the blues are calling.

It's a pull you feel throughout Tennessee—a yearning to enthusiastically explore the musical soul of this state. American soul. It was born and bred here—rock 'n' roll, country, soul, the blues, rock-a-billy, bluegrass, gospel and Americana.

Follow the sounds to East Tennessee, where hundreds of the Scottish Highlanders and the strains of old-time mountain music echoed through the hollows to

CONNECT WITH US ON TWITTER @ WVTOURISM

**MEMBERSHIP IN PROGRESS**

**TENNESSEE PARKS AND NATURAL RESOURCES**



**SNAPSHOT** There are 100 ways to see the state's natural beauty. One of the best is to hike the trails of the state's national monuments. The state's national monuments are a treasure trove of natural beauty and history. They are a testament to the state's rich natural heritage and the state's commitment to preserving it for future generations.

**COLORADO NATIONAL MONUMENT**  
 Northwest Region

Colorado National Monument is a spectacular natural wonder, a treasure trove of natural beauty and history. The monument is a testament to the state's rich natural heritage and the state's commitment to preserving it for future generations. The monument is a treasure trove of natural beauty and history. It is a testament to the state's rich natural heritage and the state's commitment to preserving it for future generations.

**SNAPSHOT** There are 100 ways to see the state's natural beauty. One of the best is to hike the trails of the state's national monuments. The state's national monuments are a treasure trove of natural beauty and history. They are a testament to the state's rich natural heritage and the state's commitment to preserving it for future generations.

**ELITCH GARDENS THEME & WATER PARK**  
 South Region

Elitch Gardens is a premier amusement park and water park, offering a wide variety of thrilling rides and water slides. The park is a testament to the state's rich natural heritage and the state's commitment to preserving it for future generations. It is a treasure trove of natural beauty and history. It is a testament to the state's rich natural heritage and the state's commitment to preserving it for future generations.

**COME TO LIFE**  
 Snowmass is a premier destination for hot air ballooning, offering a wide variety of thrilling rides and water slides. The park is a testament to the state's rich natural heritage and the state's commitment to preserving it for future generations. It is a treasure trove of natural beauty and history. It is a testament to the state's rich natural heritage and the state's commitment to preserving it for future generations.

**SNOWMASS**  
 Northwest Region

Snowmass is a premier destination for hot air ballooning, offering a wide variety of thrilling rides and water slides. The park is a testament to the state's rich natural heritage and the state's commitment to preserving it for future generations. It is a treasure trove of natural beauty and history. It is a testament to the state's rich natural heritage and the state's commitment to preserving it for future generations.

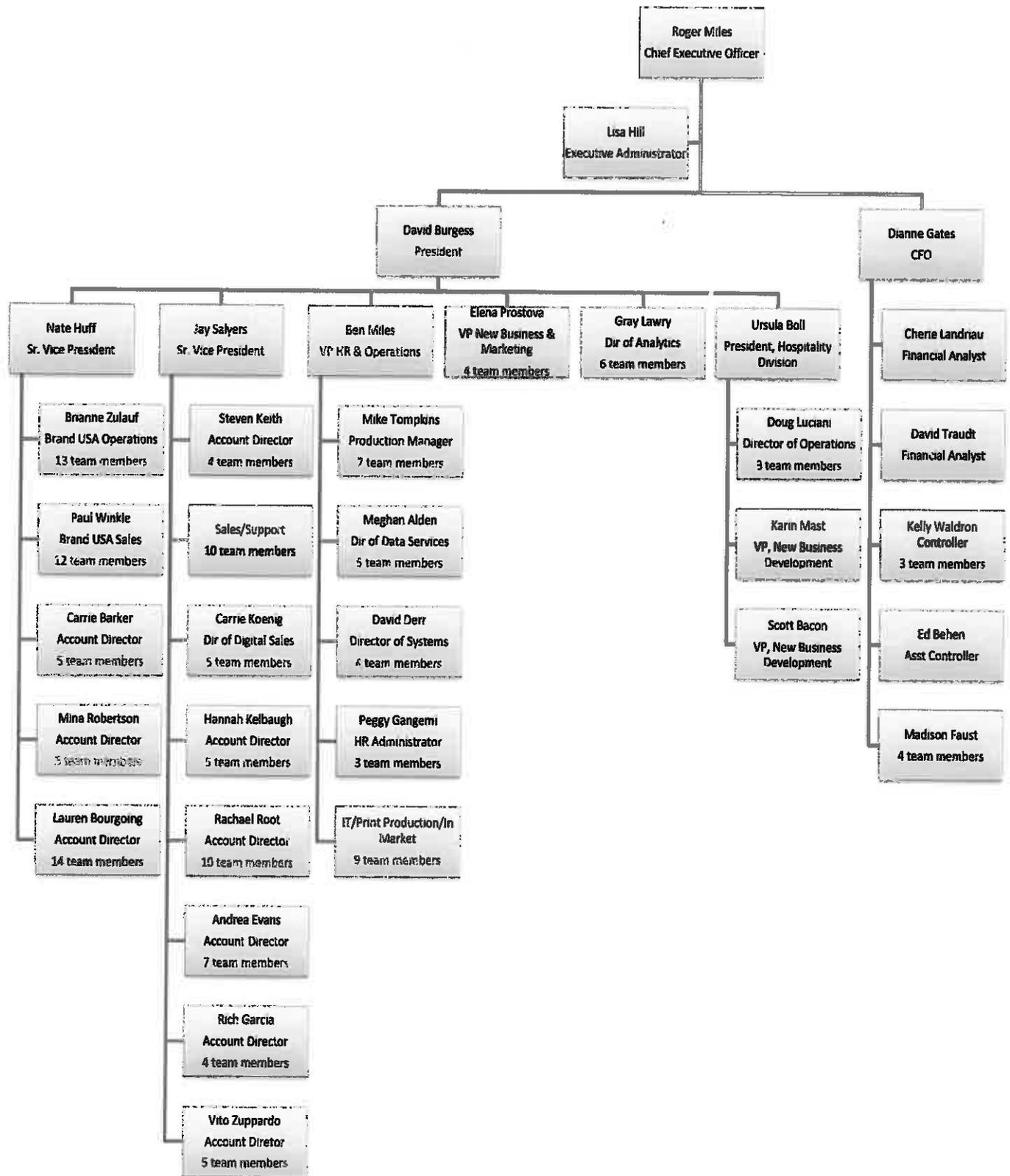
**3.2** An organizational chart, listing names, title and the number of full-time staff currently employed and the employees that would be working directly with the contract awarded under this RFP.

## Key Personnel

With **187 employees** in two national headquarters and dozens of local offices across the country, we pride ourselves on customer service and have created an operational structure that affords us the luxury of treating every client as if they were our only client. We take responding to your needs seriously.

On the next page please see an organizational chart offering a closer look at our company's structure:





Your **dedicated West Virginia team** is a group of familiar faces, some of whom have been working closely with your staff since we were first awarded your business back in 2005. Your team will be led by Senior Vice President **Jay Salyers** and Account Director/Senior Content Director **Steven Keith**, who is not only a West Virginian but also a former West Virginia Division of Tourism employee who brings valuable insight to working with your team. In addition to your dedicated project team below, you'll also have **full access to the resources** of our fully staffed editorial, design, data, email and web development departments.

## Miles' West Virginia Team

### CORE TEAM



#### **Jay Salyers** Senior Vice President

**Education:** B.A. in Integrated Strategic Communications, University of Kentucky, Lexington

**Experience:** 10 years with Miles; three additional years of tourism marketing experience

**Expertise:** Jay's specialty is in developing product plans that match our clients' needs and strategic objectives, specifically in aligning West Virginia's resources with the latest research-based trends. He's responsible for maintaining positive, productive relationships with Miles' clients, as well as their overall satisfaction with our products and services. Jay will have bottom-line responsibility for every aspect of the West Virginia Travel Guide and monthly e-newsletter.



#### **Steven Keith** Account Director/Senior Content Director

**Education:** B.A., cum laude, Marshall University, Huntington, WV

**Experience:** Seven years with Miles; 24 years of related experience

**Responsibilities:** Steven manages internal production workflow and communicates with clients regularly on project status. We believe the key to any positive business relationship is consistent, frequent and detailed communication. Steven is committed to being responsive to West Virginia's needs and challenges, and he will be the primary day-to-day contact between you and your Miles team. While all team members will work closely with your staff, Steven will oversee the overall direction and success of the project. His responsibilities include scheduling regular meetings, providing status reports and maintaining the production schedule to ensure on-time delivery. Steven is also responsible for leading concept creation, execution and production of editorial in Miles' print publications, email marketing programs and websites.





**Loren Jordan**

**Destination Specialist/Account Executive**

**Education:** Liberty University in Lynchburg, VA

**Experience:** Nine years with Miles; 10 years of nonprofit management experience in West Virginia. Loren is also co-owner of a gourmet coffee company in West Virginia, married a coal miner's daughter here and watched his youngest daughter graduate from WVU.

**Responsibilities:** Loren is responsible for all West Virginia sales. His approach encompasses independently prospecting, fact-finding and assessing the needs of potential advertisers to define their goals, then demonstrating how the West Virginia products can respond to each advertiser's needs and objectives. He also represents Miles at West Virginia events.



**Hilary Stojak**

**Senior Art Director**

**Education:** B.A. in Journalism with an emphasis in magazine and newspaper design, Marquette University, Milwaukee, WI

**Experience:** One year with Miles; 17 years of related experience as art director and lead designer on several magazines

**Responsibilities:** Hilary is responsible for implementing destination brands in print magazines, websites, email newsletters and sales and marketing collateral produced by Miles - including graphic design, layout and photo direction.



**Samantha Davis**

**Advertising Data Manager**

**Education:** B.A. in Marketing from Metropolitan State University of Denver

**Experience:** Six months with Miles; two years of related experience in marketing and social media

**Responsibilities:** Samantha is responsible for managing incoming ad contracts and communicating with advertisers. She works closely with each advertiser for the creation, collection, proofing and approval of ads to ensure they are ready and appear in their final products.



**Carrie Koenig**  
VP, Sales & Marketing

**Education:** Metropolitan State University of Denver

**Experience:** 11 years with Miles, 14 years of tourism industry experience

**Responsibilities:** Carrie is responsible for creating robust programs that first and foremost serve the user while driving a strong return for industry partners. She also leads industry relations rooted in helping to educate advertisers on tourism trends and marketing best practices, including creating and tracking effective advertising.



**Kelli Chiri**  
Sales Operations Manager

**Education:** B.A. in Public Relations, University of Northern Iowa

**Experience:** Three years with Miles focused on industry partnerships

**Responsibilities:** Kelli is responsible for supporting the marketing efforts for our advertising programs. She supports our sales staff in revenue generation by providing best practices, sales tools and guidance for our Advertising Account Management Team, working together to execute a marketing plan in each market.

## SUPPORTING TEAM OF EXPERTS



**Elena Prostova**  
Creative Director

**Education:** B.A. and M.A. in Literature from Kazan State University in Kazan, Russia

**Experience:** 13 years with Miles; 11 additional years of related experience

**Responsibilities:** Elena is responsible for design concepts for print and digital products that reflect an understanding of our clients' objectives and marketing strategies. She is also responsible for evolving the products and services we provide to our clients from both creative and technological perspectives. She keeps a close watch on developing trends - from mobile technologies to digital publishing - to bring the best thinking to our clients, ensuring innovative programs.



**Chris Adams**  
**Director of Research & Online Marketing**

**Education:** B.A. in Management Studies from the University of Waikato, New Zealand; M.B.A. with a focus on tourism marketing from the University of Colorado at Boulder

**Experience:** Nine years with Miles; 15 additional years of publishing experience in the U.S., New Zealand, Australia and UK tourism and media industries

**Responsibilities:** Chris is responsible for keeping our team and our clients informed regarding trends and research in travel. He provides strategic recommendations based on research, and is in demand as a speaker at tourism technology and research conferences.



**Emilie DeLong**  
**Print Production Manager**

**Education:** B.A. in Fine Art from Smith College, MA

**Experience:** Seven years with Miles

**Responsibilities:** Emilie is responsible for the creation of digital files and scans for publication and/or distribution. She also coordinates internally with account teams to determine product specifications and schedules for all of our print guides. She communicates with vendors, coordinates the print production process and drafts print press orders and shipping instructions, all while ensuring our print and paper costs are the most competitive in the business while still maintaining the highest quality.



**Mike Tompkins**  
**Production Manager**

**Education:** A.S. in Commercial Art from Tampa Technical Institute; A.S. in Digital Media from Full Sail University, FL

**Experience:** Seven years with Miles; eight additional years of related experience

**Responsibilities:** Mike oversees a team of artists who produce top-notch advertising for all of Miles' publications. He's also responsible for proofing every image in our products to create a consistent look and feel, and making sure that every image meets our high quality standards. Mike has also led Miles' efforts to test and target electronic guide options.





**Meghan Alden Gasparro**  
**Director of Information Technology**

**Education:** B.S. in Broadcasting Production,  
University of Florida

**Experience:** 14 years with Miles; two additional years of related  
experience

**Responsibilities:** Meghan oversees our database systems and web application and mobile development, focusing on ensuring our tools, programs and sites are uniquely suited to the user's needs. She also heads up our ePublishing team, with an emphasis on staying on top of the latest trends in email marketing and increased deliverability, ensuring optimal reach for the West Virginia Division of Tourism.



**Amanda Steward**  
**ePublishing Project Coordinator**

**Education:** Technical School Certificate,  
Miami Advertising School

**Experience:** Seven years with Miles

**Responsibilities:** Amanda is responsible for the day-to-day management of the 20-plus clients using our email marketing services. Her focus is on managing deployment schedules, email builds and deployments, in addition to reporting and assisting with list management. Amanda has been a key player in the implementation of ongoing West Virginia email improvements.



**Mitch Veix**  
**ePublishing Developer**

**Education:** A.S. in Graphic Design from Manatee Community  
College, FL

**Experience:** Seven years with Miles

**Responsibilities:** Mitch is responsible for working with project teams to code templates according to email marketing best practices, as well as the building and deployment of regularly scheduled email programs.

**3.3** Subcontractor company information and references. Provide a potential list of all related sub-contracted services that may be needed for work associated with this RFP.

## Subcontractors

For your travel guide and monthly e-newsletter, we will hire outside freelance travel writers to help create content for you, and may commission professional artists and photographers to assist as well – **all at no cost to you**. Outside of that, we also subcontract with third-party companies to deploy your emails, create your e-guide and print/deliver the travel guide per your specifications. The partners below could be utilized if you choose to do the sweepstakes and lead-generation program we're recommending.

### EMAIL DEPLOYER

#### StrongView

1300 Island Drive, Suite 200  
Redwood City, CA 94065

**Phone:** 650-421-4251

**Contact:** Christine Comanor, Account Manager

For email deployment, Miles partners with StrongView, one of the largest email service providers in the nation. Our team deploys more than 48 million emails annually, with 23 active campaigns ranging from general consumer interest to international, special interest, value-oriented offers, industry outreach and meeting professional (B2B) programs. Our clients are not charged any license fee to utilize StrongView and its advanced email marketing platform features:

- Easily create mailing segments of a list for A/B and multivariate testing
- Dynamic content and content scrape functionality for delivering timely/relevant content
- Web tracking functionality to track subscriber behaviors on the website, which allows for triggered mailing based on behaviors and events
- Robust API for integration in Miles' and client CRMs
- Hard bounces and unsubscribes are easily excluded from a list
- Detailed reporting easily viewed in chart form or exported to Excel
- Excellent security features to prevent hackers from accessing data
- Excellent user controls provide full access to list data



## E-GUIDE PROVIDER

### PageSuite

50 Mall Road - Suite 210

Burlington, MA 01803

**Phone:** 781-491-4288

**Contact:** Jeff Gannon, Senior VP-North American Sales/Business Development,  
jeff.gannon@pagesuite.com

PageSuite is a privately owned and self-funded company with both UK and U.S. operations. They provide software for digital publishing products such as e-guides and apps. They are partners with Amazon for Kindle Fire, Barnes & Noble for Nook, Microsoft for Windows 8/Windows Phone 8, Google Play and have great relationships with Apple. They currently have more than 650 live apps up and running and strive to be the market leaders across core digital, mobile and tablet products.

## EMAIL LEAD GENERATION

### Wiland Direct

6309 Monarch Park Place, Suite 201

Longmont, CO 80503

**Phone:** 303-485-8686

**Contact:** Brew Eskew, Executive Vice President, beskew@wilanddirect.com

For email lead generation, Miles would partner with Wiland Direct, leading experts in Predictive Database Modeling, which gives us the opportunity to find additional qualified leads likely to be interested in West Virginia travel information based on audience modeling and a review of your existing email database and/or social media footprint.

## SWEEPSTAKES MANAGEMENT

### ePrize

111 East Wacker Drive, Suite 310

Chicago, IL 60601

**Phone:** 312-252-3470

**Contact:** Dominique Strom, Senior Account Manager,  
dominique.strom@eprize.com

To assist with coordinating and managing a sweepstakes (including handling all legal requirements) Miles would partner with ePrize to deliver a seamless, turnkey promotion. In business since 1999, ePrize has successfully coordinated more than 8,500 campaigns in 47 countries – including contests for 76 out of the top 100 brands and 17 out of the top 20 agencies nationwide!

“I love the 2015 WV State Travel Guide! To me, it just seems fresher this year. I like the layout and the feeling of adventure that is captured on the pages. I also really liked the ‘by the numbers’ section and feel this will stand out to readers. Well done by all involved!”

Tyson Compton,  
Cabell-Huntington CVB

## QUOTED PRINTERS

We know you prefer that your guide be printed in-state, so we have used Quad Graphics in West Virginia's Eastern Panhandle for the past several years. Quad Graphics is the only facility in the state equipped to handle a job this large, so we have once again included the company as one of the three print bids you requested. While Quad Graphics is not the most cost-efficient or highest-quality printer we work with, Miles would still commit to print your guides there if required.

### **Quad Graphics**

855 Caperton Blvd.  
Martinsburg, WV 25403  
**Phone:** 304-260-7000

**Contact:** Mark McCutcheon, Sales Representative

Quad Graphics is an international print services provider with a number of facilities across the world, including one in Martinsburg, WV. Quad Graphics has produced a number of titles for Miles in the past, including the West Virginia Official State Travel Guide, which has been printed at the Martinsburg location for the past four years. Their familiarity with the work and ideal location in West Virginia has made Quad Graphics a good choice as a possible printer for this bid.

### **RR Donnelley**

120 Donnelley Drive  
Glasgow, KY 42141  
**Phone:** 561-630-1442

**Contact:** Chris Portalatin, Sales Executive

RR Donnelley is an international print services provider with a number of facilities across the world, including a regional plant in Glasgow, KY. RR Donnelley has produced a number of titles for Miles, including the Brand USA/Discover America Inspiration Guides, which print in 13 languages across six different facilities. Their consistent high quality work, exceptional customer service and ideal location have made them a possible choice as a subcontractor for this bid.

### **Walsworth**

306 N. Kansas Ave.  
Marceline, MO 64658  
**Phone:** 800-369-2646

**Contact:** Maryann Magee, Sales Representative

Walsworth is a print services provider with locations in Marceline, MO, and St. Joseph, MI. Known for their high-quality work and diverse capabilities, Walsworth has produced several titles for Miles annually. Their exceptional workmanship and competitive pricing have made them a good choice as a possible subcontractor for this bid.



**3.4** A list of annual gross billings for the previous two years, a list of all accounts gained and lost in the last 12 months with a description of why accounts were lost, and a list of memberships in any local, national, or international advertising, marketing or public relations associations. The Vendor should have sufficient financial stability. The Vendor should be recognized throughout the industry as a Vendor with a solid financial foundation to meet its commitments on behalf of itself and its clients.

#### **Annual Gross Billings for Past Two Years**

- 2013: \$44,938,014
- 2014: \$53,575,993

#### **Accounts Gained in Past 12 Months**

- Ohio Division of Travel and Tourism – web services (2015)
- Greater Williamsburg Chamber & Tourism Alliance – web services (2015)
- The Michelangelo Hotel – SEM, email services and content development (2015)
- Napa River Inn – email services, site hosting and content development (2015)
- Maryland Office of Tourism – print and web services (2014)
- Branson/Lakes Area Convention and Visitors Bureau – front-end web services (2014)
- Intertribal Tourism Committee – media placement services (2014)
- Experience Kissimmee – print services (2014)
- Mammoth Lakes Tourism – web services (2014)
- NYC & Co. – consulting and SEO services (2014)
- San Diego Tourism Authority – SEO consulting (2014)
- Visit South Walton – web services (2014)
- Samoa National Tourism Authority – content, SEO and consulting (2014)
- South Pacific Tourism Organization – education, strategy, consulting and SEO (2014)
- The ART Hotel – branding, online and print advertising, web services, SEO, content, email and social media (2014)
- Historic Hotels of America – co-op programs, web services, content, email and online advertising (2014)
- Preferred Hotel Group – web services and online advertising (2014)
- The Sherry-Netherland – content development, SEO, online advertising and email services (2014)
- Travaasa Austin – content development and SEO (2014)

- Travaasa Hana - content development and SEO (2014)
- Auckland International Airport - Chinese language content and campaign, domestic and international (2014)
- Tampa International Airport - web services, digital strategy and app development (2014)

### Accounts Lost in Past 12 Months

- None

### Advertising, Marketing & PR Memberships

- West Virginia Hospitality & Travel Association
- Brand USA
- Destination Marketing Association International
- U.S. Travel Association
- Southeast Tourism Society

### Financial Stability

Miles has been in the travel publishing business for 61 years and is one of the only such companies that keeps growing - adding more clients and employees - while many others are downsizing. Please see the letter from our bank on the following page for further proof of our financial stability and ability to handle a project of this size.

"In 2014, the CVB of Marion County had almost 1,500 visits from the e-newsletter - and of those, 85% were new visitors. To date, more than 1,200 Marion County Visitor Guides have been mailed as a result of our Italy in Appalachia e-Blast. In addition, we are pleased that from July 1, 2014, to February 2015 we have mailed almost 7,000 Marion County guides after visitors saw our ad in the West Virginia State Travel Guide. Both publications continue to be great lead generators.

"Miles continues to stay current with travel and tourism trends and is very willing to share that information. Loren Jordan has offered our CVB some ideas on how to set our organization apart that we continue to implement today."

Leisha Elliott, Marion County CVB



Greg Pozmanski  
AVP Business Banking  
Relationship Manager

SunTrust  
1001 Third Ave W  
Bradenton, FL 34205  
Tel 941.513-8836  
Fax 941.341-741-8556  
Gregory.J.pozmanski@suntrust.com

February 12, 2015

To Whom This May Concern:

Regarding:

Miles Media Group, LLLP  
6751 Professional Parkway West  
Sarasota FL

Miles Media Group, LLLP has maintained a relationship with SunTrust Bank since August 1998 and has handled their bank accounts in a professional manner under the agreed terms. The combined accounts have been consistently maintained in the mid six-figure range.

We have enjoyed a very positive relationship with Miles Media Group, LLLP.

If you have any questions or need further assistance, please do not hesitate to contact me.

Sincerely,

*Greg Pozmanski*

Greg Pozmanski

*Gregory T. Pozmanski* — AVP Business Relationship Manager — SunTrust Banks, Inc.

1001 Third Avenue W., 2nd Floor—Bradenton, FL 34205

tel: 941-313-5836 cell

Fax 941-741-8556

Email- [gregory.j.pozmanski@suntrust.com](mailto:gregory.j.pozmanski@suntrust.com)

**3.5** Contact names, telephone and email of two current clients, who may be contacted by the Agency as references, for which similar services have been provided as referenced in this RFP.

## REFERENCES

**Colorado Tourism Office/  
Office of Economic Development and International Trade**

*(Services provided: web, print, email, sales)*

1625 Broadway, Suite 2700

Denver, CO 80202

**Contact:** John Ricks, Associate Director, (303) 892-3869, john.ricks@state.co.us

**Louisiana Department of Culture, Recreation & Tourism**

*(Services provided: web, print, email, social media, database, advertising)*

1051 North 3rd Street

Baton Rouge, LA 70802

**Contact:** Kyle Edmiston, Assistant Secretary, (225) 342-8125, kedmiston@crt.la.gov

**3.6** The Vendor should be knowledgeable about best practices in email communication and be capable of providing detailed reporting of email or deliverability, link tracking and consumer/profile tracking.

## NEWSLETTER EXPERTISE

Integrated email marketing campaigns serve a number of crucial purposes. They expand and maintain your brand, create an **ongoing dialogue** with your most important audiences, drive traffic to your website and increase visitation to your state. Miles has **extensive experience in creating travel email marketing programs** that effectively communicate with target audiences, and we've been using that expertise to deliver a highly successful program for West Virginia over the past 10 years.

Our team deploys more than **40 million emails** annually, with **25 active campaigns** ranging from general consumer interest to international, special interest, value-oriented offers, industry outreach and meeting professional (B2B) programs. We work with 12 state tourism divisions, eight CVBs and Capital Region USA, four resorts and Brand USA on email programs.

These days, we know that just about everyone is capable of producing and distributing emails. What makes us different is our dogmatic focus on deliverability and performance. No other email marketer in the travel space goes to level Miles does when it comes to email browser testing, CAN-SPAM compliance, IP reputation monitoring and whitelisting.

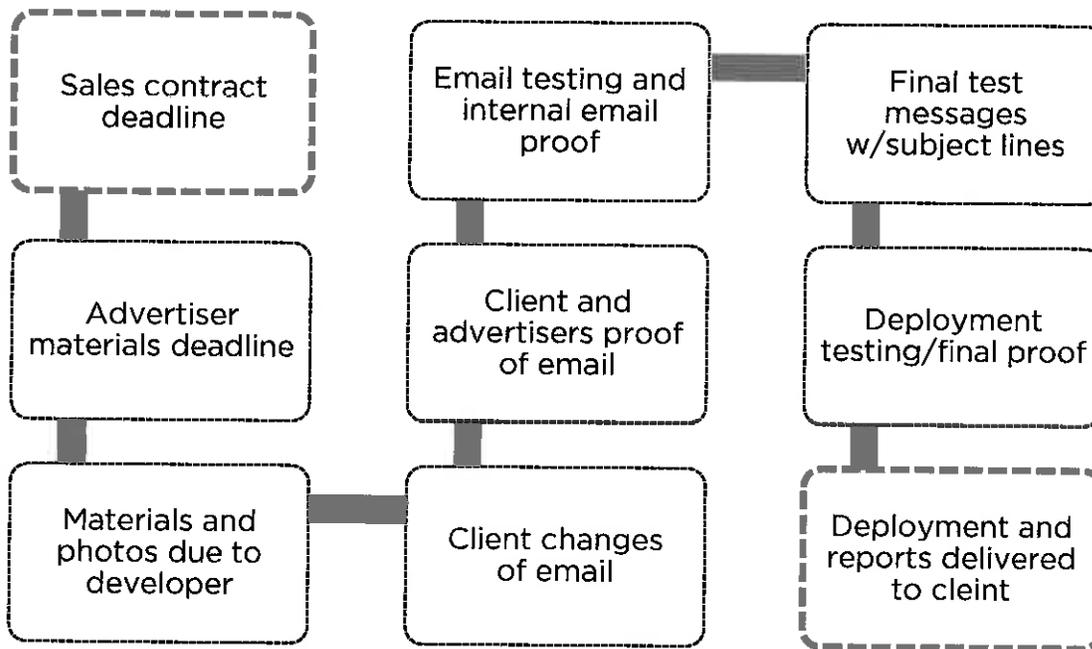
In fact, email marketing programs created by Miles for our destination clients have **swept the travel category** at the Internet Advertising Competition, and the Web Marketing Association has consistently awarded **“Best Travel Online Newsletter”** to a program published by our company.

How’s that for a track record?

### OUR EMAIL PRODUCTION PROCESS

Dedicated solely to email marketing and research, each member of our ePublishing Department brings to the table a unique and important level of experience and expertise. With design, programming, development, list management, research and analytics backgrounds, team members work together to produce award-winning email marketing campaigns that consistently perform above current market standards.

Below are our workflow steps for email marketing programs that we create:



## Deployment

For deployment, we partner with **StrongView**, one of the largest email service providers in the nation. Our clients are **not charged any license fee** to utilize StrongView, and its advanced email marketing platform features:

- The ability to easily create mailing segments of a list for A/B and multivariate testing
- Dynamic content and “content scrape” functionality for delivering timely/relevant content
- Web tracking functionality to track subscriber behaviors on the website, which allows for triggered mailings based on behaviors and events
- Robust API for integration in Miles’ and client CRMs
- The ability to easily exclude hard bounces and unsubscribes from a list
- Detailed reporting easily viewed in chart form or exported to Excel
- Excellent security features to prevent hackers from accessing data
- Excellent user controls that provide full access to list data

## Tracking & Reporting

We provide robust tracking of all email deployments that go beyond open rates and click-throughs and look at **user behavior** on the website itself. Once templates are developed, we will do continuous **A/B testing** to **improve the performance** of the email by adjusting design, content and subject lines. We will provide **complete monthly reporting** on all deployments. Extensive reporting includes data on:

- Delivery rates
- Open, click-through and unsubscribe rates
- Bounce backs – soft and hard
- A/B testing
- New signups since last deployment
- Time-of-delivery tracking
- Advertiser performance
- Traffic to GoToWV.com from each email
- Number of pages viewed
- Average time visitors spent on the site
- Top website pages visited from each email

## Database Management Services

We provide **complete database management** services including integration with website forms and all importation of records. This includes opt-ins, control of duplications, unsubscribes, bounces, suppressed addresses, information updates or changes, segmentation of list for deployment (if applicable) and recommendations for list hygiene.

**3.7** The Vendor should provide some hard copies of other publications they have worked on or are working on with similar specifications within this RFP.

## SAMPLE GUIDES

You have requested samples of similar state vacation guides our company has produced. We've **enclosed six copies** of a few other publications similar to the West Virginia Official State Travel Guide. Additional designs, links and case studies of our products have been incorporated throughout our proposal as well.

You can also visit **www.MilesPartnership.com** and click on **"Portfolio"** for more information on our Clients, Services and Success Stories.

"What a stunning guide this is! I was particularly impressed with the overall layout of the publication. You've done West Virginia proud!"

Gail Hyer,  
Pocahontas County CVB



## Section 4

**4.1** To design, create and develop the layout of a Travel Guide, which will include various tourist attractions, destinations, events, etc.

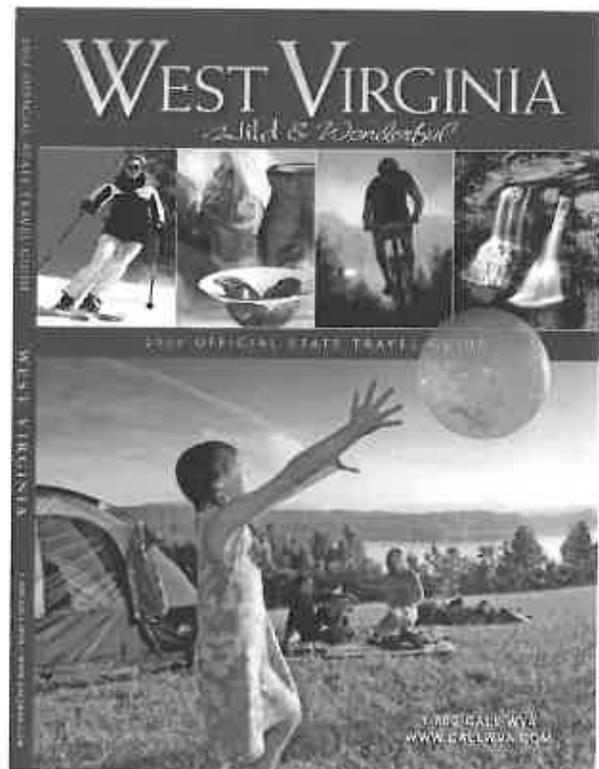
### CONTINUING OUR WORK HERE: LOOK HOW FAR WE'VE COME!

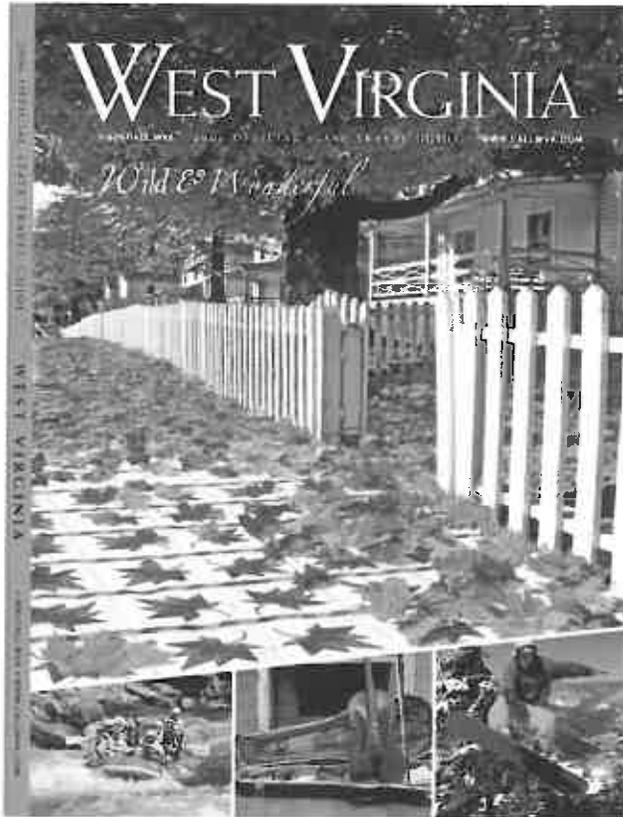
“And the Mercury Award for Best Travel Guide in the United States goes to ... the West Virginia Division of Tourism!”

That's not some unattainable goal, but **an accomplishment Miles delivered** the very first year we started working with you. Since then, the West Virginia Official State Travel Guide has continued to evolve from a simple book with stories, photos, ads and listings into a **dynamic, influential and more contemporary travel-planning resource**. More carefully crafted content (engaging first-person features, themed reports, photo spreads) helps inspire readers to choose West Virginia, and functional tools (regional itineraries, best bets, events, listings and grids) give them all the information they need to turn inspiration into action.

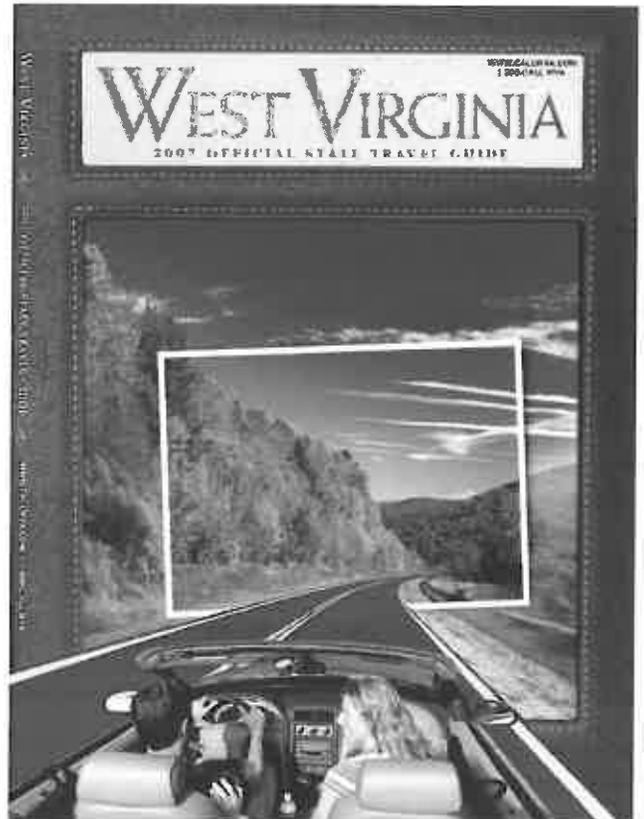
Just take a look at how much your guide has grown under our partnership:

- Right out of the gate in **2005**, we introduced a new welcome section, seasonal photo spread, tear-out state map, regional “wild” and “wonderful” itineraries, accommodation grids and an e-guide to post on your site.





- In **2006**, we maintained all of the above features, and added a unique photo-illustrated cover, consumer-friendly “travel tips,” more themed itineraries and even more maps.
- **2007** featured another eye-catching photo illustration gracing your cover, while new campground grids, suggested group excursions and a recurring “trips for every budget” feature appeared inside.
- Featuring a cover with an enhanced matte finish, the **2008** guide also boasted 18 additional pages of themed content up front, thanks to more efficient use of space in the regional sections in the back - giving readers much more “sell” when they first opened the book.

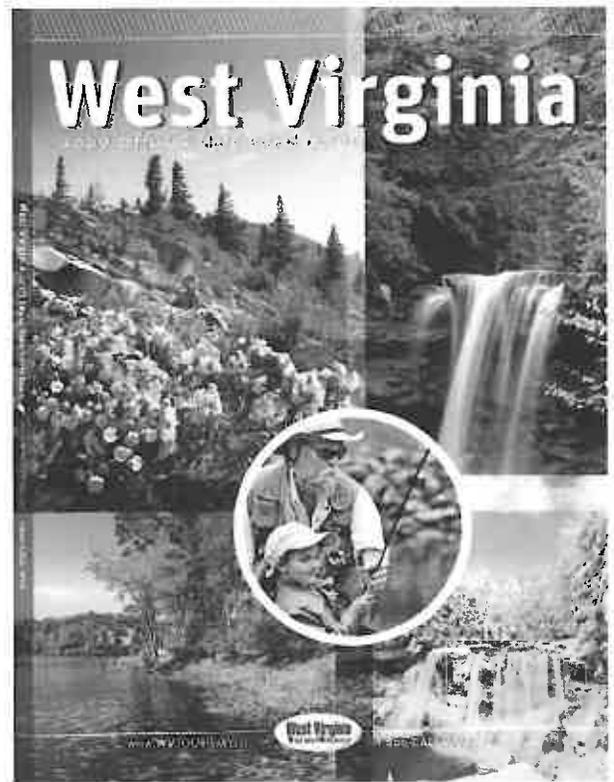


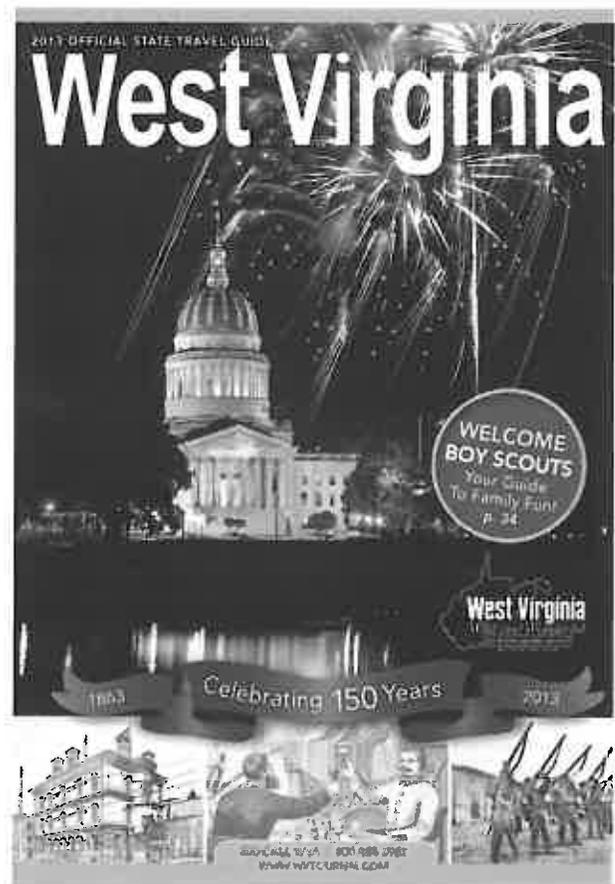
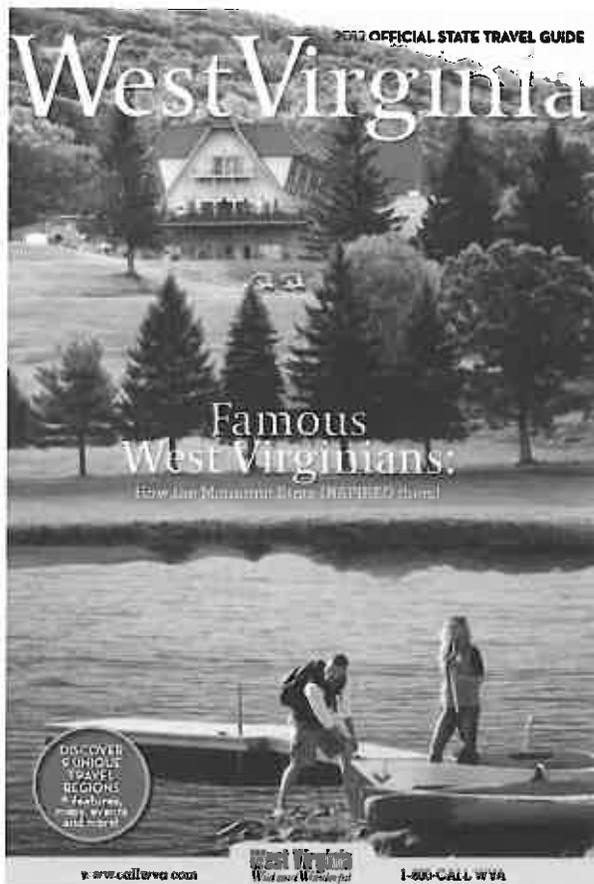


- In **2009**, we offered a four-season cover, further supported by an Addy Award-winning four-season gatefold inside, in addition to new graphic illustrations, a clever approach to feature stories and a fun “flip book” showing an illustrated whitewater rafter riding the rapids.

- With the most significant reorganization in years, the **2010** edition packaged all feature stories and themed reports into three unique “experiences” you can have in West Virginia. New testimonials throughout the book also helped readers put “faces” to the state’s many charms.

- After winning your business again in **2011**, we built content around the new “Where is Your West Virginia?” campaign you had just launched, adding GPS points to hero images to complement your ads, plus included a travel guide reader survey, a variety of fast-fact callouts and regional event roundups.

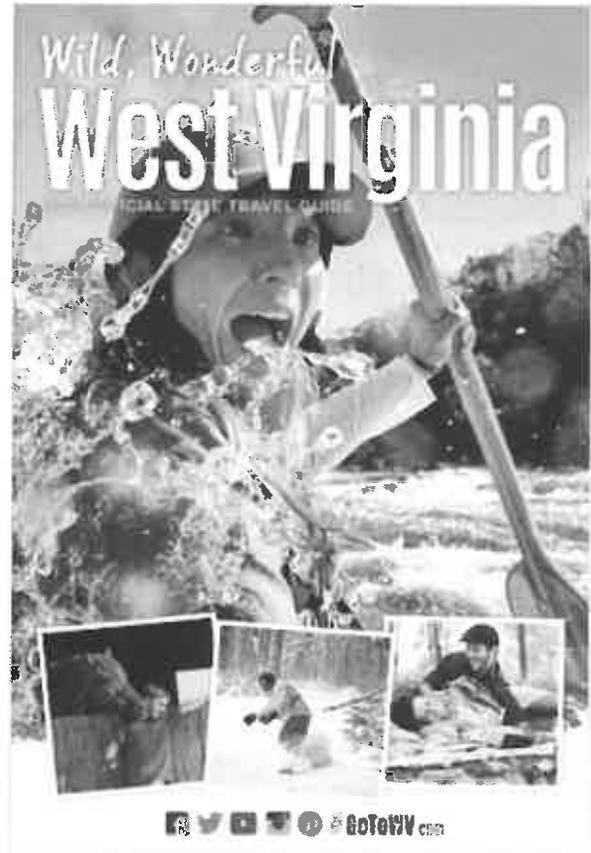




- For **2012**, Miles coordinated our own photo shoot to capture a gorgeous new image for your cover, adding content inside interviewing famous West Virginians, offering a sneak peek into the new Boy Scouts Adventure Camp and promoting events highlighting the Civil War's Sesquicentennial.
- The **2013** guide promoted the state's 150th birthday on its cover, blending archive photos with a modern day image of fireworks blasting over the gold-domed Capitol. To celebrate the occasion, inside we offered a "bucket list" of 150 must-do experiences in every region of the state.
- In **2014**, a photo collage cover showcased the state's wild and wonderful sides, and a new nine-page photo essay offered striking full-page images contrasting the "wild" and "wonderful" in West Virginia's outdoors, culture, entertainment and more. "A Week in West Virginia" offered a whirlwind one-week itinerary to the state's iconic attractions, and a Boy Scout from Texas offered an engaging first-person report on the Jamboree held in these mountains.



- Your new **2015** guide features a large percentage of new photography (paired with more modern design elements to match new creative direction) in a dynamic 29-page “West Virginia, By the Numbers” section showcasing top experiences related to major travel themes. The addition of highlighted events this year also helped bring your annual calendar to life.



And we have no plans to slow down in 2016!

Moving forward, Miles will **continue to deliver innovative custom travel publishing and marketing solutions** to keep West Virginia’s guide on the cutting edge. In fact, our entire guide concept moving forward is built on what research shows is the single-most important element in any travel promotion product. And that’s content. We plan to bring it in a BIG way – through engaging features, jaw-dropping (and ginormous) photography and digital/social integration like never before. It’s going to be epic.

But before we dive into these new ideas, let’s first take a look at why print is the perfect platform for them.



## THE (BRIGHT) FUTURE OF PRINT

The future of print? Better grab your shades!

Even as more and more destinations ramp up their digital presence, print remains an extremely strong component of the travel-planning process.

The authoritative State of the American Traveler research conducted by Destination Analysts over the last five-plus years highlights that **print usage has actually increased** and print publications continue to have an important role in the travel-planning process. A few key takeaways from our recent review of media usage research are:

- Print usage by visitors is not in decline, but in fact has been growing slowly over the last five years. We have moved from a “mass media” environment to a new, complex online/offline media environment. Travelers are using “masses of media.”
- Mobile (smartphone) use in travel planning has been growing strongly but only this past year (January 2014) has reached the penetration of print among U.S. leisure travelers (45%).
- Print usage spans the generations; for example, Gen Y travelers are almost as likely as Baby Boomers to order an official travel guide.
- Print guide users are more affluent, bigger spenders, better educated, more frequent travelers and more social – just the kind of visitors you want.

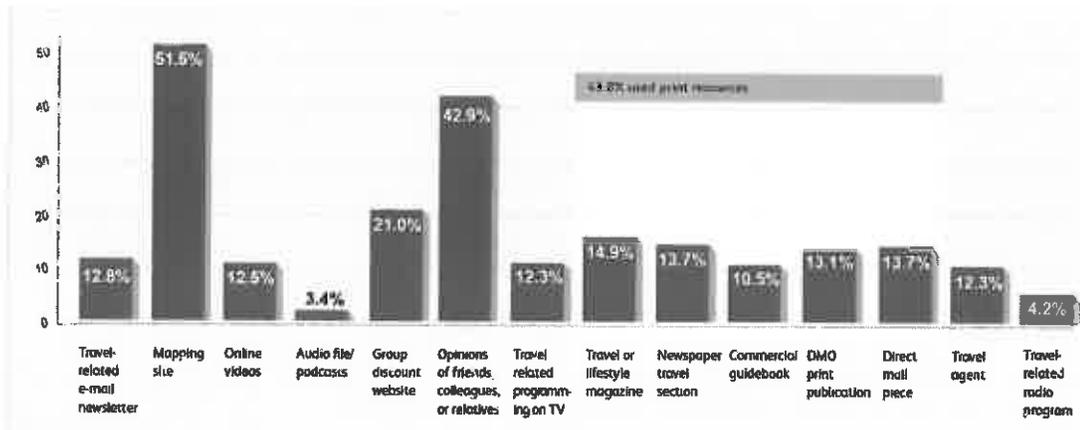
Our conclusion is **that print usage among U.S. leisure travelers remains strong**, but there is clear evidence that its **role is changing** in the trip-planning process. With the rise of mobile, its place as an “in market” information source is likely to decrease with an increasing emphasis on the all-important inspiration and dreaming stages of travel planning.

More than ever, you must have a strong **multi-channel strategy** that delivers inspirational ideas and travel planning information to consumers through a variety of outlets: print, web and mobile. Knowing what type of content to deliver in each channel is our specialty.

## Travel Media & Technology

### Resources and Services Used to Plan Leisure Travel

**Q** In the past 12 months, which of these internet technologies or services have you used to help plan your leisure travel? (Select all that apply)



## OUR VISION FOR WEST VIRGINIA:

# Bring on the Inspiration!

The national research mentioned above, combined with our own, paints a clear picture of what consumers are looking for when they pick up a travel guide. They have two primary needs that must be met:

1. They want to be **INSPIRED** by what the destination has to offer (motivating them to visit).
2. They need the content and tools necessary to **PLAN** their trip (turning lookers into bookers).

But the inspire part has to come first. If we don't "wow" them enough to choose West Virginia over other destinations they might be considering, they'll never even make it to the planning content we offer.

That's why we've been so excited to follow the **new marketing initiatives** you're rolling out. Engaging new photography, powerful messaging, lots of emotion and sentiment - these are the things that inspire people. **You clearly get it.**

And of the seemingly endless sources of travel information out there these days, print does "inspiration" best. We get that, which is why we want to transform your next guide into an **inspirational powerhouse** based on three strong pillars:

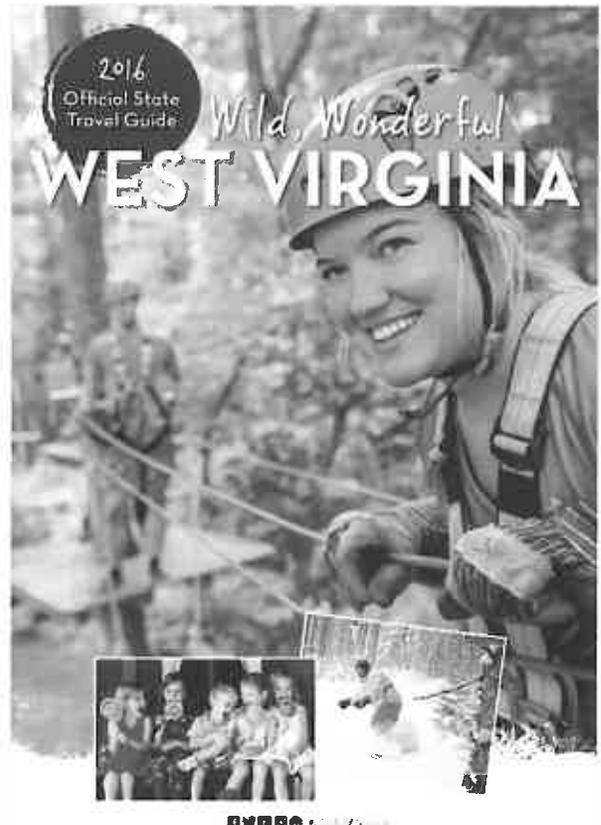
1. **INSPIRATIONAL DESIGN:** Great images inspire, so dynamic large-format photography anchoring eye-catching spreads will play a key role in our design approach moving forward. We're ramping up the "wow factor" to better showcase all the wild and wonderful things West Virginia has to offer.
2. **POWERFUL CONTENT:** Powerful words inspire, so all content we produce will be crafted for maximum impact - to really move the people who read it. Based on recent trends and research, we'll create an overall editorial strategy featuring the experiences your visitors are most interested in. Then we'll work with local, in-the-know travel writers and social-savvy followers to get the job done.
3. **DIGITAL & SOCIAL INTEGRATION:** Stories from friends and family inspire, so social integration will be woven into your travel guide and e-newsletter. We'll use dynamic new Augmented Reality technology to bring your print guide to life online, plus we've brainstormed an exciting new sweepstakes that encourages people to "Share Your Wild and Wonderful" across multiple print and digital channels. Calls to action throughout the guide will invite readers to share their stories and photos on social media - and visit those channels for inspiration from other visitors.

It's a **rock-solid foundation** for your guide moving forward, so let's take a closer look at each element.

## Inspirational Design

We believe that for a destination as exciting as West Virginia, a design with **great visual appeal** is an essential part of enticing consumers to visit. So we're rolling out more **captivating, modern-looking design elements** to increase West Virginia's appeal to the fastest-growing segment of potential visitors – **Millennials**, especially those in that coveted 35-45 age range.

To help illustrate that, we've created some cover concepts, sample editorial designs, regional spreads, even a guide "Look and Feel" board – all of which are presented on the pages that follow. But these are **merely ideas** at this point – nothing is set in stone, of course. We know your new brand is still evolving and, if selected to continue as your publisher, would work closely with you to determine exactly how these elements are executed for optimum results.



Outside of the design elements we've shared, we'll also **elevate strong photography** to the forefront, making sure it helps support the stronger words we're offering – and, in some cases, communicate West Virginia's charms instead of words. Our focus will be on **quality over quantity – with large iconic images** saying more than a collage of smaller ones ever could – and we'll get right to it with an introduction unlike anything your readers have seen.

We envision the guide opening with an **expansive photo essay** featuring a diverse collection of **large, iconic, highly engaging images** paired with minimal copy on crisp, clean, open pages. And we're not just talking about a simple opening spread, but rather an **eight-page section** (uninterrupted by ads) that would cover all of the same topics we have in the past on more traditional content pages. Images and accompanying copy would work together to sell the state's natural beauty, outdoor adventure, Appalachian culture, Civil War history, music, food, artisans and more, while better establishing and supporting an **emotional connection** to your brand. Talk about inspiration!



Not just limited to this dynamic opening, our focus on **high-impact experiential photography** will carry through the entire print guide, moving potential visitors along the trip planning path from dreaming to planning to booking their travel. Every step of the way, we'll combine strong words with striking designs that bring them to life.

## Powerful Content

Captivating designs make a great first impression, but solid content is what draws visitors in for the long haul.

For your 2016 guide and beyond, Miles will cross-reference your goals with the latest travel research to develop a content plan that will deliver the information consumers need, in the formats they want. All the content we create will also be carefully **crafted to hit the key message points** you need to convey to potential visitors.

Recent findings from **Longwoods International** outlined your key strengths against competitors, so our content should reinforce what many already know – that West Virginia is a great place to enjoy beautiful mountains, outdoor recreation and nature.

But perhaps more importantly, we also need content that hits on the **key attributes** travelers are looking for in any destination, so they'll be more likely to choose West Virginia over someplace else. For those consumers, we need content that **clearly convinces** them West Virginia is a fun place for families and children, an exciting place to visit for all and a place that offers a unique vacation experience.

These themes will be **woven through all content** we produce for you, with every piece created to achieve a specific goal. Throughout the process we'll continue to ask ourselves: "What does this piece need to accomplish? How will it be successful?"

We'll include a mix of longer **immersive features**, paired with shorter **nuggets of information** (best bets, insider tips, top lists, etc.) consumers are drawn to. And we'll use two different – but very influential – groups of storytellers to share this information with your readers.

- **PROFESSIONAL TRAVEL WRITERS:** Miles has recruited a group of talented West Virginia-based writers who can share the experiences you offer in goose-bump detail. Instead of offering a roundup of Civil War sites, we'll send a writer to one of them to share how the experience changed their outlook in some way. Instead of talking about Bridge Day's appeal, we'll have a writer share the sights, sounds and emotions of a day totally letting loose. Instead of a roundup of natural wonders, we'll send a writer to Seneca Rocks or the New River Gorge or Blackwater Falls to put us in their shoes.
- **POPULAR TRAVEL BLOGGERS:** Ramping up your social side, we'll also introduce new bloggers and other tech-savvy travelers who will share their West Virginia adventures with readers, "social style" via blog-type posts/photos incorporated in your guide. These folks will also use the latest photo/video technology to capture their experiences, creating a wealth of content you can use across your entire marketing platform. From GoPro videos on your website and YouTube channels to



# Digital & Social Integration

Through the years, we've done a great job together telling stories about the people, places and experiences West Virginia has to offer – **but storytelling has now changed.**

Once a primary vehicle for content delivery, your printed travel guide is now just another car on the information superhighway, jockeying for space alongside websites, email programs, social media platforms and countless other sources of content. It still plays a valuable role, so long as it evolves to stay relevant.

Yours will.

By publishing a **forward-thinking travel guide** that serves as a catalyst for a more infinitely robust content-generation program that collects, curates and shares West Virginia's incredible stories via multiple integrated channels, we'll be **extending the life and impact** of your guide exponentially!

Simply put, we don't just want to publish an annual guide that's delivered to your door once a year. We're offering an ongoing, **combined digital and print strategy** that keeps West Virginia "top of mind" all year long by finding great stories told by those who have visited the state – and then pushing them out to those who may be considering a trip wherever they like to consume content – be that print, social media or online.

The cornerstones of that strategy include two very big ideas that could be **game-changers** for West Virginia:

1. A new Layar Augmented Reality Platform built into this year's travel guide
2. A new integrated "Share Your Wild & Wonderful Sweepstakes" that spans multiple channels

## Layar Augmented Reality Platform

Layar is a "beyond QR codes" technology that bridges the gap between print and online formats in new and exciting ways. Layar allows us **to integrate videos, text and audio files** with the actual page design of the travel guide, meaning content virtually pops out of the screen. Layar is also a great tool for advertisers who want to separate themselves from the competition.

**Interact with this page using Layar**

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Download layar



Scan this page



Interact



To show you how it works, we've included a few images below that incorporate Layar. Scan them with the Layar app to get a taste of what kinds of interactive features we can bring to West Virginia's guide:



Imagine a reader scanning a page in the new West Virginia guide and suddenly finding themselves in the front of a raft barreling through whitewater rapids or on skis racing down a snowy slope. Or scanning a page that instantly takes them on a tour of a local distillery or into the kitchen of one of the state's finest chefs. With the diversity and breadth of experiences West Virginia has to offer, the possibilities are endless!

### “Share Your Wild and Wonderful” Sweepstakes

Next up is the integration of a **multi-faceted sweepstakes** that creates a whole new world of content that can be promoted and shared via print, digital, social, mobile and media outreach efforts. A coordinated effort between Miles, your other agency partners and your industry, this sweepstakes would be crafted to **deliver results** (through increased visitation, economic impact and media exposure) and **additional revenue** (through advertising partners and corporate sponsors).

An ongoing, multi-channel campaign to build content (and buzz!) about West Virginia.

Share Your Wild and Wonderful

# SWEEPSTAKES

Mar.

## ← Spring 2015

Apr.

May

Jun

July

Aug.

Sept.

Oct.

Nov.

Dec.

Jan.

Feb.

## ← Summer 2015

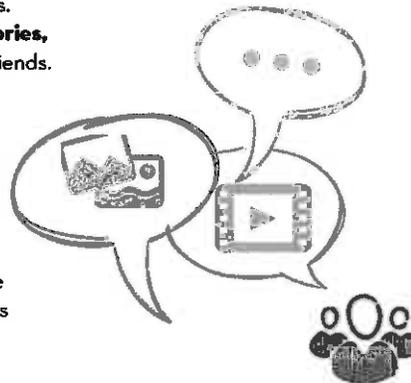
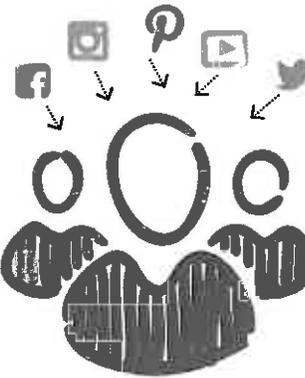
Working together, we'll craft a promotion to build excitement about West Virginia while also generating great travel content that can be **utilized across multiple channels** - all year long!

## ← Fall 2015

As the campaign builds steam, we'll push a lot of the content generated out for additional exposure. Winning contributors also will be **invited back to West Virginia** to experience the ultimate vacation – documenting their adventures along the way.

## ← Winter 2016

The best content collected will **appear in the 2016 Travel Guide**, with winning stories and photos featured alongside the contributors who shared them.



### New 2016 Guide

A dynamic new section in the 2016 guide will highlight the sweepstakes for readers, directing them out to all the great West Virginia travel stories and photos collected.

## Here's how it would work!

1. Over the next few months, we would **coordinate a PR and media-generating push** – start to generate some “buzz” – culminating in the launch a multi-media, multi-faceted campaign via GotoWV.com, email blasts and various social channels inviting consumers to share their most unique, personal and inspiring West Virginia travel stories by photographing, filming and posting their experiences online.
2. Throughout the summer we **collect, enhance and distribute the content created** as a result of the promotion, using it to further share the great stories West Virginia has to offer.
3. Regular reports delivered to you will also show how the campaign is performing across all formats, giving us the **information we need to optimize** it accordingly.
4. Especially strong content from the first phase of the sweepstakes will be **integrated into the 2016 guide**, strengthening the campaign's influence and extending its reach.
5. This “crowd-sourced” content, becoming increasingly popular among travelers, would feature the **“best-of-the-best” material** collected from Facebook, Twitter, YouTube, Instagram, Pinterest and more.
6. The print guide then becomes the perfect vehicle to not only **direct readers to all of the great stories collected** during the past year, but to also promote the launch of subsequent contests during the next phase of the campaign in 2016!
7. Featured winners periodically chosen by you would also receive special trips to West Virginia, which they would chronicle for us via **travel stories, blogs, videos, photos, Facebook posts and/or Twitter comments**.
8. Consumers will love seeing “real people” tour the highways and byways of West Virginia, taste regional specialties, get to know the locals, enjoy world-class attractions and discover a host of hidden gems along the way.

And to ensure everything goes off without a hitch, we've teamed up with the contest experts at ePrize to deliver a **seamless, turnkey promotion**. Using a platform based on a strong foundation of technology, we'll connect consumers with West Virginia through a **network of social and mobile promotions** designed around agreed-upon goals. And better still, ePrize helps us take care of all legal requirements – so you won't get bogged down in all of those details.

The **“Share Your Wild & Wonderful Sweepstakes”** is truly the heart of a new travel guide concept that really keeps on giving by creating excitement and generating content over the course of months. By bringing these various elements together to help feed into one another, we've transformed your travel guide from a singular marketing piece to the key component of a **stronger multi-faceted marketing “program”** that will drive far more visitation than the guide alone could.



To help illustrate how this would work, let's take a look at how two different types of vacation planners would both find the inspiration and information they need through this promotion.

## Meet Tucker & Davis

Now 20-something young professionals living in Pittsburg and Charlotte, Tucker and Davis were college roommates who still plan a reunion trip for a bunch of their buddies each year. Their adventures have taken them to places like



Vegas, Austin and Miami, but tight schedules and budgets have them looking a little closer to home this year.

- While channel surfing one night at home, Tucker catches a commercial for West Virginia. He likes what he sees – and his friends all love outdoor adventure. So he grabs his iPad to visit GoToWV.com, where he notices a sweepstakes where he and his buddies can video their West Virginia vacation for a chance to win a return trip. He's jazzed over the idea of his buddies entering and, given their crazy personalities, thinks they'd have a great shot at winning. He Tweets the contest link to Davis ... and Wayne ... and Nicholas ... and Logan ... and Raleigh ... and seconds later they're in a full-blown Tweetapalooza.
  - **OMG, check out @BridgeDay. We are SO doing that!**
  - **My cousin says @Mothman is a scream. We can take the tour, dude.**
  - **@ClayCenter looks awesome! Dad saw Sheryl Crow there last year.**
- Done deal, they agree, so he goes back online to research more. He downloads the new West Virginia iPad app, where he starts flipping through the travel guide and pulling up additional stories and videos for inspiration. Way cool. He starts sharing the links, and a few hours later their plans are finalized. "Wild and Wonderful, here we come!"

## Meet Morgan

Morgan is a 45-year old mother of three from Cleveland who, like most of us, can't find enough hours in the day to get everything done. It seems she has less and less quality time with her husband and kids, so the idea of a fun and relaxing getaway brings a smile to her face.



- But who has time to plan a trip - and where would they go? She's catching up with friends on Facebook one night and wants to know where their favorite spots are: "Need a great place to take the kids this year. Please tell me your favorite places?!" Within minutes, Betty from book club sends her a link to the "Share Your Wild and Wonderful Sweepstakes" from West Virginia's Facebook page. Morgan immediately visits, likes what she sees (literally "LIKES," becoming a new fan) and orders a copy of the West Virginia Official State Travel Guide. Two weeks later she spends an hour reading through the guide and feels like the weight of the world has been lifted off her shoulders. With so many family attractions, outdoor activities and fun events, West Virginia is THE perfect choice.
- Not only that, but the sweepstakes adds even more excitement. A month later, she's filming her kids splashing in Summersville Lake, petting animals at Oglebay, exploring frontier life at Prickett's Fort. Her favorite part of the trip, however, is when she shares her videos on Facebook each night. The kids love it that they're now "famous" and can't wait to see if their trip makes the state's travel guide next year. As for Morgan, she just enjoys reading all of her friends' comments on other things to see in do in the area, adding richer experiences for her family's time together in the Mountain State.

Thanks to the "Share Your Wild and Wonderful Sweepstakes," Morgan, Tucker and Davis didn't just become visitors. Now they are true **West Virginia travel "ambassadors,"** sharing their experiences with family and friends (and their friends, and their friends) all the while feeding you great stories, photos and videos (fresh, real content) to **extend the reach** of your guide.

While delivering more visitors and economic impact to West Virginia is our primary goal, the new Vacation Guide program we're offering also delivers several **added benefits**:

- Promotes and supports your "Wild and Wonderful" brand.
- Incorporates several contest and sweepstakes components that would generate high levels of excitement and interest in West Virginia – and greatly increase your opt-in email database.
- Promotes, encourages and expands the type of storytelling that captures the real essence of West Virginia.
- Helps build an impressive arsenal of diverse travel content, including photography that can be added to your photo archives for future use.
- Pulls great new content into the guide – and pushes guide readers back out to other information sources.
- Expands your reach by increasing the volume and depth of the user-driven content that more consumers want and expect.
- Helps build a new fan base of West Virginia travel evangelists who are out singing your praises to those most likely considering a visit.
- Provides stronger integration of the printed guide with your online, social media and public relations efforts.
- Involves and excites your West Virginia travel industry partners.
- Provides the possibility of additional revenue-generation through contest partners, including sponsorships by major national or international brands that align with West Virginia's brand.
- And, again, it strengthens and extends the life of your guide beyond the printed page.



## ADDITIONAL CONTENT & PLANNING TOOLS

The captivating photos and design, powerful content and digital/social integration strategies described above would anchor the inspiration aspect of your new guide, convincing readers that West Virginia is the place to be. Now let's give them the **information and tools needed** to help plan their trip.

Elements like maps, icons, regional content, business listings and events play a key role in that process. Here's what we have in mind for each.

### WHAT'S NEW

We know you have a large amount of repeat visitors, which is a good thing. And many of them order your travel guide year in, year out. So we need to make sure we're telling that repeat audience "what's new" for them to see and do. A new content section in the front of your guide would **promote new attractions, events and experiences** readers probably didn't know about – or have wanted to hear more about – since their last visit.

### LOCATOR MAPS

The proliferation of GPS-enabled smartphones has not lessened the need for good maps when it comes to print travel guides. On the contrary, right when consumers are absorbed in the inspirational and informational content your guide offers is **precisely when and where** you want to serve maps that provide **relevant perspective** for their trip-planning needs.

And "perspective" is the key word here. Even when readers aren't using these maps to navigate throughout the state during their visit, they do provide valuable information on the general location of attractions and their proximity to others.

Want to tell consumers about a great natural wonder that's only a 20-minute drive from downtown amenities? Show them how close it is and how easy it is to get to! Along these lines, we recommend adding a number of **smaller inset/locator maps** throughout the featured content section of your 2016 guide so readers can quickly visualize these points.

### PLANNING ICONS

To help execute the PLAN part of our, well, plan, we'd increase the use of prominent callouts and themed icons in your guide to promote additional content, vacation tools, travel tips and other resources. These recurring symbols could push readers out to the following:

- **WEB** – more info/content on GotoWV.com
- **MOBILE** – using mobile site, as applicable, for directions, deals and more
- **SOCIAL** – encouraging interaction on Facebook, Twitter, YouTube
- **DEALS** – for money-saving tips or deals
- **TOURS** – to call out a trail or tour



- PHOTOS/VIDEOS - for more visuals online
- PLANNING TOOLS - highlighting specific tools available on GotoWV.com or elsewhere
- EVENTS - to call out a related or regional event

Some of the elements described above (and shown visually below) would be carried throughout the back of the book, too, where they would supplement regional content, maps and listings.



## REGIONAL CONTENT

Strong regional content is a critical component of any state vacation guide.

Although some consumers who pick up your guide aren't sure where they want to visit just yet, research shows about half of them have already made up their mind. They know exactly what city or region they want to visit - and are looking for **specific local information** to plan their trip. For these folks, we have to offer more than general overviews of each region.

For your 2016 guide, all nine travel regions would continue to be covered through overviews offering balanced coverage of attractions both large and small. We need to tell readers all about the major drivers they may know about, along with all of the hidden gems they don't. These overviews will be supported by a variety of **actionable content elements**,

including regional best bets and local favorites – followed by listings of area visitor information centers, attractions, accommodations, campgrounds, marinas, golf courses and more.

Detailed **regional maps** would show the location of major cities, towns, parks, rivers, lakes and roads, while smaller **inset maps** would indicate where each region is located in relation to the entire state.



### GRIDS & LISTINGS

Miles has spent years perfecting the **collection, verification, organization and presentation** of industry information in our print products, from grids offering easy-to-scan information about lodging and dining options to listings profiling attractions, shops and visitor information centers.

Right now, attraction, accommodation and event listings are purchased by industry partners for inclusion in your guide. If that model continues, Miles would plan a targeted outreach effort to your CVBs and other partners to help encourage more listings – thus providing a more complete and robust representation of what is available in each region.

Last year, we introduced a new feature for event advertisers, giving them the opportunity to enhance their listings by **purchasing special highlights and/or photographs** to accompany them. That was such a success that we'd like to extend the same offer to attractions and accommodations this year, giving them the same low price-point for more exposure.

Although you may not be interested at this time, we'd also like to talk to you about the possibility of removing listings from your guide and directing readers online for that information, which is where they are more accustomed to looking for it. Doing so would bring **considerable cost savings** in paper and printing, while also freeing up space for **additional content**.

Highlighted listing sample

MID-OHIO VALLEY



## MID-OHIO VALLEY

**PRICES** (per adult paying regular admission):  
 \$ = under \$9    \$\$ = \$10-19    \$\$\$ = \$20-39  
 \$\$\$\$ = \$40 & up

**Full wheelchair access**  
**Limited wheelchair access**

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 West Virginia Department of Tourism

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**ARTS & CULTURE**

**Downtown Parkersburg**  
 409 1/2 Market St., Parkersburg, WV 26101  
 304-485-0522 | [www.downtownparkersburg.com](http://www.downtownparkersburg.com)  
 Organizer of Point Park Summer Music Series.  
 Taste of Parkersburg and many other fun events!  
**AD PAGE 68**

**BUSINESS SERVICES**

**Jackson County Chamber of Commerce**  
 167 Seneca Dr., Ripley, WV 25271, 304-373-1117  
[jacksoncountymidwv.com](http://jacksoncountymidwv.com)  
 Our mission is to promote tourism, business and economic development in our region.  
**AD PAGE 62**

**Jackson County Chamber of Commerce - Armory Rental**  
 167 Seneca Dr., Ripley, WV 25271, 304-373-1117  
 armory event bookings! **AD PAGE 62**

**DINING**

**Fairplain Yacht Club**  
 3869 Cedar Lakes Road, Ripley, WV 25271  
 304-372-8918  
[fairplaine-yachtclub.com](http://fairplaine-yachtclub.com)

**SPECIAL ATTRACTIONS & TREASURES**

**Appalachian Distillery**  
 3875 Cedar Lakes Dr., Ripley, WV 25271  
[appalachian-distillery.com](http://appalachian-distillery.com)  
 A Mountain Tradition!  
**AD PAGE 63**

**STATE PARKS, FORESTS & WILDLIFE MANAGEMENT AREAS**

**Blennerhassett Island Historical State Park**  
 137 Juliana St., Parkersburg, WV 26101  
 304-420-4800, 800-225-5882  
[blennerhassett-islandstatepark.com](http://blennerhassett-islandstatepark.com)  
 Rich in history. Showcases an 18th-century Blennerhassett mansion, starwheel rides, museum. **AD PAGE 29**

**North Bend Rail Trail**  
 202 N. Bend Park Rd., Cairo, WV 26337  
 304-843-2931  
[northbendrailtrail.com](http://northbendrailtrail.com)  
 An east-west, 72-mile multi-use trail for bicycling, hiking and horseback riding. **AD PAGE 29**

**North Bend State Park**  
 202 N. Bend Park Rd., Cairo, WV 26337

**DINING**

**Fairplain Yacht Club**  
 3869 Cedar Lakes Road, Ripley, WV 25271  
 304-372-8918  
[fairplaine-yachtclub.com](http://fairplaine-yachtclub.com)

**North Bend State Park**  
 202 North Bend Park Rd., Cairo, WV 26337  
 304-843-2931, 800-CALL WVA  
[northbendstatepark.com](http://northbendstatepark.com)  
 A local favorite. Glass walls surround dining room for natural view. Good food. **AD PAGE 65**

**HISTORY & HERITAGE**

**Henderson Hall**  
 517 River Rd., Williamson, WV 26187  
 304-375-2129  
 Built in 1850, this 17-room mansion has survived as a legacy of the Victorian & Edwardian eras. **AD PAGE 65**

**Oil & Gas Museum**  
 119 3rd St., Parkersburg, WV 26104  
 304-485-5448  
[oilandgasmuseum.com](http://oilandgasmuseum.com)  
 Nationally recognized museum. Featuring West Virginia's oldest oil & gas history. **AD PAGE 65**



## CONTENT ORGANIZATION

Based on the ideas shared above, here's how we recommend your 2016 travel guide be structured.

### Book Summary

**73 pages EDIT** (1 cover, 26 featured content, 18 regions, 20 listings, 7 events, 2 index)  
**58 pages ADS** (52 for industry, 6 for state)  
**132 pages TOTAL** (128 + 4)

### Page Breakdown

**COVER** (1 page)

**FEATURED CONTENT** (26 pages)

**OPENING SECTION** (Introduction/Planning)

- 2 - Contents (w/state map and governor's letter)
- 1 - Trip Planning (proximity map, transportation, welcome centers, call center)
- 1 - WV on the Web (new website content/tools, social networks)

**WELCOME TO WEST VIRGINIA** (Inspirational Content)

- 8 - Photo Essay
- 2 - What's New in West Virginia
- 2 - "Share Your Wild and Wonderful" Sweepstakes

**EXPERIENCE WEST VIRGINIA** (First-Person Features)

- 4 - Outdoor Recreation
- 2 - Culture & History
- 2 - Dining & Entertainment
- 2 - Family Fun

**REGIONAL CONTENT** (18 pages) 9 regions x 2 pages each

**CALENDAR OF EVENTS** (7 pages)

**INDEX** (2 pages)

**WEST VIRGINIA ADS** (6 pages)



## DESIGN EXPERTISE

Although content drives your guide's success, we also know that information has to be packaged and presented in a **visually appealing, user-friendly way**. Our design team is made up of creative thinkers with many years of graphic design knowledge and practical experience in creating **award-winning publications**. Our artists will **meet and exceed your expectations** for design and layout in the following ways:

### A Creative Presentation that Inspires

Our design team will bring unique ideas to your products. Our ideas will stem from studying your destination, working closely to create a **fresh approach to interpreting your brand** and reviewing products from competitors to make sure we're always two steps ahead.

### Exceptional Product Quality

We understand that readers make a direct (if unconscious) connection between the production quality of travel products and the perceived quality of the destination itself. We also know that in travel products, both big-picture creativity and attention to the smallest details must occur to create the highest quality work. We have **multiple quality checkpoints** to make sure this happens with design, layouts and content – every step of the way. For example, before using them in any publication we create, our designers check typefaces for readability against different kinds of backgrounds such as colors, textures and photos.

### Creating a Living Brand

Our team has extensive experience working with tourism brands and interpreting them appropriately for publications and interactive products. Every destination and its brand are unique, and we believe in the importance of a **custom approach in brand interpretation** for every client we work with. We are happy to work collaboratively with your team and/or your agency to achieve this goal, something we do regularly with great success and a skill you won't necessarily find among our competitors.

The strengths that Miles brings to the table in brand and design implementation go beyond visual components. They extend to a concept we call **Living Brand**.

Living Brand represents more than just a literal interpretation of your brand through elements such as color palette and typography. Living Brand extends to the emotions and underlying attributes of your brand. Utilizing this concept, we'll be able to ensure that the products we create for you don't just look like your brand but that they also **connect with readers on an emotional level**. As part of our Living Brand exercise for each client, we create a series of "Look and Feel" documents to present our aesthetic vision for each product. With your input, we finalize the visual styling that will be applied across your program elements.



## PHOTOGRAPHY APPROACH

Simply put, great images sell destinations. The strength of the West Virginia brand relies, in part, on top-quality, emotional photography. **Our goal is to use more of it.**

To accomplish this, we will check every image to make sure it has superior clarity, contrast, color saturation and separation. Images that don't meet our high standards will either be corrected or, if they can't be corrected, rejected. We call our color-correcting style "**Reality Plus,**" showing images as they would look on their best day, but not fake or unrealistic. We can also create custom styles and do complex retouching and compositing to deliver any effect.

### International Photoshop User Award

Mike Tompkins, our Production Manager and a photo color-correction specialist, won an **International Photoshop User Award** from the National Association of Photoshop Professionals after he transformed a fall image into a wintery scene for one of our Pennsylvania publications.



In addition, Mike's work has won a **Gold ADDY for the West Virginia Division of Tourism** in the "Photography, Digitally Enhanced" category. This four-page gatefold image captures readers' imaginations by combining four seasonal images into one continuous landscape.



## DESIGN RECOMMENDATIONS

The saying "a picture is worth a thousand words" is repeated over and over for a reason. Photos (and the designs they support) are powerful. Period.

In conceiving your new 2016 guide, we'll **ensure strong photography** helps support the stronger words we're offering – and, in some cases, having it communicate West Virginia's charms instead of words. We'll also be rolling out more **captivating, modern-looking design elements**.

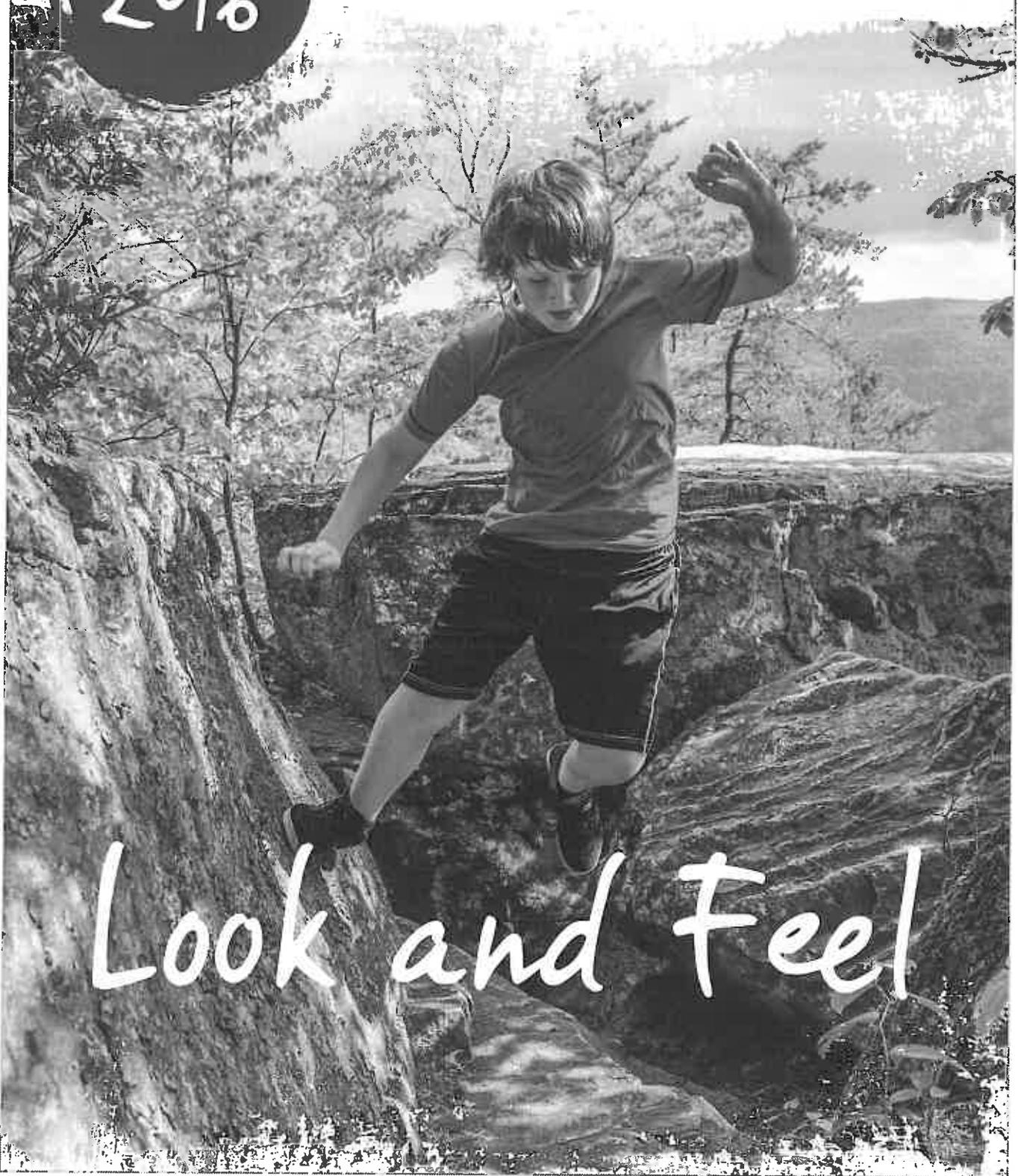
### GUIDE "LOOK AND FEEL"

By applying these principles to a review of your current creative efforts and the content ideas presented above, we've developed a recommended "**Look and Feel**" for your new guide to serve as a roadmap for its design.

The samples that follow show the **colors, fonts and graphic elements** we would use to build the book – many of them directly inspired by your current advertising efforts. If selected to continue as your publisher, we would work closely with you to determine exactly how these elements are executed for optimum results.

2016

West Virginia Official State Travel Guide

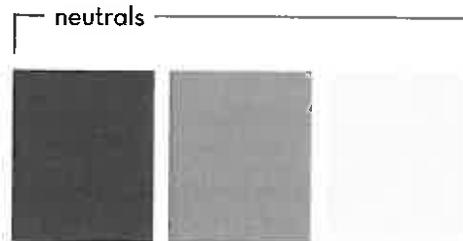
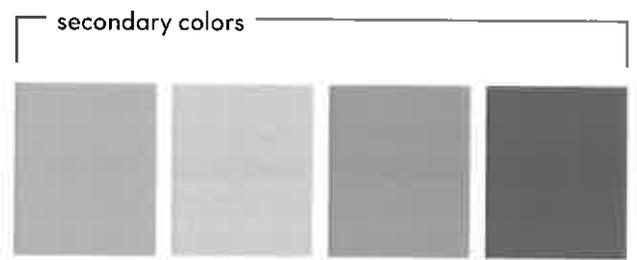
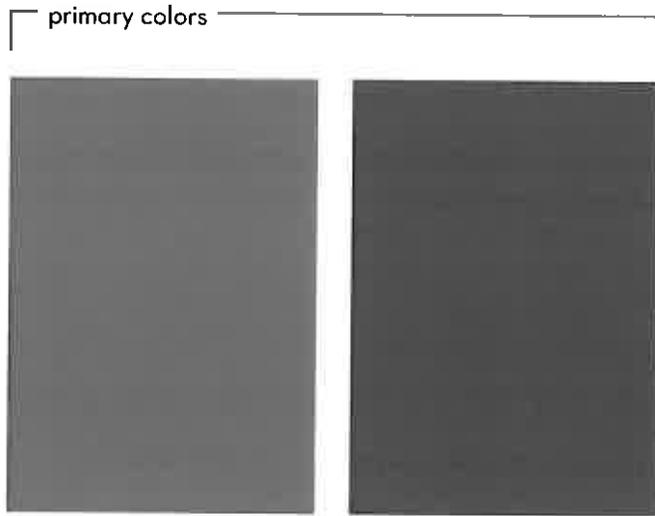


Look and Feel

**CONCEPTUAL DESIGNS**

Proposal for the West Virginia Division of Tourism  
Travel/Visitor Guide & e-Newsletter

# Color Palette

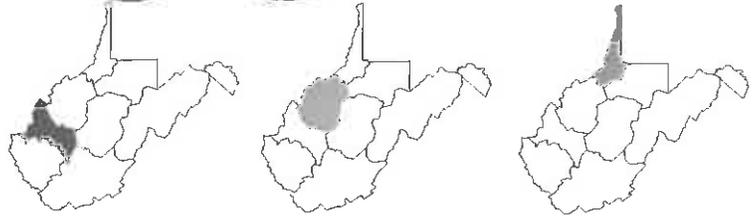


# Graphics and Photography

graphic elements help readers to navigate the pages, show movement, call out headers, sidebars and special text, and divide content on page for easy reading



1  
2  
3



photography will focus on action, emotion and up-close points of view



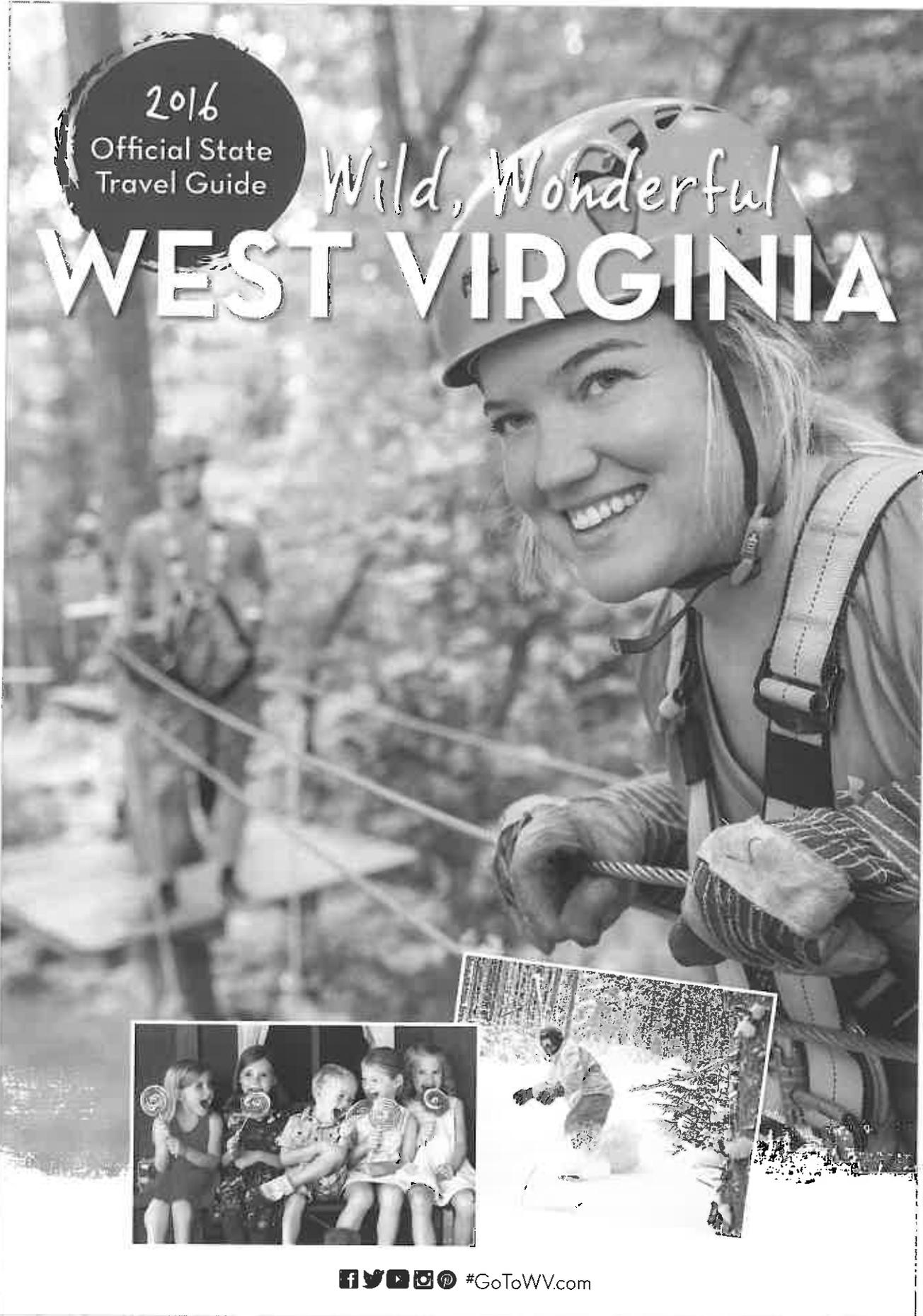
graphic texture may be used as design element of photography



cutouts may be used for visual interest

2016  
Official State  
Travel Guide

*Wild, Wonderful*  
**WEST VIRGINIA**



     #GoToWV.com

CONCEPTUAL DESIGN: COVER

# Make a Splash

Fishing/Splash  
uhaha caption



▲ kayak photo caption



▲ ski photo caption

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aut dunderum, sequi respel lo

4 1.800.225.5982

f t i s @ \*GoTo.WV.com

5

FAMILY FUN

# Simple Gifts



photo caption

photo caption

Capitol Building

Web callout referencing more online content goes here [website.com](#)



photo caption



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## Overheard on Twitter

Quodis a qui doluptas solum pedictotae vendam et lacepro te dunderum, sequi rerspel.

—Author Name, twitter.com/GoToWV

Share your WV travel tips at [twitter.com/GoToWV](#)



Facebook, Twitter, Instagram, YouTube icons #GoToWV.com

An ongoing, multi-channel campaign to build content (and buzz!) about West Virginia.

Share Your Wild and Wonderful

# SWEEPSTAKES

Mar.

← Spring 2015

Apr.

Working together, we'll craft a promotion to build excitement about West Virginia while also generating great travel content that can be **utilized across multiple channels** - all year long!

May

Jun

← Summer 2015

July

We launch the sweepstakes through a blitz on your website, newsletter, social media and the press.

Aug.

Consumers are invited to submit their **travel stories, photos and videos** and then share them with friends.

Sept.

← Fall 2015

Oct.

As the campaign builds steam, we'll push a lot of the content generated out for additional exposure. Winning contributors also will be **invited back to West Virginia** to experience the ultimate vacation - documenting their adventures along the way.

Nov.

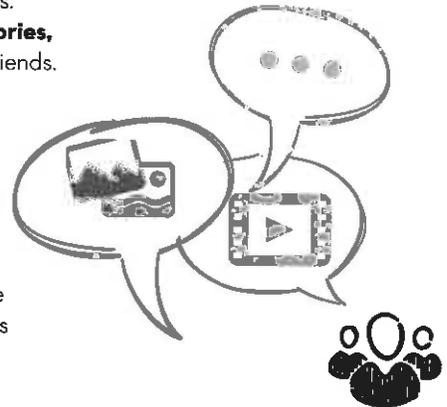
Dec.

← Winter 2016

Jan.

The best content collected will **appear in the 2016 Travel Guide**, with winning stories and photos featured alongside the contributors who shared them.

Feb.



## New 2016 Guide

A dynamic new section in the 2016 guide will highlight the sweepstakes for readers, directing them out to all the great West Virginia travel stories and photos collected.

# Planning icons



WEB



MOBILE



DEALS



TOURS



EVENTS



PHOTOS/VIDEOS



SOCIAL



# Highlighted listing sample

MID-OHIO VALLEY



## MID-OHIO VALLEY

**ARTS & CULTURE**

**Downtown Parkersburg**  
409 1/2 Market St., Parkersburg, WV 26101, 304-865-0622 [downtownparkersburg.com](http://downtownparkersburg.com)  
Organizer of Point Park Summer Music Series, Taste of Parkersburg and many other fun events!  
**AD PAGE 66**

**BUSINESS SERVICES**

**Jackson County Chamber of Commerce**  
167 Seneca Dr., Ripley, WV 25271, 304-373-1117 [jacksonchamberwv.com](http://jacksonchamberwv.com)  
Our mission is to promote tourism, business and economic development in our region.  
**AD PAGE 63**

**Jackson County Chamber of Commerce - Armory Rental**  
167 Seneca Dr., Ripley, WV 25271, 304-373-1117  
Armory event, book now! **AD PAGE 63**

**DINING**

**Fairplain Yacht Club**  
3869 Cedar Lakes Road, Ripley, WV 25271 304-372-8918  
[fairplainyachtclub.com](http://fairplainyachtclub.com)

**SPECIAL ATTRACTIONS & TREASURES**

**Appalachian Distillery**  
3875 Cedar Lakes Dr., Ripley, WV 25271 [appalachian-distilleries.com](http://appalachian-distilleries.com)  
A Mountain Tradition!  
**AD PAGE 63**

**STATE PARKS, FORESTS & WILDLIFE MANAGEMENT AREAS**

**Blennerhassett Island Historical State Park**  
137 Juliana St., Parkersburg, WV 26101 304-420-4800, 800-225-5862 [blennerhassettislandstatepark.com](http://blennerhassettislandstatepark.com)  
Rich in history. Showcases an 18th-century Blennerhassett mansion, clemwheel rides, museum. **AD PAGE 29**

**North Bend Rail Trail**  
202 N. Bend Park Rd., Cairo, WV 26337 304-643-2931 [northbendrailtrailstatepark.com](http://northbendrailtrailstatepark.com)  
An east-west, 72-mile multi-use trail for bicycling, hiking and horseback riding. **AD PAGE 29**

**North Bend State Park**  
202 N. Bend Park Rd., Cairo, WV 26337

**DINING**

**Fairplain Yacht Club**  
3869 Cedar Lakes Road, Ripley, WV 25271 304-372-8918  
[fairplainyachtclub.com](http://fairplainyachtclub.com)  
Your dining and entertainment destination!  
**AD PAGE 63**

**North Bend State Park**  
202 North Bend Park Rd., Cairo, WV 26337 304-643-2931, 800-CALL WVA [northbendso.com](http://northbendso.com)  
A local favorite. Glass walls surround dining room for natural view. Good food. **AD PAGE 65**

**HISTORY & HERITAGE**

**Henderson Hall**  
517 River Rd., Williamstown, WV 26187 304-375-2129  
Built in 1859, this 17-room mansion has survived as a legacy of the Victorian & Edwardian eras. **AD PAGE 65**

**Oil & Gas Museum**  
119 3rd St., Parkersburg, WV 26104 304-485-5446 [oilandgasmuseum.com](http://oilandgasmuseum.com)  
Nationally recognized museum. Featuring: West Virginia's oil & gas history. **AD PAGE 65**

**KEY:** PRICES: reflect one adult paying regular admission; \$ = under \$9, \$\$ = \$10-19, \$\$\$ = \$20-39, \$\$\$\$ = \$40 & up.  
 Full wheelchair access  
 Limited wheelchair access  
 Recipient of MAPP funding from the Division of Tourism.

## 4.2 To develop and publish a travel guide and monthly e-newsletter that utilizes various marketing tools and research.

### FOCUS ON DESTINATION RESEARCH

Miles makes a **significant commitment** to research, analytics and comparative analysis related to travel, as it is the foundation of all the solutions we deliver to clients. Working with our team, you'll have the comfort of knowing that our recommendations for your program are **grounded in recent, relevant research**.

No other destination publisher has the resources and track record we do in this area.

Chris Adams, our Director of Research and Online Marketing, oversees Miles' commissioning of **dozens of major research projects**, usability and intercept surveys and conversion studies.

Here is a select list of recent relevant research, along with tourism-related white papers developed by Miles:

- State of the American Traveler: Bi-annual Study of U.S. Leisure Travelers, 2006-2015. Miles is the sponsor of Destination Analysts' research to release the "State of the American Traveler" report, which is the industry's longest-running and most comprehensive review of the use of all media in travel planning.
- Research Review: The Role of Print in the Travel Planning Process, 2009-2014. Summary report by Chris Adams, Miles, [www.milespartnership.com/library](http://www.milespartnership.com/library)
- Marketing & Advertising ROI, 2014. White paper by Chris Adams, Miles, [www.milespartnership.com/library](http://www.milespartnership.com/library)
- Online Advertising Best Practices, 2013. White paper by Chris Adams, Miles, [www.milespartnership.com/library](http://www.milespartnership.com/library)
- U.S. State Tourism Audience Rankings, 2009-2011. Monthly rankings of U.S. state tourism website audience reach, with Quantcast
- Measuring the Buzz - Best Practices in Social Media Measurement, 2010. White paper by Chris Adams of Miles and Dave Bratton of Destination Analysts, [www.budurl.com/cvbsocial](http://www.budurl.com/cvbsocial)
- Destination Marketing Organizations - Role and Relevance, 2008-2009. Research study by PhoCuswright

Please visit [www.MilesPartnership.com/library](http://www.MilesPartnership.com/library) to view these and many other research reports.



**THE STATE OF THE AMERICAN TRAVELER** Destination Analysts  
Volume 16, July 2014

Sponsored By **miles** marketing destinations

**Leisure Travel Expectations Remain Stable**  
Americans' leisure travel expectations continue to be strong and stable. July results from our biannual national survey show optimism about upcoming leisure travels continues on pace with last summer. The percent of leisure travelers expecting to travel more in the upcoming year (compared to the previous year), while down minimally from levels recorded

**SNAP SHOT**  
Americans plan to travel less in the next 12 months  
**32%**  
(continued on page 2)

**Q In the past twelve (12) months, how many trips have you taken of more than 50 miles away for purely leisure or personal reasons?**

Q113	34.8%
Yes	28.9%
Over	14.4%
Five	10.6%
Two to three	25.3%
AVERAGE	4.7 trips

**Q How many of these leisure trips were day trips (no overnight stay)?**

Q114	61.2%
Yes	30.4%
Over	15.6%
Three	7.1%
Two	3.8%
One	11.9%
AVERAGE	2.5 trips

**Q How many of these leisure trips were primarily by automobile?**

Q115	54.8%
Yes	26.7%
Over	21.9%
Three	11.1%
Two	7.0%
One	34.6%
AVERAGE	3.2 trips

**Q How many of these leisure trips included air travel?**

Q116	53.2%
Yes	24.7%
Over	14.9%
Two	4.8%
One	2.7%
Less than one	5.7%
AVERAGE	1.1 trips

**Q How many of these leisure trips included travel outside the United States?**

Q117	27.2%
Yes	7.7%
Over	4.1%
Two	1.3%
One	8.3%
Less than one	6.8%

**Average number of leisure trips taken (past 12 months) to the previous year, while down minimally from levels recorded**

2010	4.7
2011	4.7
2012	4.7
2013	4.7
2014	4.7
2015	4.7
2016	4.7
2017	4.7

**Q In the next 12 months, do you expect to travel more or less for leisure than you did in the most recent 12 month period?**

Q118	32.1%
More	11.1%
Same	11.1%
Less	77.8%

**Q In the next 12 months, do you expect to spend more or less for leisure travel than you did in the most recent 12 month period?**

Q119	32.1%
More	11.1%
Same	11.1%
Less	77.8%

Miles has been the primary sponsor of the biannual "State of the American Traveler" since 2006; the latest edition includes in-depth research on the content that motivates travelers to select a destination.

## WEST VIRGINIA-SPECIFIC RESEARCH

In addition to all of the research projects and resources mentioned above, we've also pored over West Virginia-specific research to help guide the strategy and recommendations we're presenting.

### West Virginia Travel Guide Readership & ROI Study

In late 2010, at no cost to the West Virginia Division of Tourism, Miles commissioned respected travel research firm Destination Analysts to conduct an **independent readership survey and ROI study** on the West Virginia Official State Travel Guide.

The goal of this effort was to gain a better understanding of the **usage and effectiveness** of West Virginia's guide, as well as determine a quantified **return on investment** for the publication. To achieve this, Destination Analysts developed a 32-question survey, which was sent to a random selection of nearly 50,000 consumers who ordered the guide through email or phone request.

The results were phenomenal!



A snapshot of key findings sent a powerful message that the West Virginia guide published by Miles is an **extremely effective tool** at not only encouraging and increasing visitation, but also providing a **valuable ROI** for the state.

### Snapshot of Key Findings

- “Satisfied” or “Very Satisfied” with West Virginia Guide: **96%**
- Took a West Virginia Trip after Receiving Travel Guide: **58.2%**
- Average Spending Per Day in West Virginia on Trip: **\$162.80**
- Had Not Already Decided to Visit West Virginia When Received Guide: **47.5%**
- Travel Guide Helped Undecideds Make Decision to Visit West Virginia: **82.9%**
- Travel Guide was “Important” or “Very Important” to Decision to Visit: **73.1%**
- Travel Guide Influenced Length of Stay in West Virginia: **35%**
- Travel Guide Increased Length of Stay in West Virginia: **66.4%**
- Mean Number of Additional Days Spent in West Virginia Influenced by Guide: **2.0**
- Top Travel Planning Tasks and/or Decisions Made with Travel Guide
  - Selected Attractions or Things to Do: **65.7%**
  - Selected Specific West Virginia Destination or Region: **53.4%**

### Travel Guide ROI Estimates

- Incremental Trips to West Virginia Generated by Guide: **3,650**
- Average Visitor Spending Per Day on Incremental Trips: **\$179.30**
- Total Visitor Spending on Incremental Trips to West Virginia: **\$2,814,127**
- Days spent in West Virginia on Trips Extended by Travel Guide: **1,487**
- Total Visitor Spending on Trips Extended by Travel Guide: **\$266,689**
- Total Economic Impact/ROI of Travel Guide: **\$3,080,816**
- Economic Impact/ROI per Travel Guide Distributed: **\$65.80**

### Longwoods International Accountability & Image Study

To supplement our own research, we’ve also analyzed research conducted by the West Virginia Division of Tourism, most importantly your recent **Accountability & Image Study** conducted by Longwoods International.



The information we collected on West Virginia's strengths versus your competition, as well as the image attributes you need to promote to better influence travel to the state, have all been factored into the recommendations we're sharing in this proposal.

#### **4.3** To collaborate with the Agency and Tourism Industry partners on the design, development and production of the Travel Guide and monthly e-newsletter.

### **WORKING WITH MILES**

We believe that **collaboration is the key** to creating informative, compelling and beautiful travel products that support your marketing efforts. Our team understands that a cohesive branding message and high-quality products are the **result of teamwork**.

Miles is built on partnerships.

If we are selected as your travel guide and email publisher, we have the experience to know that we'll be **part of your larger team** of marketing vendors and look forward to undertaking collaborative efforts with your brand strategy, social media, PR, creative and media buying agencies to drive visitation to West Virginia.

At Miles, we build custom, leading-edge publishing programs. To do so, we've had to become platform agnostic, meaning we don't cling to proprietary technologies or exclusive vendor partnerships. We focus on what technologies meet your goals, plain and simple. We also **work closely with many advertising agencies** on brand implementation and advertising campaigns, and understand how we can bring value to that mix as your publishing partner.

While we would be primarily focused on managing your travel guide and e-newsletter, we routinely **assist clients on all aspects of destination marketing**, including partner education, stakeholder reporting and ongoing discussions on emerging technologies and new marketing opportunities.

If you choose Miles as your partner, every member of our team will consider him- or herself an extension of your team, **dedicated to the same goals and results**. We have experience collaborating with all destination marketing organization departments and will spend quality time with your teams to better understand your internal workflows, as it's an essential step to providing complementary products and tools that enable your staff to be successful.

Within our own company, you can count on these key strengths during our entire production process:



## ACCOUNT MANAGEMENT

At Miles, we work with every client to **customize a workflow process** that meets their specific needs. Our Account Directors have access to a number of **project management software tools** that help them monitor and manage all aspects of a project. What's most important to us, however, is ensuring that all scheduling information is presented to each client in a way that works for them.

Internally, we use WorkFront (formerly AtTask) **scheduling technology software**. This program allows our Account Directors to schedule our projects in great detail, down to individual tasks by employee. All project information can then be rolled up into a schedule to be shared with our clients. WorkFront gives us the ability to budget accurately and allows us to locate areas where we can **create efficiencies** to reduce overall production time. It also allows us to foresee upcoming schedule challenges so we can quickly adjust where necessary.

## SCHEDULING

As the largest tourism publisher in the U.S., Miles has **more than 100 tourism publications and destination websites** in progress annually. To make it all happen, we not only staff appropriately, but also use systems and technology to accomplish our clients' objectives within the required time frames. Before production begins, we will work with you to create a production schedule that serves all of your needs.

The schedule will **clearly communicate key steps, time frames and touch points** needed to facilitate smooth, on-time production, ensuring that you're comfortable at each stage. The goal is for you to understand deliverables clearly and to have input throughout the process.

For a full proposed production schedule for the 2016 guide, please see the "Schedule" section later in our proposal.

"This guide is a staple item in our marketing plan and has delivered us thousands of leads. Miles creates a wonderful product for our state. We are happy to continue a relationship we have grown to trust."

Cindy Coffindaffer, Morgantown CVB



## EDITORIAL EXPERTISE

For every product we publish, our editorial approach is founded on creating a strong, local network of freelance writers, carefully selected for their talent, knowledge of and passion for your destination, as well as their ability to present an **authentic voice** capable of earning the trust of your readers. You will have approval power over the writers we allow into this network.

Our content team will work closely with these freelancers to brainstorm ideas, create a content plan and outlines, and write copy for the West Virginia Official State Travel Guide, all with input from you. Special emphasis will be given to **understanding your brand**, important marketing initiatives and key drivers for visitation to West Virginia. Our approach gives you the benefit of local, on-the-ground knowledge combined with the expertise of our content strategists, who are 100 percent focused on creating the best content for tourism destinations. We will **incorporate your input** at each stage until you give all content your final approval.

## Content Listings

Miles is a full-service publisher with proven success in concepting, crafting and presenting valuable content that influences travel and booking decisions. We know that **complete, relevant data** is critical in becoming a trusted source of information and a true resource for each audience.

Miles has created and is currently managing more than **30 individual databases** for our clients' print travel publications. Of these databases, the largest and most sophisticated hold more than 30,000 tourism business listings. The database houses standard business information, amenities and multiple contacts as well as photography and videos. Defensible data is the key to our content listings creation.

## Data Integrity

When it comes to the **integrity and security of your data** used in our products, we go the extra mile to ensure its safekeeping. We work with upwards of 100 government entities - from CVBs to states to Brand USA - who entrust us with their data through all aspects of production. We have procedures in place to handle it securely, and limit access internally to the core teams who need to operate with it while running projects for their clients. (Data from different clients is also not stored in the same place, for an added layer of protection.)

In addition, all of our **email connections are encrypted**, as is all external access to our office network among remote employees. Any passwords we have access to are stored in an **encrypted password manager** restricted to our electronic response team.



## Quality & Accuracy

Part of our focus on quality is making sure each product's content is accurate, as we know **accuracy is essential to building trust** with readers and supporting your brand. All of the content we publish will be checked by a qualified, detail-oriented content manager or fact-checker for accuracy, spelling and grammar before it appears in the final product. We require that our content managers and fact-checkers confirm information through primary sources, and that all communication (including phone calls) be tracked and noted by date, time, name and title of the contact with whom we confirmed the information.

All content, listings data and advertisements will be **proofed multiple times** to ensure that the entire team reviews and signs off on all elements prior to going to press.

"Your company does an amazing job with this product."

Cheryl Ferrebee, TGG,  
on behalf of Stonewall Resort/Mountain Lakes CVB

### 4.4 To collaborate with various media outlets for editorial stories within the Travel Guide.

## CONTENT DISTRIBUTION & PROMOTION

We feel strongly that all of the content and design recommendations included in our proposal will deliver stronger products that will greatly enhance the overall user experience.

Now how do we get more people to see them?

We know you are looking for additional ways to **increase your travel guide content's reach**, and as a good partner Miles can bring you effective, low-cost ways to do that. Working with you and your new advertising agency, we'd like to craft a strategy designed to increase the promotion and distribution of your travel guide, e-guide and e-newsletter to **new audiences** outside of your current net.

Developing **multi-channel content strategies** has always been a major strength of our company. As a result Miles was chosen to partner with major tourism entities such as Brand USA, the Colorado Tourism Office and the Wyoming Office of Tourism on concepting and implementing new content types and distribution channels. We look forward to the opportunity of doing the same in West Virginia.

Any efforts in this area would require more discussion and input from your team before implementation, of course. But here are some initial ideas we'd love to talk to you about.



## eBlast Announcing New Guide

Just as we have done for the past two years, we'd like to continue **sending a special e-blast** to your current email subscribers announcing the release of your new 2016 West Virginia Official State Travel Guide. These communications have not only resulted in an initial bump of **thousands of guide requests** each January, but also hundreds of new leads for your industry partners who sponsor them.

Even better, we could send special e-blasts promoting your new guide, e-guide and app (with links to view or download) to **targeted lists of additional email leads** with similar demographics that are secured through third-party sources. Since these recipients are not in your current database – but are selected to closely match your existing target traveler – this is an outstanding opportunity to dramatically **increase opt-ins** to your list.

## Digital Media Strategy to Promote Guide

In cooperation with your agency, we'd like to coordinate a **digital media buy** that would direct traffic directly to your new e-guide and/or app online, driving new traffic to your products and content. Again, as these are “new” consumers they could opt-in to your own database to further expand your reach.

In addition, we'd like to look at your existing traditional media efforts and creative to look for opportunities to **strengthen calls to action** for ordering a guide and/or viewing its content online.

## Online & Social Cross-Promotion

Cross-promoting online and social channels throughout the guide encourage readers to further engage. In the 2016 West Virginia Official State Travel Guide, we can **capitalize on social media** by including calls to action within the guide for users to share their favorite West Virginia photos on Twitter with a hashtag like #WVRoadTrip, #WildandWonderful or your existing #GoToWV. This helps start a social media conversation with potential visitors with the goal of converting their online presence into a physical one. (It also becomes a new, free, source of photography for use in future guides.)

We can also solicit photos and travel ideas on your social channels and include that content in your print guides. These types of suggestions from locals and past visitors **add to the guides' overall authenticity** in a way that helps position them and the client as the most trusted source of information on the area.



For example, in the 2015 San Francisco Visitors Planning Guide, a page is dedicated to the client's Twitter fans sharing their favorite live music venue; another page highlights favorite day trips from Facebook friends. The 2015 Tennessee Vacation Guide has quotes and photos shared on the client's social media accounts running along the bottom of pages throughout the guide.

**FAVORITE MUSIC VENUE**

We asked our Twitter fans, what is your favorite place to see live music in San Francisco?

**"The Warfield!"** @UCLA Bruin  
*This historic theater in the Central Market area has been a vaudeville theater and a cinema since opening in the early 1920s. Over the past 35 years as a music venue, its stage has held some of the city's biggest concerts, including legendary acts like Bob Dylan, The Clash, the Grateful Dead, the Wu-Tang Clan and many more. If you're not trying to be in the front row, get a spot on the balcony, where you'll find table service and extra bathrooms.*

**"I enjoyed Biscuits & Blues..."** @Jm90John  
*Serving up a mix of Southern-style comfort food (fried chicken, ribs, jambalaya, etc.) and great music, this basement venue is a favorite of blues and R&B lovers throughout the Bay Area. Located in Union Square, it's also easy to reach from most parts of the city. Sunday through Thursday, you can drop by for a show and drinks, but if you want seats during prime time on Friday or Saturday, plan to settle in for dinner and the show.*

**"Bimbo's!!! So classy."** @adriannaisms  
*Family-owned and operated since 1931, the name Bimbo stems from the Italian word for boy, Monk Young's early nickname for long-time partner Agostino Giuntoli. This historic club near Russian Hill is dripping with impeccably preserved Art Deco style. It is far from a museum though. It's hosted shows for an eclectic range of artists, from Adele to Fred Durst to Passion Pit.*

**"Benders and the Boom Boom Room."** @JoshWillis  
**"The Fillmore for sure! Saw my first concert there."** @roxlobster

Get tips, news and recommendations from San Francisco Travel on Twitter @OnlyinSF

### YouTube Content Strategy

Miles works extensively with multiple clients on their **YouTube strategies**. Our work consists of content production, channel set-up, playlist creation, SEO and paid distribution. For example, we work with Brand USA to produce high-quality native-language content for destinations around the country. But our work doesn't stop there. Once the content is produced, we work with these destinations to promote their videos to international audiences on Truview for a competitive cost-per-view of less than 10 cents. With industry support, we can do the same for West Virginia.



## Content Discovery Networks

Miles can work with West Virginia in developing campaigns to **distribute article and itinerary content** from their travel guides to relevant users online through partners like Outbrain and Taboola. These platforms are what we consider the “magazine racks” of the Internet, and it’s important to leverage their reach to attract a new audience that may not have realized all there is to do in West Virginia. For every piece of content we promote, we can employ a call to action to find more information like what they are currently viewing by ordering your guide.



A great example is the work we have done with the Colorado Tourism Office for Colorado.com, which had the top state ranking on Quantcast in January 2015. Working with the Colorado Tourism Office, we moved paid search dollars into content marketing and **developed an optimization plan**. To date, we have brought their cost-per-response down more than 50 percent from their traditional paid search efforts and have optimized to a click-through rate of 0.2 percent – more than double the industry average for display advertising.

## Co-Registration Outreach

Many times our clients need help distributing their travel guides to new prospects, while at the same time **increasing the size of their e-newsletter database**. To help achieve this in West Virginia, Miles can partner with third parties on co-registration campaigns to successfully deliver prospects at an average cost of \$3 per lead. Our partners can seamlessly integrate with your e-newsletter database to deliver both **offline and online communications** to potential visitors to the destination.

## Content Distribution Programs

We assist Brand USA with a number of **content distribution and promotion strategies** to help increase the reach of the in-language content programs we develop for them, many of which could be introduced in West Virginia with industry support.

- For example, we partnered with **Travel South USA** to create a special “super section” in the Discover America Inspiration Guide to promote Southern culture to international audiences. The 10-page section of destination-specific content about travel in the Southern states, with a heavy focus on Southern culture, opens with a full-page overview provided by Travel South USA. These 10 pages are then used as language-specific e-books on Travel South USA’s international websites to promote the region and also reprinted as language-specific Travel South USA collateral for use at international trade shows.
- Miles also works with **Brand USA** to distribute the in-language content we’ve created to other publications in targeted countries for them to reuse and redistribute in ways that best engage with their audiences. For example, we provided a large amount of written content and photography to Grupo Companhia in Brazil that they reprinted



in a United States-focused special edition of the Portuguese-language magazine, Revista Companhia de Viagem.

(<http://www.companhiadeviagem.com.br/cms/companhia-de-viagem/ed20/>)

- The Great American Food Stories culinary guide we create for **Brand USA** is one piece of a larger, multi-faceted content distribution and promotion strategy that includes chef events at embassies, a targeted influencer program, sponsored content opportunities for partners, social media outreach and additional online content. Miles was instrumental in creating content, coordinating vendor participation and creating a sales and content distribution package for partners.

#### 4.5 To sell space to travel and tourism partners.

### ADVERTISING SALES EXPERTISE

Strong publishing programs need strong industry support. And in the travel marketing space, **no partner generates more revenue for their clients** than Miles. One of the key strengths we bring to our clients is a broad-based understanding of all components of tourism publishing – print, web, email marketing and data – as well as the related revenue-generation programs that can offset your costs in all areas.

Such a **robust sales program** will deliver more revenue to the West Virginia Division of Tourism's programs and a better ROI for the industry partners who support them. Which is exactly what we've been doing for the past 10 years.

Since we began working with you, Miles has generated **nearly \$8 million in industry support** to help strengthen your publishing programs.



### Turnkey Sales Process

Your dedicated advertising sales representative, Loren Jordan, is supported by a **direct marketing program** (both print and electronic) that helps alert your industry to advertising options, along with a high-quality media kit and ongoing communications. (You have final approval over all of these materials, too.) Miles also handles all advertising sales, ad

creation, materials collection, proofing and approvals, customer service, billing and collections – leaving no hassles for you.

Here's what you can expect from an advertising sales perspective:

### You're in Control

This is your program. Throughout the sales process, we'll meet with you for input and approval. At the outset of the process, we'll meet with your team to **establish business rules** that will define the eligibility of advertisers, and the nature and content of the advertising. Our experience launching successful sales programs means that we can use your staff's time efficiently and mobilize the program quickly. We won't finalize our marketing strategy until all elements of each integrated program – print ad sizes, email and web ad components, sponsorships and special positions, packaging and all program rates, as applicable – have been **fully explained and approved**. Your staff will have the opportunity to approve all ads during the proofing cycles.

### Promoting Your Effort

Miles will develop a customized **full-color media kit** and rate card, prospect list, territory map, sales presentation, direct mail campaign, and proofing and closing schedule. This media kit will also be adapted in an online version, allowing quick and easy access to the information for advertisers and agencies. We'll give you the opportunity to review and approve all materials prior to release.

### Free Advertising Design

Our Creative Team will produce four-color, **professionally designed ads** for all advertisers **free of charge**. We'll work personally with each advertiser to generate effective creative to drive business. Ads are proofed and revised until we receive written approval from the advertiser, and they will be produced in a timely manner according to deadlines.

### Advertising Account Management

Our Advertising Account Management Team has extensive experience **working directly with advertisers** to ensure that all of their needs are met – including materials collection, quality assurance and ad proofing.

### Proofing & Approval

All ads will be proofed directly to advertisers and will be cycled as many times as necessary to ensure advertisers' satisfaction and to obtain **signed approval**. You will have the opportunity to review all ads during the proofing cycle.

### Quality Assurance

Miles ensures that customer-supplied ads are accurately reproduced through our proprietary PDFx\_1a certification system. Our PDFx\_1a upload website checks all submitted ads for PDFx\_1a compliance in real time. When files do not pass certification, the system



**alerts the advertiser** and shows him/her exactly where the problems exist within the ad. An easy-to-follow user guide or our customer support staff takes the advertiser through the correction process. Technical problems in ads are caught prior to printing, meaning no complaints.

### Accounting & Reporting

Miles will be responsible for the billing and collection of all revenue from your products. Your Account Director will provide you with regular, detailed sales updates and revenue reports.

### Advertising Rates

If awarded a contract to publish the 2016 West Virginia Official State Travel Guide, Miles would once again maintain the same ad rates – **with no increase for advertisers** – as most of your partners have probably already budgeted those amounts for this year. Moving forward in the years after that, we would work with you to agree on fair rate increases if necessary – always with your approval, of course.



## 4.6 To create, design, administer and publish a monthly e-newsletter

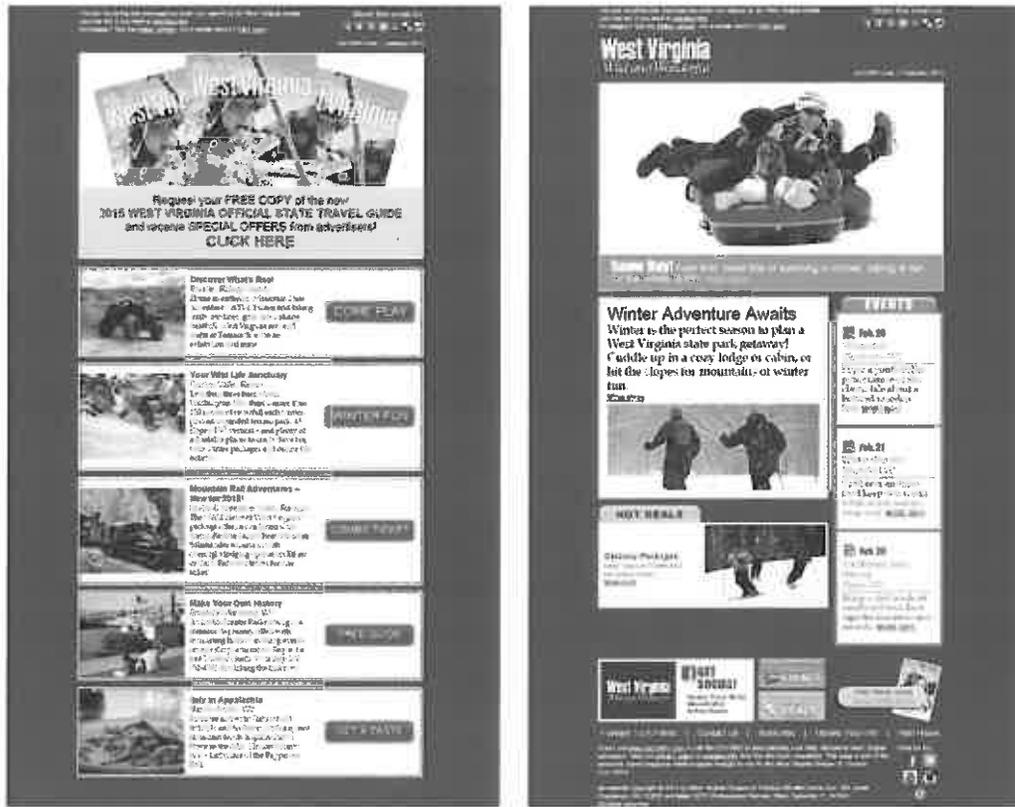
### E-NEWSLETTER & ELECTRONIC COMMUNICATIONS

A strong vacation guide is a crucial part of your marketing efforts, but it can't thrive in a print format alone. Having the ability to **push that content out digitally** not only extends its reach, but is an absolutely necessity for today's tech-savvy travelers. And beyond your travel guide, an effective e-newsletter – as part of an **expanded electronic communications program** – casts your net even wider.

In addition to a stunning print guide, Miles also will create, deliver and maintain an **interactive e-guide**, an **iPad app** of the guide, an **expanded email program** (with exciting new offerings!) and opportunities to increase electronic distribution for all of these products.

In terms of improving your current email marketing program, we have several new recommendations, so let's take a look!





## STRENGTHEN EXISTING CONSUMER EMAIL PROGRAM

Specifically for West Virginia, we've been using the experience gained by publishing your email program over the past 10 years to make it one of the best in the business. We have introduced **cleaner designs**, conducted **A/B and subject line testing**, added a welcome email, **cleansed your distribution list** and have constantly analyzed monthly performance, using those findings to **continually enhance** your program for optimum results.

We plan to keep doing all of these things, but also add several new improvements into the mix:

### New Responsive eMail Templates

So we're prepared in case you make the call to switch to a responsive website, moving forward we propose designing new **responsive email templates** as well. Working in conjunction with the new site, your email communications would automatically be optimized for delivery and viewing across multiple platforms.

### Interest Collection & Targeted E-blasts

You recently told us you'd like to start **collecting interest categories** when new subscribers sign up for your e-newsletter so we can start sending out themed/targeted e-blasts to those groups.

Consider it done!



We already have this capability, plus tons of ideas on how you could **re-market to these audiences** most effectively. (This collection could take place at initial signup or in the follow-up welcome email we send to new subscribers, as outlined in the next section.)

The example below shows a similar themed e-newsletter we deploy for another destinations – and would love to introduce in West Virginia.



It's time for Sonoma County Restaurant Week! Sonoma County is a top destination in California for excellent dining, with our hundreds of boutique farms, ranches, dairies, bakeries, chocolate makers and a salute to fresh, farm-to-table cuisine. Read on for more info about Restaurant Week, new restaurants that recently opened and the top Sonoma County restaurants that have been awarded Michelin stars.



**Restaurant Week 2015**  
You can taste many of the best during Sonoma County Restaurant Week running March 9 through March 15, as more than 130 eateries offer seven-days-only discounts on many of their mouthwatering meals.  
[MORE >](#)



**Try New Restaurants**  
It's shaping up to be a delicious spring with new restaurants now open all across Sonoma County. From downtown Sonoma to the Sonoma coast, here are some recent debuts to tempt your appetite.  
[MORE >](#)



**Go Michelin Stargazing**  
The Michelin Guide is in love with Sonoma County – read on to learn which of our restaurants were honored with Stars and Bib Gourmand awards this year.  
[MORE >](#)



## Enhanced Welcome eMail to Push Engagement

We recently added a welcome email to your program to bring it in compliance with new CAN-SPAM regulations. That was a good first step, but we'd like to take **full advantage of its capabilities** by adding more features to it.

A welcome email is the first exposure many potential visitors have to you, so let's get them excited about what they've signed up for by teasing what they can expect each month, offering immediately links to previous issues, promoting top/current content on your site and providing easy access to helpful planning tools right away. We could also offer consumers another chance to tell us more about them and their interests - valuable information that can be used for **targeting our communications** moving forward.

For example, the form we created for our Louisiana client ([www.louisianatravel.com/enewsletter/](http://www.louisianatravel.com/enewsletter/)) is a low-pressure way to **solicit additional information** that lets the user determine just how much information they feel comfortable sharing. Featured advertisers could "sponsor" your welcome email on a quarterly basis with seasonal deals or a general message, providing yet another promotion opportunity for industry partners.

**LOUISIANA**  
*Pick your Region*

Things to Do   Find Destinations   Festivals & Entertainment   Places to Stay

**Sign up for our eNewsletter**  
*Sign up for our eNewsletter to stay in touch and get the latest scoop. Enter your subscription details.*

Email: \_\_\_\_\_

Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Additional information (optional):

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

What are your specific travel interests? (optional)

- African American History
- Biking
- Civil War History
- Craft Beer
- Culinary
- Culture
- Festivals
- Fishing
- Golf
- Music
- Museums
- Outdoor
- Paddling
- Plantations
- State Parks

Yes! Send me emails from the Louisiana Office of Tourism.

**Virtual Guide**  
No time to wait for the mail? Get our official Inspiration Guide on your desktop.

**Download the iPad App**  
Stories, travel tips and visitor inspiration on the go! Your #OnlyLouisiana adventure awaits you.

Better still, we can serve dynamic content through an enhanced welcome email. When new subscribers fill out the form, they could be asked what part of the state or what activities they're most interested in. The welcome email they receive would then be auto-magically populated with related ads or content based on their responses.

Pretty awesome, eh?

Here are some examples of snazzy **enhanced welcome emails** we have created for our destination partners.

- Louisiana: [www.louisianatravel.com/enewsletter/](http://www.louisianatravel.com/enewsletter/)
- Colorado: [http://enews.colorado.com/index.php?get\\_segment=219](http://enews.colorado.com/index.php?get_segment=219)
- Grand Junction:  
[http://newsletter.visitgrandjunction.com/index.php?get\\_segment=59](http://newsletter.visitgrandjunction.com/index.php?get_segment=59)
- St. Augustine: [http://enews.floridashistoriccoast.com/index.php?get\\_segment=2](http://enews.floridashistoriccoast.com/index.php?get_segment=2)
- Pennsylvania: [http://enews.visitpa.com/index.php?get\\_segment=32](http://enews.visitpa.com/index.php?get_segment=32)



You are receiving this message because you requested updates from [visitPA.com](http://visitPA.com).  
No images? See the [online version](#)

SHARE THIS ON:    



# Welcome and Thank You!

Dear \$\$\$FIRST NAME\$\$\$ ,  
TRAVELER

You made a fantastic move by signing up for the visitPA.com email  
ADJECTIVE TRAVEL SITE  
newsletter. We know you've been contemplating a Pennsylvania  
VERB GREAT PLACE  
vacation for some time now, and this is a simple way to find out about super

deals happening now  
PLURAL TIME  
noun OF DAY

Each month, you'll find special featured deals and  
POLITICIAN-LIKE  
MICROS

events, slideshows, ready-to-ride roadtrip suggestions and more  
BREATHTAKING  
PROVINCS

We hope you joined because you are excited to plan a Pennsylvania trip --  
and not because your kid clicked the button by accident.  
BEST EXCUSE YOU CAN COME UP WITH

but just in case, you can unsubscribe here  
I'LL MISS YOU

Truly Yours,  
I MEAN IT

**visitPA**

*P.S. We promise to keep in touch,  
but don't wait around for us to start  
exploring PA. Use these links:*



Join our Conversation



visitPA.com



## Predictive Database Modeling to Target New Prospects

We're also excited to offer a new concept for additional email distribution – Predictive Database Modeling, which gives us the opportunity to find **additional qualified leads** likely to be interested in West Virginia travel information based on audience modeling and a review of your existing email database and/or social media footprint.

By finding additional consumers whose profiles are similar to those you are already marketing, we can **reach out to new prospects** in a targeted way to help you cultivate an even more loyal following.

Working with a trusted industry partner, we could **perform a data append task** on the consumers who have liked West Virginia on Facebook (116,000+ as of February 2015!), which would provide us with a **common user profile** based on key parameters such as their exact geo location, income, buying patterns and travel patterns. This information will enable us to **create an audience profile** for the most loyal West Virginia brand followers so we could actively seek out similar consumers for direct contact through list rentals.

We could also develop a number of programs to market to the existing list of followers on Facebook: those who have a high affinity for West Virginia but haven't visited yet, or at a point where they are ready to take a repeat trip based on the travel data we receive. The data derived from data append will be **fully available for your use** in any future marketing programs.

Please see the graphic on the following page for an illustration of how helpful such profiling can be. Based on "Sally's" recent trip to a destination resort, you may not think you know much about her. But through Predictive Database Modeling through Wiland Direct, we can **learn a lot more** about her travel patterns – and if sending her West Virginia travel information might be a good idea!



## Comprehensive View

### Sally, as known to a Destination Resort



- Sally was a guest at a destination resort 15 months ago
- She lives in Atlanta, GA
- Sally stayed at the resort for just one night. She bought a nice meal in a resort restaurant
- She did not provide her email address, but did use Internet services from her room while she was a guest

### Sally, as known in the Wiland Direct Database



- Sally purchased luggage and travel accessories from two different companies in the last three months. She also bought two new swimsuits
- She has several active subscriptions, including one world travel magazine, one financial magazine, and one regional magazine focused on the Southeastern U.S.
- She is 41 years old, owns her home, has an estimated household income over \$150,000, and has two children at home, ages 8 and 11
- Sally has 47 purchase transactions from 25 merchants in the last 12 months, including three from upscale home décor catalogs and two from upscale apparel catalogs
- She spent an average of \$225 per transaction in the last 12 months, an increase of 9% from last year
- She made three significant donations in the past 12 months, including one to an animal welfare group, one to a cancer organization, and one to a Catholic charity

## Continued Optimization of New/Existing Components

And as we've done all along, we will continue to monitor existing and new e-newsletter components so they can be **further optimized** to boost performance. We'll look at what sponsored content elements are selling/performing well – and which ones aren't. We'll review monthly deliverability and engagement numbers to determine additional A/B testing or tweaks that might be needed. And we'll keep abreast of new technology as it comes online so we're always bringing future-focused ideas to your programs.

## ADDITIONAL ELECTRONIC COMMUNICATIONS

And beyond the regular monthly e-newsletter, we propose offering some **exciting new options**, as outlined in the sections that follow.

### New "Featured Destination" Custom/Co-Op eMails

In addition to your current monthly e-newsletters and special custom emails we already offer, we could also give advertisers the option to purchase their own "**Featured Destination**" emails (limited to 1 per month, up to 12 issues per year) which would be specially designed by us to complement their branding – and sent to a targeted list of recipients. These issues would let individual destinations or attractions promote themselves – or team up with like-minded partners – to greatly increase their message (with 100 percent share of voice) and reach (to a highly targeted audience).

This custom email marketing program provides a true turnkey solution for CVBs, regional tourism associations and other groups. The program would include email development featuring a custom design with advertiser content (copy, links, events, deals) and deployment to a **targeted list of 100K opt-in recipients**. Miles would be responsible for working with a third-party provider to develop each based on the individual advertiser's needs.

For example, lists could be generated based on interest, geographic and/or demographic segmentation:

### Interest Category

- Outdoor Recreation
- History & Heritage
- Arts & Culture
- Dining & Entertainment
- Hunting/Fishing/Wildlife
- Motorcycles

### Demographic Segmentation

- Household Income
- Gender
- Age
- Home Ownership
- Education
- Marital Status

Keeping these deployment lists separate from your database not only allows customization for advertisers, but also prevents email fatigue on the state's list.

### Electronic Lead-Generation Program for Industry Partners

Separate from the "Featured Destination" email above, we'd love to build on the success of previous "Order the New Travel Guide" e-blasts we've done for you by rolling out a new **electronic lead-generation program** for your partners.

A new email template would be designed to feature a state marketing message at the top (pushing whatever content/promotion most relevant to you at the time of deployment) and your industry partners would promote special deals below that. Recipients could not only click through to take advantage of industry offers, but also could fill in "check boxes" to receive more information from the destinations and attractions that interest them.



Miles collects and delivers these leads **through our own platform** (no work for you!) then partners can fulfill them with their own e-guide, email or other digital fulfillment option. This provides an extremely cost-efficient way for industry partners to **secure and fulfill leads**.

By combining all of the new email ideas shared above, Miles could be selling, building and deploying **up to 30 branded emails for West Virginia each year**, ensuring West Virginia and its industry partners stay "top of mind" with active travelers planning their next trip. But because the content, design and - in some cases - the recipients would vary, we wouldn't run the risk of oversaturating your list.

#### 4.7 To utilize business listings for leads.

### ADVERTISING LEADS & READER SERVICE

Our advanced Reader Response System takes advantage of both electronic and print components to **double the opportunities** for readers and your industry partners to connect.

In addition to the card inserted in your travel guide, Miles also **hosts a landing page embedded on your website** that lets users request travel information and brochures from industry partners right away. This online form increases advertisers' exposure, **produces more leads** from a larger audience and reduces fulfillment time to create a more efficient lead process overall.

We provide you and your industry partners with this online, state-of-the-art Reader Response Program at no cost, and manage all of the data entry from cards that are mailed or faxed, also at no cost. This service offers West Virginia real-time access to statistical information from both [www.GoToWV.com](http://www.GoToWV.com) and your travel guide. Reports include an advertiser summary (showing each advertiser and their lead performance) and reader origin (showing where leads are coming from, organized by state and country).

Additional benefits of this online lead component:

- The program includes a **user-friendly setup**, with check-boxes organized by name of business and/or region.
- Visitors are able to **click through to advertisers' websites** directly from your site to get specific and immediate travel-planning information.
- The online page is designed to make it **easy to sign up**, and additional space can be incorporated for contests designed to entice more visitor information requests.
- Advertisers can log onto a dedicated site 24/7 to **check their leads** using a secure username and password.
- They can **print their leads** directly from the website in Avery Label 5160 format or download their leads into a database as an Excel file.



- Advertisers are able to email consumers information **directly from the website**, and can review leads grouped by zip code (for ease in bulk mailing) or by readers' anticipated date of arrival (responding first to those arriving the soonest).
- Advertisers are able to **customize their response to leads**, selecting readers with specific interests, such as golf or antiquing, targeting leads from different parts of the country or targeting readers for promotions at different times of the year.
- Advertisers can **analyze their leads** by domestic and international groups and tally the leads by origin.
- They can also **review their leads** from the previous week or any specified time frame.

"We have grown a record 32%, which we contribute in large part to having our ad in the online travel guide link to our site (you were one of our top referral sources again this year), along with the distribution and leads you provide from the printed guide."

**Steve Keblesh, Summersville Retreat**

#### 4.8 Collect enough revenue to offset the cost of production, printing and distribution of the Travel Guide and monthly e-newsletter.

### REVENUE GENERATION

As we stated earlier, Miles is unmatched when it comes to generating industry revenue to support your programs – to the tune of more than **\$25 million** a year for all clients and nearly **\$8 million** since we've been working in West Virginia. Throughout this entire proposal we have shared dozens of new ideas and programs that could bring in even more support to help us promote Wild and Wonderful!

### REALISTIC VALUE OF PROPOSAL

Miles estimates the realistic value of our proposal at **\$550,000**.

This includes all goods and services related to the travel guide and enewsletter programs, plus all of the additional features (enhanced content distribution, additional electronic communications, sweepstakes, etc.) we have included in our proposal.

### REVENUE-SHARING FOR WEST VIRGINIA

Miles strives to build successful publishing programs that are profitable for ourselves and our clients, while also maintaining affordable advertising rates for industry partners. If awarded this contract, we are pleased to offer a revenue-sharing plan that could bring **additional marketing funds** to the West Virginia Division of Tourism.

If we generate \$750,000 in sales for your programs within the year, Miles would **share every dollar** raised above that in a **50/50 split** with you. So let's say we hit \$800,000 in sales this year. That would be \$50,000 above our mark – half of which (\$25,000) would come to you.

Generating \$750,000 in industry support a year in West Virginia is a lofty goal, but we've done it before. And with all of the new ideas included in our proposal, there are more opportunities than ever to surpass that number.

Basically, the more programs we do with you the more revenue you may receive. That's additional promotional opportunities for your industry and additional marketing dollars for you. Win-win!



#### 4.9 To have a designated person to the Agency and a sales force dedicated to the West Virginia travel guide advertisers.

### DEDICATED LOCAL ACCOUNT DIRECTOR

With 187 employees in multiple specialties, we pride ourselves in being able to offer West Virginia our full breadth of talent and resources. Just as important, however, Miles also offers you a single **local Account Director** who will manage all aspects of our work for you in addition to being your primary contact on a day-to-day basis.

In West Virginia we're especially fortunate, because your dedicated Account Director is not only a former **Division of Tourism** employee and **West Virginia resident**, but someone who has helped manage your products (on your side of the table and ours) for the past 10 years.



A former Advertising Manager for the Division of Tourism, **Steven Keith** has been with Miles for more than seven years and has nearly 24 years of related experience. He has served as your Senior Content Director since joining our company in 2007, managing all content for your travel guide and monthly e-newsletter. But moving forward, Steven has been promoted to Account Director for West Virginia - meaning he will not only manage all content strategy, but also oversee all aspects of production for all of our work in West Virginia.

We believe the key to any positive business relationship is consistent, frequent and detailed communication. Steven is committed to being responsive to West Virginia's needs and challenges, and he will be the **primary day-to-day contact** between you and your Miles team. He will manage all internal production workflow and communicate with you regularly on project status. While all team members will work closely with your staff, Steven will oversee the overall direction and success of the project. His responsibilities include scheduling regular meetings, providing status reports and maintaining the production schedule to ensure on-time delivery. Steven is also responsible for leading concept creation, execution and production of editorial in Miles' print publications, email marketing programs and websites.

With Steven's local office just a few miles from yours, he's only minutes away any time you need him!

### DEDICATED LOCAL SALES REPRESENTATIVE

Miles is a sales and marketing industry leader with a proven track record of generating revenue through deep industry participation. In fact, in any given year, we sell twice as much advertising in tourism products as does our nearest competitor. We accomplish this by hiring **local tourism professionals**, and then training them so they can effectively represent the states in which they work (and the products they are selling) in a way that **builds trust and confidence** between them and our advertising partners.





And you have one of the best in West Virginia-native **Loren Jordan**, who is dedicated full-time to working with your partners. Loren has extensive sales and travel marketing backgrounds, and has also received additional training in **consultative selling** (working with advertisers to help them determine what platforms would work best for them) and how to best represent the West Virginia Division of Tourism within your industry. He's taken the time and effort to really get to know your industry partners, extensively traveling the state to meet with most of them in their areas.

Just like the rest of your team, Loren is committed to working with you in a collaborative manner, and he regularly participates in industry meetings throughout the state, at our expense. He is well-versed in your **Matching Advertising Partnership Program (MAPP)**, working to ensure advertisers both understand the rules and meet all eligibility requirements.



## ATTACHMENT B: MANDATORY SPECIFICATION CHECKLIST

### Section 5

**5.1** The Agency will have final approval on all editorial copy, photography, listings, captions, advertising and layout.

#### FINAL APPROVAL OF ALL WORK

Although Miles prides itself on bringing you our best recommendations based on a thorough review of your goals and the latest travel research, rest assured that you have **ultimate control and approval** of all editorial copy, photography, designs, listings, captions and ads.

Simply put: If you don't approve it, it doesn't run.

**5.2** The Vendor will work with the Agency throughout the production and distribution of the Travel Guide to ensure all information and materials regarding the Travel Guide are vetted and approved.

#### PRINT PRODUCTION PROCESS

Miles has been publishing print travel guides for more than 61 years. Our current roster includes 60 visitor guides and meeting planners, so you can rest assured our vast experience will benefit you. Just as the quality of our products reflects on our organization, the quality of your products reflects on your brand.

To ensure that we build the value of West Virginia's brand, and maintain Miles' commitment to publishing **high-quality products**, we have adopted these documented standards:

##### Fact-Checking, Proofreading & Editing

All of the information we publish in West Virginia's guide will be fully conceptualized, managed, edited and approved by a qualified, specially trained and detail-oriented content manager, in addition to being reviewed by you for final approval. We also send all guide content through an **independent fact-checking process**, where an external fact-checker is hired to verify all information for accuracy with the partners and destinations covered in that content. After all fact-checking changes are made, our editors will proof all content once again throughout the remaining production cycle.



## Photo Color Correction

With more than 15 years of re-touching and color correction experience, Production Manager Mike Tompkins has won both national and international awards for his work. He personally **reviews every image** and scan we publish to make sure it meets or exceeds our standards. Please see the "Design Expertise" section on page 53 for more information on our experience in this area.

## Prepress & Quality Control

We **conduct extensive checks** at the two critical points in the printing process: first, to review the initial build of templates and master pages **before starting production**, and second, to ensure that all of our quality standards for design are met throughout production and **before going to press**.

All of the publications we create are built using the most up-to-date version of Adobe InDesign, and we limit the use of fonts to PostScript Type 1 fonts because plate-making is most compatible with PostScript information contained in Type 1 fonts. Images used are converted to .eps files to ensure there is no image compression, and all ads and maps are initially pre-flighted and saved as PDFx\_1a files before being placed in a guide. Agency-supplied .pdf ads are supplied via our upload site at [www.milespartnership.com/upload](http://www.milespartnership.com/upload), where more than 100 file attributes (including image resolution, color and fonts) are **automatically checked** by pre-flight software.

If the ad contains any errors, the advertiser/agency is notified of the issues via the website, which gives them instructions on how to correct the errors. When the design of the publication is complete and all pages are approved by the client, the final stage of file processing is an automated pre-flight through the PDFx system, which checks the elements of the pages to make sure they're all **technically sound**, outputting our press-ready PDFx\_1a files and sending them directly to the printer.

## Printing & Paper Management

Our expertise in print techniques, paper options and quality control measures means we can offer you choices and recommendations to **enhance product quality** while controlling costs. We will bring you suggestions for cost-effective paper selections that respect our quality standards and budget.

## Client Approval Process

As your partner, we promise to always come to you with forward-thinking publishing solutions for all of the products we create for you. But as our client, you always have **final approval over every piece** of every product we deliver. If you don't bless it, it doesn't happen. Period.

For more information on our print workflow process – including proofing, revisions and approvals – please see the chart below.



Our workflow process for print publications is as follows:

- 1 We begin by meeting with you to discuss our proposal and your thoughts in response to it. During this meeting, we present the research behind our proposal recommendations and more fully develop concepts with you. Typically, we brainstorm about design and content and how our recommendations fit into your overall marketing plan.
- 2 After meeting with you, we create concepts that reflect your product needs and desires. We provide you with a final production schedule, as well as page layouts, coverage outlines, story ideas and editorial flow. We welcome your feedback on (and seek your approval of) writers as well as design and editorial concepts at this time, and we don't continue with next steps until we know you're on board.
- 3 Those next steps include writing stories, gathering photos and/or conducting photo shoots and designing pages.
- 4 Full-color, laser-quality proofs of the entire publication will be sent to you for input and corrections. After corrections have been made, you will have an opportunity to review every page of the publication as full-color laser proofs, including advertisements.
- 5 We will provide a print-quality proof of the cover and any other pages you would like to see prior to the guide being released for print.

**5.3** The Travel Guide will be published at a time during the year as determined by the Agency.

## GUIDE PUBLISHED ON YOUR SCHEDULE

We have always published the West Virginia Official State Travel Guide based on a production schedule and final delivery date **approved by you** - and that will never change.

We typically kick off production on the following year's guide in March/April, with final delivery to your offices in late December or early January. We can maintain that schedule or discuss any other timeline you'd like moving forward.

The proposed production schedule on the following pages has been built for your 2016 guide as an example, but would be **shifted as needed** once we begin working with you.

"Our website hits are way up and are linked back to Miles. Love it!"

Sarah Powell, Burning Rock Outdoor Adventure Park



 **PROPOSED SCHEDULE**

Task Name	Assignments	Duration	Pln Hrs	Predecessors	Start On	Due On	% Complete
Sales		110 Days	0 Hours		5/4/15	10/7/15	0%
Marketing materials created		5 Days	0 Hours		5/4/15	5/8/15	0%
Sales		90 Days	0 Hours	2	5/11/15	9/16/15	0%
Ad materials due / Internal close		5 Days	0 Hours	3	9/17/15	9/23/15	0%
Listing information deadline		5 Days	0 Hours	4	9/24/15	9/30/15	0%
Ads Finalized		10 Days	0 Hours	4	9/24/15	10/7/15	0%
Data		108 Days	0 Hours		5/13/15	10/14/15	0%
Data Programming		10 Days	0 Hours	54	5/13/15	5/27/15	0%
Test Pour (Art)		3 Days	0 Hours	8	5/28/15	6/1/15	0%
Proof Test Pour		3 Days	0 Hours	9	6/2/15	6/4/15	0%
Test Pour Corrections		2 Days	0 Hours	10	6/5/15	6/8/15	0%
Galley Pour (Art)		1 Day	0 Hours	3	9/17/15	9/17/15	0%
Galley Space estimate for Impn on Steven		1 Day	0 Hours	13	9/18/15	9/18/15	0%
Proof Galley Pour		3 Days	0 Hours	13	9/18/15	9/22/15	0%
Galley Pour Corrections		4 Days	0 Hours	15	9/23/15	9/28/15	0%
Galley Pour (Data)		0 Days	0 Hours	16	9/28/15	9/28/15	0%
Final Pour (data)		2 Days	0 Hours	6	10/8/15	10/9/15	0%
Edit		60 Days	0 Hours		5/11/15	8/4/15	0%
Edit Plan finalized and approved by WVDT		3 Days	0 Hours	20	5/18/15	5/20/15	0%
Assign writers		3 Days	0 Hours	21	5/21/15	5/26/15	0%
Story outlines developed		8 Days	0 Hours	22	5/27/15	6/5/15	0%
Story outlines reviewed by WVDT for feedback		5 Days	0 Hours	23	6/8/15	6/12/15	0%
Photo Outlines to Art		1 Day	0 Hours	24	6/15/15	6/15/15	0%
Regions		28 Days	0 Hours		6/15/15	7/23/15	0%
Regions Copy written		10 Days	0 Hours	24	6/15/15	6/26/15	0%
Regions copy reviewed internally		3 Days	0 Hours	27	6/29/15	7/1/15	0%
Regions copy reviewed by WVDT for feedback		5 Days	0 Hours	28	7/2/15	7/9/15	0%
Regions copy revised		3 Days	0 Hours	29	7/10/15	7/14/15	0%
Region copy presented to WVDT for approval		4 Days	0 Hours	30	7/15/15	7/20/15	0%
Region copy finalized		2 Days	0 Hours	31	7/21/15	7/22/15	0%
Region copy fact checked		5 Days	0 Hours	29	7/10/15	7/16/15	0%
Region copy fact checking changes made		5 Days	0 Hours	33	7/17/15	7/23/15	0%



 **PROPOSED SCHEDULE**

Task Name	Assignments	Duration	Pin Hrs	Predecessors	Start On	Due On	% Complete
Welcome/Features Copy		36 Days	0 Hours		6/15/15	8/4/15	0%
Welcome/Features written		15 Days	0 Hours	24	6/15/15	7/6/15	0%
Welcome/Features reviewed internally		5 Days	0 Hours	36	7/7/15	7/13/15	0%
Welcome/Features reviewed by WVDT for feedback		5 Days	0 Hours	37	7/14/15	7/20/15	0%
Welcome/Features revised		3 Days	0 Hours	38	7/21/15	7/23/15	0%
Welcome/Features presented to WVDT for approval		5 Days	0 Hours	39	7/24/15	7/30/15	0%
Welcome/Features finalized		2 Days	0 Hours	40	7/31/15	8/3/15	0%
Welcome/Features fact checked		5 Days	0 Hours	39	7/24/15	7/30/15	0%
Welcome/Features fact checking changes made		3 Days	0 Hours	42	7/31/15	8/4/15	0%
Art		119 Days	0 Hours		5/4/15	10/20/15	0%
Wireframes		34 Days	0 Hours		5/18/15	7/6/15	0%
Wireframes developed		10 Days	0 Hours	20	5/18/15	6/1/15	0%
Wireframes reviewed internally		3 Days	0 Hours	46	6/2/15	6/4/15	0%
Wireframes presented to WVDT for review and feedback		5 Days	0 Hours	47	6/5/15	6/11/15	0%
Final word counts to Steven		1 Day	0 Hours	48	6/12/15	6/12/15	0%
Photo collections		15 Days	0 Hours	49	6/15/15	7/6/15	0%
Grids & Listings		10 Days	0 Hours		5/4/15	5/15/15	0%
Designs proofed internally		2 Days	0 Hours	52	5/7/15	5/8/15	0%
Grid & Listing files prepared for programming		2 Days	0 Hours	53	5/11/15	5/12/15	0%
Designs presented to WVDT for approval		3 Days	0 Hours	54	5/13/15	5/15/15	0%
Cover		119 Days	0 Hours		5/4/15	10/20/15	0%
Cover ideas discussed with WVDT		1 Day	0 Hours		5/4/15	5/4/15	0%
Cover concepts developed		14 Days	0 Hours	57	5/5/15	5/22/15	0%
Cover concepts presented to WVDT for feedback		5 Days	0 Hours	58	5/26/15	6/1/15	0%
Final cover concept presented to WVDT for feedback		5 Days	0 Hours	60	6/22/15	6/26/15	0%
Final cover finalized		10 Days	0 Hours	61	6/29/15	7/13/15	0%
Final Cover presented to WVDT for approval		5 Days	0 Hours	62	7/14/15	7/20/15	0%
Cover proof ordered (for approval at Proof Out)		1 Day	0 Hours	94	10/20/15	10/20/15	0%
Art/Edit Production		68 Days	0 Hours		7/23/15	10/27/15	0%
Regions		17 Days	0 Hours		7/23/15	8/14/15	0%
Region intros built with approved copy		4 Days	0 Hours	32	7/23/15	7/28/15	0%



 **PROPOSED SCHEDULE**

Task Name	Assignments	Duration	Pin Hrs	Predecessors	Start On	Due On	% Complete
Region Intros proofed internally		3 Days	0 Hours	67	7/29/15	7/31/15	0%
Region Intros presented to WVDT for feedback		5 Days	0 Hours	68	8/3/15	8/7/15	0%
Region Intros revised		2 Days	0 Hours	69	8/10/15	8/11/15	0%
Region Intros presented to WVDT for approval		3 Days	0 Hours	70	8/12/15	8/14/15	0%
Welcome/Features Copy		59 Days	0 Hours		8/5/15	10/27/15	0%
Welcome/Features built with approved copy		4 Days	0 Hours	43	8/5/15	8/10/15	0%
Welcome/Features proofed internally		2 Days	0 Hours	73	8/11/15	8/12/15	0%
Welcome/Features presented to WVDT for feedback		4 Days	0 Hours	74	8/13/15	8/18/15	0%
Welcome/Features revised		2 Days	0 Hours	75	8/19/15	8/20/15	0%
Welcome/Features presented to WVDT for approval		3 Days	0 Hours	76	8/21/15	8/25/15	0%
Final Production		24 Days	0 Hours		9/24/15	10/27/15	0%
Final Imposition		7 Days	0 Hours	4	9/24/15	10/2/15	0%
Pagination		2 Days	0 Hours	79	10/5/15	10/6/15	0%
Place ads		2 Days	0 Hours	6	10/8/15	10/9/15	0%
Photo color correction		10 Days	0 Hours	83	10/14/15	10/27/15	0%
Pages Printed		1 Day	0 Hours	81	10/12/15	10/12/15	0%
Proofing		42 Days	8 Hours		10/13/15	12/11/15	0%
Delta Proof (Internal Proof)		5 Days	0 Hours	85	10/13/15	10/19/15	0%
Delta corx		3 Days	0 Hours	94	10/20/15	10/22/15	0%
Delta review corx		2 Days	0 Hours	95	10/23/15	10/26/15	0%
Delta final corx and review		1 Day	0 Hours	96	10/27/15	10/27/15	0%
Prepare Proof Out		1 Day	0 Hours	97	10/28/15	10/28/15	0%
WVDT proof entire copy of guide		6 Days	0 Hours	98	10/29/15	11/5/15	0%
WVDT proof corx		4 Days	0 Hours	99	11/6/15	11/11/15	0%
Team review WVDT proof corx		1 Day	0 Hours	100	11/12/15	11/12/15	0%
WVDT review corrected pages		2 Days	0 Hours	101	11/13/15	11/16/15	0%
Pages final		0 Days	0 Hours	102	11/16/15	11/16/15	0%
RIP pages		1 Day	0 Hours	102	11/17/15	11/17/15	0%
RIP corx		1 Day	8 Hours	105	11/19/15	11/19/15	0%
Final RIP review and sign off		2 Days	0 Hours	106	11/20/15	11/23/15	0%
Transmit pages		2 Days	0 Hours	107	11/24/15	11/25/15	0%
Delivery		10 Days	0 Hours	108	11/30/15	12/11/15	0%



**5.4** The Agency shall have full right to reproduce and/or use any products derived from the Vendor's work under the contract without payment of any royalties, fees, etc. The Agency shall retain all ownership rights to the Travel Guide.

## **RIGHTS TO ALL CONTENT**

As always, the West Virginia Division of Tourism will **own all content** we produce for you to use as you wish, in any current or future distribution. Our contracts with all freelance writers also ensure your **rights to reuse all content** they create for us in any other media you choose, without permission or payment of any kind.

Your office will have an opportunity to review and approve the wording of our freelance contracts, should you desire.

**5.5** The Vendor will demonstrate to the Agency its efforts in obtaining an in-state company to print the Travel Guide by providing at least three printing bid documents.

## **PRINTED ... IN WEST VIRGINIA!**

Since beginning our work for you back in 2005, Miles has always made every effort to secure an **in-state printer** for previous guides. Doing so was cost-prohibitive in the past, but in 2010 we developed a relationship with **Quad Graphics** and have printed your guide at their Eastern Panhandle facility ever since. This marked the first time in recent history the West Virginia guide was printed in West Virginia – and Miles was honored to be the partner to help you achieve that.

While Quad Graphics is not the most cost-efficient or highest-quality printer we work with, Miles still commits to printing your guides in state should you require. Their print bid is included in the three you have requested, which are all included here.



Quad	300k	350k	400k	450k	500k
Print	\$53,949.78	\$61,075.28	\$67,675.63	\$74,800.63	\$81,202.83
Paper	\$73,265.13	\$84,957.63	\$97,900.26	\$109,592.76	\$121,285.40
BRC	\$4,550.00	\$5,250.00	\$5,950.00	\$6,650.00	\$7,350.00
Total	\$131,764.91	\$151,282.91	\$171,525.89	\$191,043.39	\$209,838.23
Total w/ Tax	\$140,329.63	\$161,116.30	\$182,675.07	\$203,461.21	\$223,477.71
Freight	\$3,000.00	\$3,000.00	\$3,500.00	\$3,500.00	\$4,500.00
Price per Additional 1000	\$378	\$378	\$378	\$378	\$378

RRD	300k	350k	400k	450k	500k
Print	\$37,264.40	\$42,617.90	\$47,165.40	\$52,518.90	\$56,866.40
Paper	\$66,192.72	\$76,192.72	\$88,448.72	\$98,498.72	\$109,454.72
BRC	\$4,550.00	\$5,250.00	\$5,950.00	\$6,650.00	\$7,350.00
Total	\$108,007.12	\$124,060.62	\$141,564.12	\$157,667.62	\$173,671.12
Total w/ Tax	\$115,027.58	\$132,124.56	\$150,765.79	\$167,916.02	\$184,959.74
Freight	\$5,000.00	\$5,250.00	\$6,200.00	\$6,750.00	\$7,588.50
Price per Additional 1000	\$309	\$309	\$309	\$309	\$309

Walsworth	300k	350k	400k	450k	500k
Print	\$47,300.26	\$54,452.26	\$61,081.80	\$68,113.80	\$74,419.06
Paper	\$65,413.74	\$76,107.74	\$87,688.20	\$98,336.70	\$108,474.94
BRC	\$4,550.00	\$5,250.00	\$5,950.00	\$6,650.00	\$7,350.00
Total	\$117,264.00	\$135,810.00	\$154,720.00	\$173,100.50	\$190,244.00
Total w/ Tax	\$124,886.16	\$144,637.65	\$164,776.80	\$184,352.03	\$202,609.86
Freight	\$6,291.50	\$6,500.00	\$8,222.00	\$8,500.00	\$10,152.50
Price per Additional 1000	\$358	\$358	\$358	\$358	\$358

All quotes above are based on the book specifications listed in the chart below. These specs cover a printed guide that is the same size and shape, with the same paper/cover stock as your current guide, which has proven to be a **popular and cost-effective** format.

The 6.75" x 10" size doesn't compromise our ability to present eye-catching content and designs, and travelers view it as something more "portable" than traditional full-size magazines. It's not only convenient to grab and go, but is also environmentally friendly. The slightly reduced page size saves lots of paper when you factor in 500,000 copies. According to industry-standard calculations, in fact, your new guide **saves approximately 300 trees** over the size you were printing just a few years ago!

(Yes, we did the math.)



<b>Product:</b>	West Virginia Vacation Guide RFP
<b>Trim:</b>	6.75"x10"
<b>Versions:</b>	1
<b>Quantity:</b>	300k; 350k; 400k; 450k; 500k
<b>Page Count:</b>	128+2+4
<b>Paper:</b>	<i>based on current pricing, good for 30 days</i>
	<b>Cover:</b> 100# No.3 Gloss Text
	<b>Body:</b> 40# No.4 (76B) Gloss Text
	<b>BRC:</b> 9pt Hi-Bulk offset
<b>Ink:</b>	4/4 with dull varnish to covers, knock-out BC mailer
<b>Bindery:</b>	Perfect bound, BRC bound between signatures
<b>Inserts:</b>	BRC insert
<b>Packing:</b>	Cartons to 30lb max
<b>Delivery:</b>	Assumes similar locations as 2014 delivery

**5.6** Any advertising space (up to six pages) used by the Agency will be provided at no cost to the Agency.

### UP TO SIX FREE AD PAGES PROVIDED

Since we began working with you, Miles has always offered the West Virginia Division of Tourism any additional space requested – and often provides additional space and promotional opportunities above and beyond that. We will continue to provide the state **up to six (6) pages at no cost**, in addition to offering any unsold space available – also at no cost.



**5.7** Producing and printing the Travel Guide and monthly e-newsletter will be at no cost to the Agency. Costs of producing and printing the Travel Guide and monthly e-newsletter should be offset by advertising sales done by the Vendor. At no time can the Vendor make the Agency liable for any part thereof if sales are not sufficient enough to cover the cost of the Travel Guide and monthly e-newsletter.

### **GUIDE & E-NEWSLETTER PRODUCED AT NO COST**

If selected to continue as your publishing partner, Miles agrees to continue publishing the West Virginia Official State Travel Guide and monthly e-newsletter - per the specifications requested in your RFP - **at absolutely no cost** to the West Virginia Division of Tourism.

Further still, we believe in being open and transparent when it comes to the financial numbers behind our programs and commit to reviewing our programs with you annually. This transparency ensures trust and helps us each deliver on the goals we set.

For more information on our long and successful track record of generating revenue to support our clients' programs - including an exciting new revenue-sharing offer for you - please see the "Revenue Generation" section of our proposal.

**5.8** Distribution of the Travel Guide to advertisers will be the responsibility of the Vendor.

### **GUIDE DISTRIBUTED TO ALL ADVERTISERS**

Miles communicates with advertisers on a regular basis, informing them of new sales opportunities, upcoming deadlines and initiatives. As we have in the past, Miles will continue to deliver final guides to all advertisers, with a letter from us (and you, if you'd like) thanking them for their continued support.



**5.9** The Vendor will deliver 500,000 copies of the Travel Guide to the Agency, free of charge, or at an amount up to but no more than 500,000 as determined by the Commissioner of the Division of Tourism. The Vendor shall contact the Agency to arrange shipment to an identified location. A final delivery schedule will be presented to the Agency by the Vendor at least 30 calendar days prior to shipment. The Agency must be contacted at least 48 hours prior to delivery for final instructions.

## GUIDE QUANTITY

If the full run of 500,000 copies is required, Miles **promises to work with you** on the book specifications, page size/count and paper quality necessary to make that possible. We have delivered the 500,000 quantity before, but have also been able to work with you to print mutually-agreed-upon lower quantities to prevent an oversupply of unused guides at the end of the year.

## SHIPPING & DELIVERY

Miles has been shipping your printed guides for the past 10 years and is **very familiar with your requirements**. As specified in your RFP, we will deliver the agreed-upon number of guides to the West Virginia Division of Tourism at no cost to you. We will contact the Division of Tourism at least 30 days in advance to arrange shipment to an identified location. We'll also follow up 48 hours prior to delivery for final instructions.

**5.10** The Vendor shall provide an electronic version of the Travel Guide

## ELECTRONIC EGUIDE

We know from Google research that modern consumers are seamlessly moving between various channels and devices to access travel-planning information. So, when concepting print products, we need to keep in mind that we are building magazines for the digital age. We will ensure that the West Virginia Official State Travel Guide is also provided in an **electronic format** for inclusion on your website and promotion within other products, such as e-newsletters and on social media pages.

As in your current online guide, the new e-guide will continue to provide **added-value for your advertisers** by allowing users to click through to their individual websites. But in 2016, we'll enhance the guide by **embedding additional content** not found in the printed guide, including videos, photo slideshows, travel features and social media promotions.



Beyond the electronic guide, we'll also provide a **dynamic iPad app** version of your new guide, also at no cost to you!

**Following are examples of recent electronic guides we have delivered featuring some of the capabilities described above.**

## CHICAGO

<http://edition.pagesuite-professional.co.uk//launch.aspx?eid=104179a3-b219-4700-9cbb-0b7f3bf0153f>

- Produced in cooperation with PageSuite, the background shown is unique to each destination
- For an example of video integration, see page 37 of this e-guide
- Share-to-social links are built into the top navigation
- You can download or print the entire guide, or just specific pages



## AUSTIN

[www.smsepub.com/publication/?m=33308&l=1](http://www.smsepub.com/publication/?m=33308&l=1)

- Video prompts throughout link to the CVB's YouTube channel or videos on their website
- Content titles link back to website for related content
- The client's blog is integrated into the "Things to Do" section



## COLORADO

[www.mydigitalpublication.com/publication/?i=191436](http://www.mydigitalpublication.com/publication/?i=191436)

- Prominent tabs allow for easy browsing and page navigation
- Links offer easy access to additional online content

“The electronic travel magazine has delivered solid results ... and is a must-have in our yearly advertising campaign. Miles’ sales and advertising support staff make it easy and hassle-free without a high-pressure pitch.”

**Heather Johnson, River Expeditions**

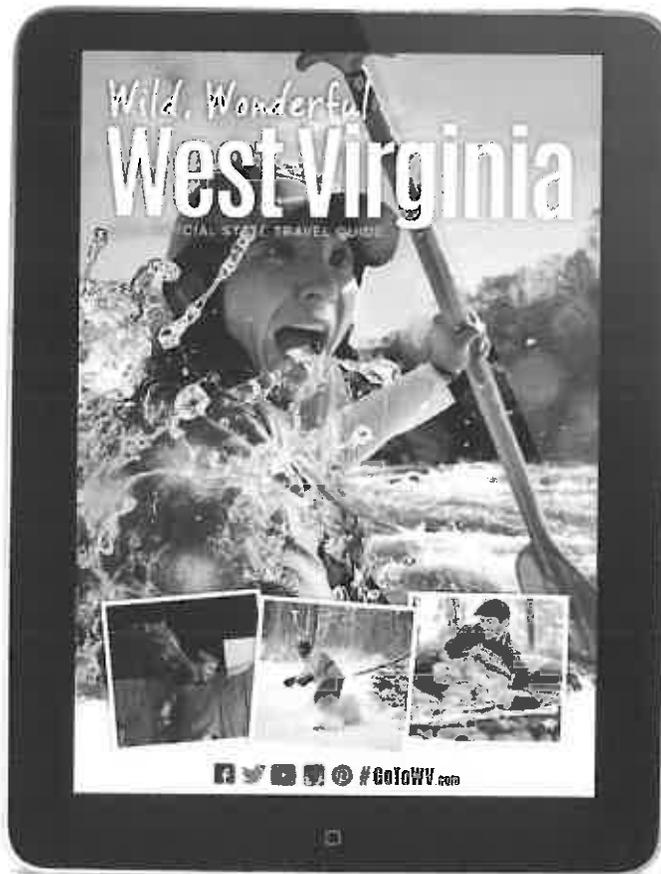


## IPAD APP – ADDED VALUE!

Because users are accessing information on a variety of devices, Miles will also create an iPad app version of the West Virginia Official State Travel Guide – at no additional cost. Rather than just offering a read-only version, our developers will create an **immersive, engaging experience** for readers that includes custom content, special offers, interactive slideshows and more.

Here are a few components we've been dreaming up specifically to showcase the best West Virginia has to offer:

- A **custom content structure** will allow readers to find related content by interest or by region.
- The app also will give readers the **ability to share content** to social networks.
- Content within the app will **link to relevant videos** on your YouTube channel or website.
- Region-specific and interest-specific **interactive slideshows** could feature photos that also link to relevant content and/or sponsored partner sites.
- And since everyone loves a bargain, a **sponsored “deals” section** could feature special offers from your partners.



**5.11** The Vendor shall package the Guide as specified below for delivery of the order by no later than the required delivery dates established by the Commissioner of the Division of Tourism:

### **GUIDE PACKAGED & DELIVERED TO SPECIFICATIONS**

Miles has been shipping your printed guides for the past 10 years and is **very familiar** with your packaging requirements. As requested, guides will also be packaged per the following guidelines:

- The weight of each carton will be no more than 30 pounds.
- Guides per carton will not exceed 50, with no bands or plastic wrap.
- Cartons will meet a stress strength of 200 psi.
- Cartons will be packaged on skids of no more than 80 cartons per skid, and no more than four rows high.
- Each carton will have a top or side stamp label that identifies the content as WVTG and quantity per carton.
- The guide will not exceed a total weight of one pound (1 lb.) per unit.



## Case Studies

Miles has countless case studies demonstrating our successful partnerships with destinations – and the results we consistently deliver – many of which are available on our website at [www.MilesPartnership.com](http://www.MilesPartnership.com). But on the pages that follow, please find three especially relevant examples on similar print guides we publish.

### COLORADO OFFICIAL STATE VACATION GUIDE

We have had a partnership with the Colorado tourism industry since 2005. In 2012, we took a new content-focused approach to Colorado’s publishing program: Colorado’s print vacation guide combines inspiration and planning as well as thorough web integration. We introduced two subscription-based seasonal lifestyle magazines to continue the conversation with the out-of-state visitor (printed twice a year in March and August; new in 2013). In addition, in partnership the Colorado Tourism Office and the Colorado Department of Transportation, we print the Official State Map annually with a redesign every other year.

The Colorado Official State Vacation Guide also includes interactive iPad and Android apps that allow readers to interact with the destination through photo slideshows, going online for more information and viewing videos. Photo essays and top lists such as “99 Gorgeous Places” excite readers, while itineraries and user-friendly listings turn inspiration into action.

From 2005 (when we began publishing the product) to the present, we have facilitated consistent annual sales growth of 12%.



COME TO LIFE



**MOUNT EVANS**  
Front Range Region

Colorado's Mount Evans Scenic  
Brevity is the highlight of a road  
in North America. As you round  
around, the views up to 14,300-foot  
Mount Evans are breathtaking, with  
alpine lakes, majestic granite walls  
and stands of forest, and  
breathtaking views.

Just south of  
the entrance to Mount Evans  
Road, green alders and spruce  
of pine trees that gradually give  
way to evergreen trees. The  
line indicates where trees can not  
grow. Riding along the exposed  
mountain side yields magnificent  
views of glaciers, rocky ridges, and  
a seemingly endless horizon of  
sharp, rocky peaks.

Keep your eyes peeled for  
mountain goats and bighorn  
sheep, which can be seen  
scrambling steeply along the  
rocky mountain side.

20

COME TO LIFE



**MARGON BELLS  
SNOWMASS  
WILDERNESS**  
Northwest Region

Experience the beauty of the  
Margon Bells Snowmass  
Wilderness. The area is  
filled with diverse  
ecosystems, including  
alpine tundra, subalpine  
forest, and high-altitude  
meadows. The views are  
stunning, and the  
wildlife is abundant.  
This is a truly  
unforgettable  
experience.

SNAPSHOT

From the top of the mountain, you can see the entire valley below. The views are truly breathtaking.

## TENNESSEE VACATION GUIDE

After winning the contract to produce the Tennessee Vacation Guide in 2002, we were faced with major challenges. Among them were year-over-year losses in the past vendor's track record, with revenue going from a high of nearly \$900,000 to a low of \$650,000. Also, in the year before our first contract, the state had not sufficiently marketed the print guide to consumers, meaning that the full circulation had not been distributed (and advertisers were not happy).

In taking on this project, Miles crafted a custom product plan with significant improvements to the guide's editorial and graphical elements - including feature stories that focused both visually and verbally on the emotional, experiential and immersive aspects of the destination. We also made significant enhancements to the guide's regional sections and improved navigation overall.

As a result of our greatly improved product plans and industry outreach, tourism partners truly got behind the product, reversing the declining sales trend and resulting in **record revenue figures of more than \$1,000,000 over the course of several years** (in 2013, our sales totaled over \$1,500,000 - an amazing accomplishment, considering economic conditions).



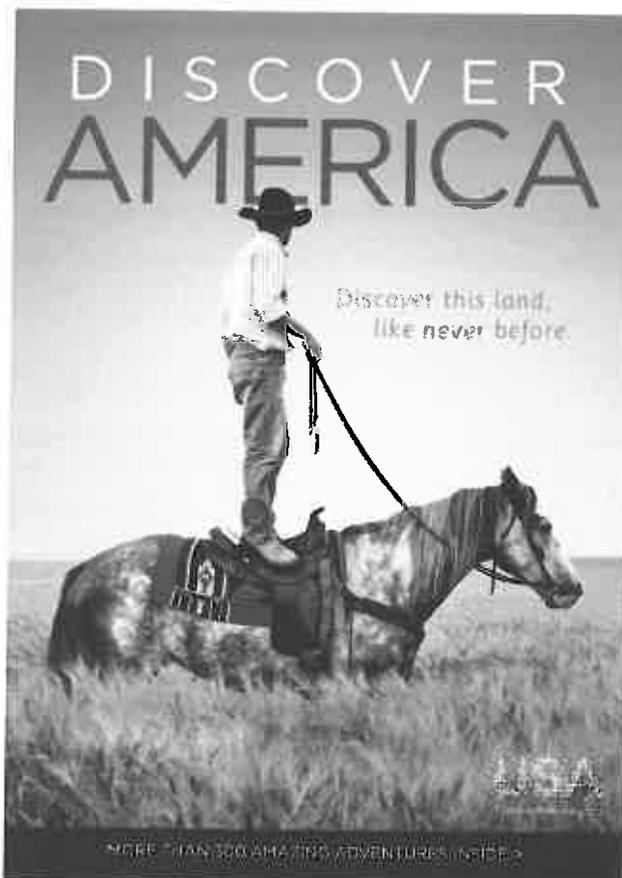


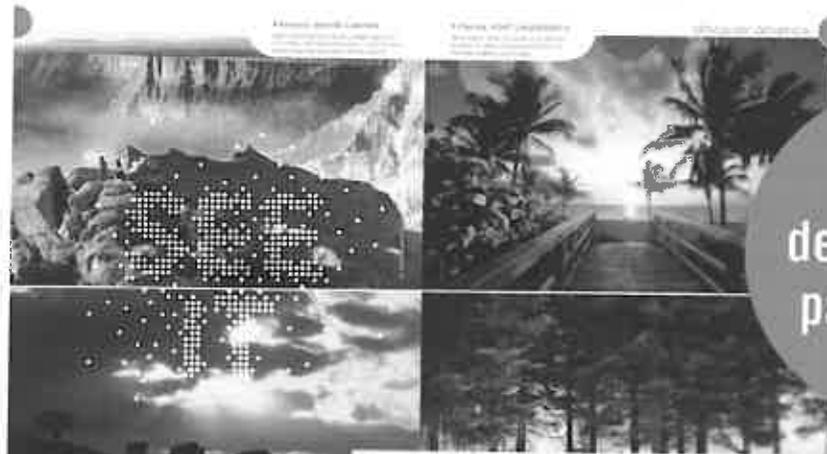
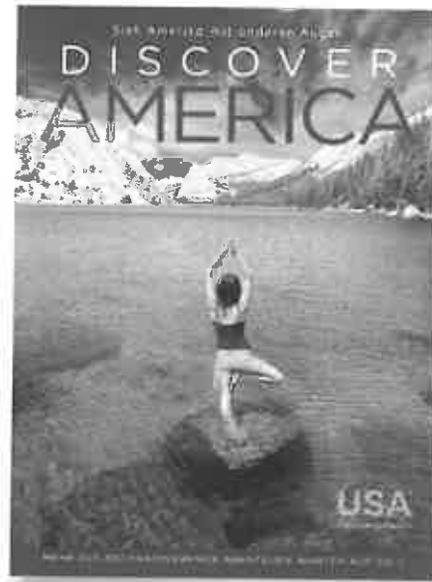
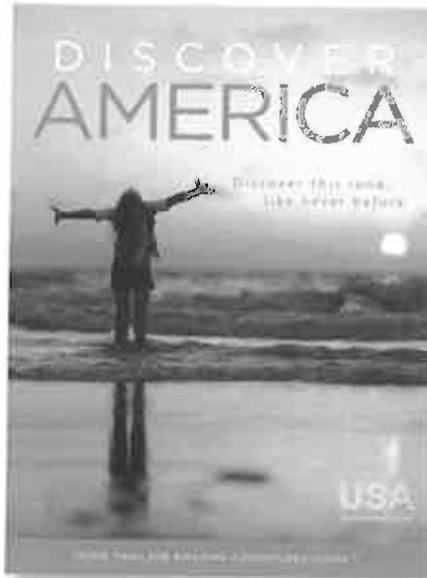
## BRAND USA'S DISCOVER AMERICA INSPIRATION GUIDE

When we were selected in 2012 to help facilitate Brand USA's ambitious multi-country marketing efforts, it was not only a culmination of years of hard work but a chance for our team to take our content strategizing expertise to the next level – and reach a wider international audience.

The key strategy for the Discover America inspiration guide is to showcase the United States as a land of amazing and unique travel experiences. Brand USA's tagline, "Discover this land, like never before," is the theme for the guide. Our team differentiated this product in the marketplace by creating a top-of-funnel inspiration piece to create an appetite for travel to the U.S. through stunning visual imagery that is powerful, thought provoking and memorable. A supporting top-of-funnel advertising strategy centers around sponsored space fitting seamlessly into the visual product.

The team exceeded goals for industry participation, with more than **65 destinations participating and the revenue goal met** through sponsored content that supported the brand visually and in messaging. The guide is distributed to travel influencers worldwide, in print and digital versions, with more than 100 million digital impressions promoting the guide.





## California

California offers an unparalleled level of inspiration for your next business.

California is a state of endless possibilities. From the world's most famous wine country to the most diverse and vibrant cities, California has something for everyone. Whether you're looking for a relaxing getaway or a business opportunity, California is the perfect destination for your next business.



**REQUEST FOR PROPOSAL**  
**West Virginia Division of Tourism**  
**Travel/Visitor Guide & e-Newsletter - RFP**

By signing below, I certify that I have reviewed this Request for Proposal in its entirety; understand the requirements, terms and conditions, and other information contained herein; that I am submitting this proposal for review and consideration; that I am authorized by the bidder to execute this bid or any documents related thereto on bidder's behalf; that I am authorized to bind the bidder in a contractual relationship; and that, to the best of my knowledge, the bidder has properly registered with any State agency that may require registration.

Miles Media Group, LLLP

\_\_\_\_\_  
(Company)

David Burgess, President

\_\_\_\_\_  
(Representative Name, Title)



941-342-2316 Phone and Fax

\_\_\_\_\_  
(Contact Phone/Fax Number)

March 10, 2015

\_\_\_\_\_  
(Date)

RFQ No. TOR150000003

STATE OF WEST VIRGINIA  
Purchasing Division  
**PURCHASING AFFIDAVIT**

**MANDATE:** Under W. Va. Code §5A-3-10a, no contract or renewal of any contract may be awarded by the state or any of its political subdivisions to any vendor or prospective vendor when the vendor or prospective vendor or a related party to the vendor or prospective vendor is a debtor and: (1) the debt owed is an amount greater than one thousand dollars in the aggregate; or (2) the debtor is in employer default.

**EXCEPTION:** The prohibition listed above does not apply where a vendor has contested any tax administered pursuant to chapter eleven of the W. Va. Code, workers' compensation premium, permit fee or environmental fee or assessment and the matter has not become final or where the vendor has entered into a payment plan or agreement and the vendor is not in default of any of the provisions of such plan or agreement.

**DEFINITIONS:**

**"Debt"** means any assessment, premium, penalty, fine, tax or other amount of money owed to the state or any of its political subdivisions because of a judgment, fine, permit violation, license assessment, defaulted workers' compensation premium, penalty or other assessment presently delinquent or due and required to be paid to the state or any of its political subdivisions, including any interest or additional penalties accrued thereon.

**"Employer default"** means having an outstanding balance or liability to the old fund or to the uninsured employers' fund or being in policy default, as defined in W. Va. Code § 23-2c-2, failure to maintain mandatory workers' compensation coverage, or failure to fully meet its obligations as a workers' compensation self-insured employer. An employer is not in employer default if it has entered into a repayment agreement with the Insurance Commissioner and remains in compliance with the obligations under the repayment agreement.

**"Related party"** means a party, whether an individual, corporation, partnership, association, limited liability company or any other form or business association or other entity whatsoever, related to any vendor by blood, marriage, ownership or contract through which the party has a relationship of ownership or other interest with the vendor so that the party will actually or by effect receive or control a portion of the benefit, profit or other consideration from performance of a vendor contract with the party receiving an amount that meets or exceeds five percent of the total contract amount.

**AFFIRMATION:** By signing this form, the vendor's authorized signer affirms and acknowledges under penalty of law for false swearing (W. Va. Code §§1-5-3) that neither vendor nor any related party owe a debt as defined above and that neither vendor nor any related party are in employer default as defined above, unless the debt or employer default is permitted under the exception above.

**WITNESS THE FOLLOWING SIGNATURE:**

Vendor's Name: Miles Media Group, LLLP

Authorized Signature: [Signature]  
David Burgess, President

Date: March 10, 2015

State of Florida

County of Sarasota, to-wit:

Taken, subscribed, and sworn to before me this 10<sup>th</sup> day of March, 2015

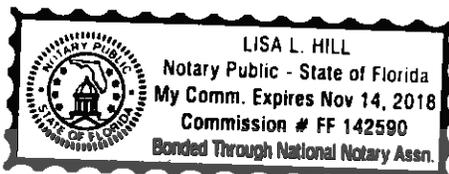
My Commission expires 11/14/18, 20  .

**AFFIX SEAL HERE**

**NOTARY PUBLIC**

[Signature]

*Purchasing Affidavit (Revised 07/01/2012)*



**ADDENDUM ACKNOWLEDGEMENT FORM  
SOLICITATION NO.:**

**Instructions:** Please acknowledge receipt of all addenda issued with this solicitation by completing this addendum acknowledgment form. Check the box next to each addendum received and sign below. Failure to acknowledge addenda may result in bid disqualification.

**Acknowledgment:** I hereby acknowledge receipt of the following addenda and have made the necessary revisions to my proposal, plans and/or specification, etc.

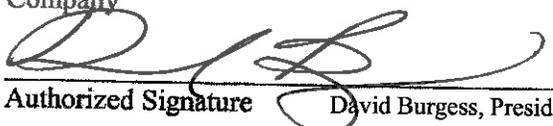
**Addendum Numbers Received:**  
(Check the box next to each addendum received)

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> Addendum No. 1 | <input type="checkbox"/> Addendum No. 6  |
| <input checked="" type="checkbox"/> Addendum No. 2 | <input type="checkbox"/> Addendum No. 7  |
| <input type="checkbox"/> Addendum No. 3            | <input type="checkbox"/> Addendum No. 8  |
| <input type="checkbox"/> Addendum No. 4            | <input type="checkbox"/> Addendum No. 9  |
| <input type="checkbox"/> Addendum No. 5            | <input type="checkbox"/> Addendum No. 10 |

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that any verbal representation made or assumed to be made during any oral discussion held between Vendor's representatives and any state personnel is not binding. Only the information issued in writing and added to the specifications by an official addendum is binding.

Miles Media Group, LLLP

Company

  
 Authorized Signature      David Burgess, President

March 10, 2015

Date

**NOTE:** This addendum acknowledgment should be submitted with the bid to expedite document processing.

**CERTIFICATION AND SIGNATURE PAGE**

By signing below, or submitting documentation through wvOASIS, I certify that I have reviewed this Solicitation in its entirety; understand the requirements, terms and conditions, and other information contained herein; that I am submitting this bid, offer or proposal for review and consideration; that I am authorized by the vendor to execute and submit this bid, offer, or proposal, or any documents related thereto on vendor's behalf; that I am authorized to bind the vendor in a contractual relationship; and that to the best of my knowledge, the vendor has properly registered with any State agency that may require registration.

Miles Media Group, LLLP

(Company)



David Burgess, President

(Authorized Signature) (Representative Name, Title)

941-342-2316 phone and fax

March 10, 2015

(Phone Number) (Fax Number) (Date)