



**State of West Virginia  
Department of Administration  
Purchasing Division**

**NOTICE**

Due to the size of this bid, it was impractical to scan every page for online viewing. We have made an attempt to scan and publish all pertinent bid information. However, it is important to note that some pages were necessarily omitted.

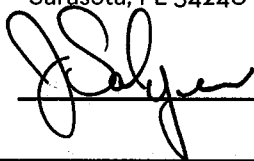
If you would like to review the bid in its entirety, please contact the buyer. Thank you.

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RFQ: TOR3619  
West Virginia Official State Travel Guide  
ORIGINAL

**Miles Media Group, LLLP**  
6751 Professional Pkwy. W., Suite 200  
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Sept. 9, 2010

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PURCHASING DIVISION  
STATE OF WV

## Introduction

**W**e've been on pins and needles waiting for this RFQ to come out – not because we're hesitant to go up against the competition, but because we've been brainstorming new ideas for months. We're grateful for this opportunity to share some of them with you and can't wait to put them to use in publishing another award-winning **West Virginia Official State Travel Guide**.

The pages that follow offer a lot more detail about our expertise as travel publishers and the specific improvements we recommend for the 2011 publication. But we first want to offer a quick look at why Miles Media and West Virginia is a match made in "Almost Heaven."

### **We're experts at tourism publishing and marketing.**

Travel is all we do. Our staff includes a talented mix of publishing and destination marketing professionals, and we only hire and work with the best. This is reflected by our 56 years of experience, happy clients from coast to coast (and beyond) and literally hundreds of awards for our print, interactive and online products.

### **We've planted roots in West Virginia and continue to support the state.**

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 in the state and sent our staff to West Virginia on several "discovery" trips to get to know you. We have hired West Virginians to work on the guide (your editor lives in Charleston and your destination specialists live in Teays Valley and Fayetteville) and continue to support your industry through sponsorships, scholarships and more. And for the first time in recent history, we promise to print your new guide in-state. We've made an investment in West Virginia because we believe in West Virginia.

### **Your industry loves us.**

- "I just spent over an hour reading the guide and must tell you I think it is the best I can remember. That should be the template for our website ... GREAT job!"  
- **Dave Arnold**, West Virginia Tourism Commission
- "Outstanding, highly effective and top-quality work. Far superior to anything I have seen in the past."  
- **Steve Nicely**, Greater Parkersburg CVB
- "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
- "The leads we receive are genuine and qualified, and you've done a superior job on the layout and design. This is a first-class publication and one that West Virginia can be proud of."  
- **Marianne Moran**, Marion County CVB

● "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

● "We really like the way you have presented the information. We are finding it very user-friendly and it's a big hit with our visitors. Job well done!"

- **Patricia Bradley-Pitrolo**, Charleston CVB

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

- **Cindy Coffindaffer**, Morgantown CVB

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

- **Sarah Powell**, Burning Rock Outdoor Adventure Park

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

- **Cheryl Ferree**, TGG, formerly The Gianfagna Group,  
on behalf of Stonewall Resort and Mountain Lakes CVB

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

- **Heather Johnson**, River Expeditions

**We will deliver an effective, industry-leading guide in early 2011.  
No one else can.**

Because we've been working with you for the past six years, we will hit the ground running. (Seriously. Call us today and we'll be there tomorrow.) A new vendor could require weeks, if not months, getting to know you and your industry, causing critical delays in delivering next year's guide.

You already know a lot about Miles Media and the great work we've done, but we're most excited about the successes still to come. This proposal shares that vision with you. We've poured our heart and soul into it (not to mention a ton of research and experience) and can't wait to get started!

Sincerely,



Jay Salyers, Senior Vice President of Publishing

# Executive Summary

## EXECUTIVE SUMMARY

**Just as we have done so successfully for the past six years,** Miles Media will work with the West Virginia Division of Tourism and its industry partners and stakeholders to produce an industry-leading travel guide that showcases the state's travel opportunities and beauty, while effectively increasing visitation. As requested, we will create, print and deliver 500,000 copies of your new guide – **per your stated requirements and at no cost to you.** Here's a quick look at some of the features included in our proposal:

- 500,000 copies, including ideas for additional electronic distribution.
- 196 pages in a new consumer-friendly and ecologically friendly size.
- Professionally written content, dynamic photography and useful planning tools.
- An integrated social media mapping platform (EveryTrail) incorporated in the guide and promoted online.
- QR Codes providing instant access to content and additional tracking for ads.
- A possible iPad/iPhone app that showcases the state's beautiful images, all tied to GPS coordinates.
- New videos and articles for your website that will be integrated with the guide and help boost your online content.
- Positive verification of all industry information included in the guide.
- Support staff for industry partners who need help submitting or updating data or ads.
- An email program that increases deployments and has been outperforming industry standards.
- An enhanced eBook for your site offering more functionality and integration than ever before.
- eBook made available for purchase on the world's largest online newsstand.
- A revenue-sharing plan that includes the possibility of at least \$50,000 paid back to West Virginia each year that ad sales top a specified amount.
- An integrated sales strategy that could incorporate web sales to expand your industry's presence and greatly increase your revenue share.

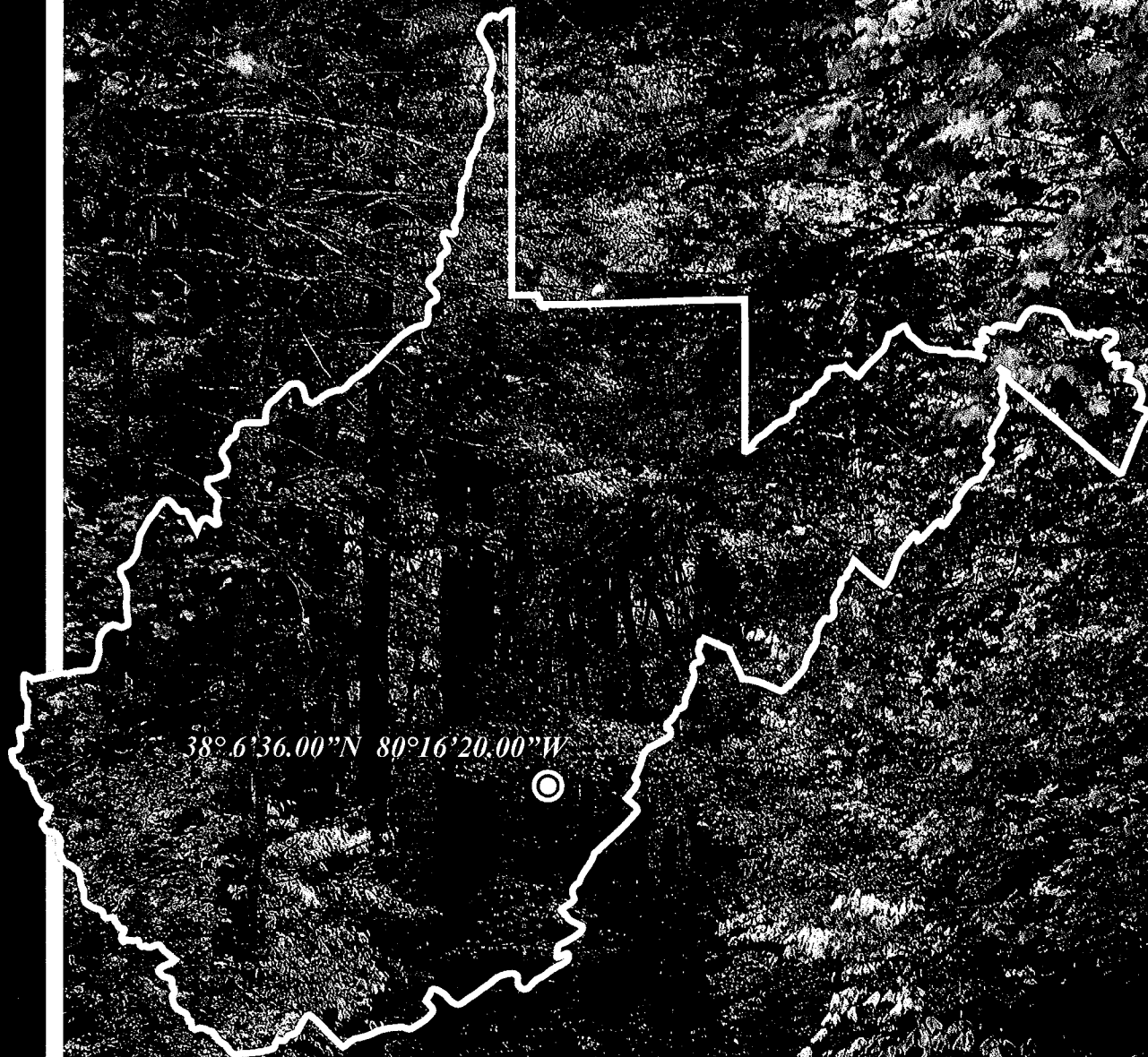
And, above all, you keep working with a **trusted partner** who excels at travel publishing, truly knows your state and can get started at the flip of a switch.

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# Section 1



*This is our West Virginia.*

**West Virginia**  
*Wild and Wonderful*



# Section 1

## 4.1.1 - GUIDE RECOMMENDATIONS

### CONTINUING OUR WORK IN WEST VIRGINIA

*"And the Mercury Award for Best Travel Guide in the United States goes to ... West Virginia!"*

That's not a dream. It really happened. Since Miles Media began publishing the *West Virginia Official State Travel Guide* back in 2005, it has evolved from a simple book with stories, photos, ads and listings into a **dynamic and influential 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:



- ◎ 2005 – We introduced a new welcome section, seasonal photo spread, tear-out state map, regional “wild” and “wonderful” itineraries, new content-relevant maps, accommodation grids and a new e-guide to post on your site. These improvements helped your guide earn our industry’s highest national award the first year we began publishing it.
- ◎ 2006 – We maintained all of the above features, and added a unique photo-illustrated cover, consumer-friendly “travel tips,” themed itineraries and *even more* maps.
- ◎ 2007 – Another eye-catching photo illustration graced this cover, while new campground grids, suggested group excursions and a recurring “trips for every budget” feature appeared inside.
- ◎ 2008 – Featuring a cover with an enhanced matte finish, this year’s book 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 opened the book.

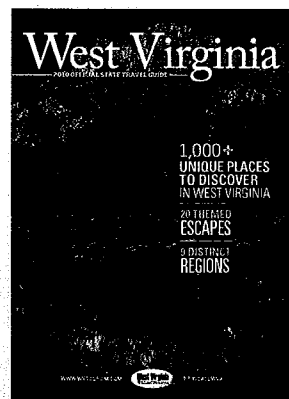
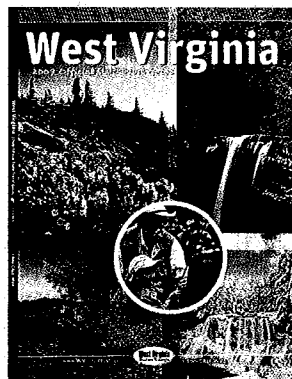
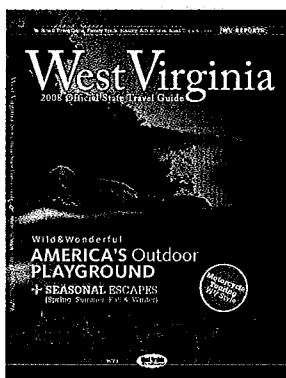
- **2009** – We offered a four-season cover, further supported by an Addy Award-winning four-season gatefold inside, in addition to new graphic illustrations, a clever approach to feature stories and a fun “flip book” showing an illustrated rafter riding the rapids.
- **2010** – With the most significant reorganization in years, the 2010 guide 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.

And we have no plans to slow down in 2011.

Moving forward, we will continue to deliver **innovative custom travel publishing** and marketing solutions to keep West Virginia’s travel guide on the cutting edge. In fact, all of the recommendations included in our proposal are based on our **56 years** in the travel-publishing business, along with the latest travel research, industry best practices, an analysis of West Virginia’s competition and a thorough review of your current advertising and marketing efforts.

Even better, our entire guide concept – from content creation to design – is built on enhancing your new **“Where is your West Virginia?”** campaign. You’ll see that reflected in the pages of the proposal itself, and fully executed in the finished product, should we be awarded the opportunity to continue working with you.

So let’s take a look at the exciting new stuff!



## RECOMMENDATIONS FOR 2011

As requested in your RFQ, this section highlights the content recommendations, design elements and new features we propose for the 2011 West Virginia Official State Travel Guide. Please turn to page 28 for the information you also request on the new guide's regional sections, regional maps, page count and page size.

## PROPOSED SECTIONS

Based on the continued positive feedback we receive from consumers and advertisers on the West Virginia travel guide's organization, we propose a similar structure for 2011 but with additional elements. Here are the sections we recommend, each with specific navigational elements to help consumers easily make their way through the guide:

### ● Expanded Welcome

- Table of Contents
- How to Use this Guide
- Message from the Governor
- "Welcome to West Virginia!"
- "West Virginia's Four Seasons" (photo album)
- What's New

### ● Trip-Planning Section

- Travel Tips and Transportation
- Maps
- Welcome Centers and Travel Counselors
- What's New Online
- "Let's Get Social!" (social media section)

### ● Feature Stories

Here you'll find an exciting new content approach that covers the state's travel opportunities through a series of personal essays crafted to match your current advertising efforts. (Intrigued? More on this later!)

● **Regional Roundups**

- Regional Overviews
- Enhanced Regional Maps
- Themed/Seasonal Sidebars
- Best Bets
- Regional Itineraries
- Attraction Listings
- Lodging/Camping Grids

● **Calendar Of Events**

An extensive calendar of the state's top events, with the possibility of turning this into a removable "grab-and-go" special section with advertising support.

● **New Seasonal Coverage**

We're excited that you want to increase your promotion of West Virginia as a four-season vacation destination. This is certainly an advantage you have over your surrounding competitors, and we already have a few great ideas on how to promote that. An expanded photo gallery/special section in the front of the book could highlight the state's four seasons with big, bold photography and a small amount of text.

We'd also like to add a new seasonal sidebar to each regional section: "Four Season Fun in the Potomac Highlands," for example, could promote popular activities and events taking place in each region, in each season.





## Our Editorial Boot Camp

We are extremely selective when choosing editors to join our team.

Impressive titles on resumes and experience with national publications mean little to us unless they are accompanied by proven skills in travel product concepting, story development, editing, writing and proofreading.

How do we judge whether editorial candidates have these skills? Bluntly, we make them jump through hoops for us during the hiring process.

We expect candidates not only to provide previous work samples, but also to undergo a series of editorial skills tests customized to our high standards. Candidates must excel at two individualized writing assignments, an editing assignment, a proofing test and a product concept task to be considered for our team.

The few that emerge from our “editorial boot camp” are at the top of their field.

## OUR CONTENT PROCESS

As outlined in your RFQ, these sections would provide **comprehensive coverage** of tourism attractions, activities and events throughout the entire state, along with specific coverage of your nine travel regions.

All content that appears in the book is decided in partnership with you, and you also have final approval of all copy before it is printed. For anyone on your evaluation committee who is unfamiliar with our **extensive content-creation process**, the following steps provide a brief overview.

1. We meet with you during an initial **“discovery phrase”** to listen – what topics are important to you, what story ideas do you have, what special promotions, events or marketing initiatives are coming up?
2. Independently, we also do our own **research** – of your destination, your competition and the latest travel trends – to develop our content strategy for your guide. This step includes seeking out story ideas from your industry partners and our writers.
3. We then blend all these ideas into a **recommended content plan** that is presented for review. This plan – just like all of our copy – will go through as many review cycles as necessary until you’re happy with it.
4. Based on the approved content plan, we hire West Virginia-based professional travel writers to develop **coverage outlines** that are also presented to you for review and ultimate approval before any writing begins. This ensures that everyone is on the same page and there are no surprises when you receive copy to review. Outlines also help ensure we are providing fair and equitable coverage of all parts of the state and all facets of your industry.
5. First drafts of all copy are presented to you, followed by several rounds of revisions (if necessary) until we have your **final approval**. Having all copy approved before the book is built makes the final proofing process much easier on all of us.
6. Once you have provided final sign-off, all copy then also goes through an **independent fact-checking process**, where someone who has not been involved in writing or editing it makes personal calls to every place mentioned to verify everything that has been written about them. This painstaking process – an extra step that we’re not aware of our competition doing – all but eliminates the chance of any errors making their way into print.
7. The result is **strong, accurate, defensible content** that, along with all photography appearing in the book, **you own and retain full rights to use** in any other promotional efforts.

## CONTENT APPROACH FOR 2011

The most effective results are seen when all of your various promotional efforts are “singing the same song,” and we’re not just talking about print ads and TV commercials. As your primary fulfillment piece – and arguably your most important marketing tool – the travel guide should be supporting your ad campaign as well.

To accomplish this like never before, we propose presenting next year’s content through a series of “**This is my West Virginia**” essays and personal reflections. An arsenal of professional travel writers (all diehard West Virginians, of course) would cover a full range of agreed-upon topics, just as we have in prior years. But instead of general overviews, these **vibrant personalities** would tell readers – in their own words – what they love most about West Virginia within their area of expertise.

And we’re talking about much more than simple quotes. **Testimonials** are powerful motivators, and our content strategy would turn them into full-blown, story-length endorsements that sing the state’s praises in a very personal way.

An avid mountain biker would share her favorite places to ride throughout the state and what makes West Virginia’s landscape so great for outdoor adventure. An artist would talk about the state’s artisans and handmade crafts and how he draws inspiration for his own work from the beautiful mountains, valleys, lakes and streams that surround him.

We’ve already assembled a talented team of diverse writers who are ready to offer heartfelt reflections telling your readers, “This is my West Virginia.” (And based on the anticipated success of this approach, we could also work with you under a separate scope to have these personalities become regular “**bloggers**” on [www.WVtourism.com](http://www.WVtourism.com), providing ongoing content and encouraging user interaction throughout the year.)

This unique content approach for next year’s guide would accomplish two goals:

- It puts a much larger focus on West Virginia’s **people and personalities**, which is not only an effective approach with consumers but also an incredible strength of the state. (Every state says they have “friendly people,” but we all know West Virginia has more than most.)
- And it’s a perfect complement to your new advertising campaign, dramatically **increasing that campaign’s effectiveness**. (Ads: “Where is your West Virginia?” Guide: “This is my West Virginia!”) Research shows that conversions rise dramatically when a fulfillment message (whether it be a brochure, guide or website landing page) matches the look-and-feel of the ad that directed consumers to it. Our guide would.



*Where is your West Virginia?*

Your ads  
ask the question,  
**“Where is your  
West Virginia?”**

Our writers  
will answer ...  
**“This is my  
West Virginia!”**

But we wouldn't stop there. To further support your advertising efforts, we also propose introducing these additional features in the 2011 guide:

## EVERYTRAIL

We'll introduce your readers to EveryTrail, an **innovative social media platform** that uses GPS coordinates to create trips for more than 450,000 (and counting!) registered users. Consumers track their routes (walking, biking, driving or by other means) using the GPS system on their smartphones through an iPhone, Windows Mobile or Android application they can download for free. They can easily upload their routes – **along with geo-tagged photos and videos** – which then become part of the content on [www.EveryTrail.com](http://www.EveryTrail.com), easily accessible to an entire community of travelers. (These West Virginia trails also can be shared on Facebook and Twitter and linked to or added to your website!)

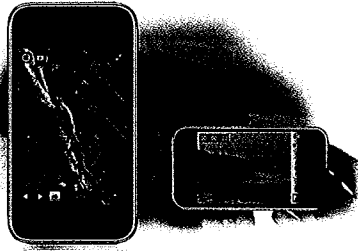
And the great thing about this platform is that it works in reverse too, pushing West Virginia content out to those seeking it. EveryTrail users can search more than 200,000 trips – including more than 700 already available for West Virginia – and **immediately download** them onto their phones to follow once they arrive.

By connecting your readers to EveryTrail, your travel guide will **reach a large web-based community**, exposing West Virginia to a much broader (and tech-savvy) audience beyond your traditional destination products. For a demonstration of this fun and functional new program, visit [www.EveryTrail.com](http://www.EveryTrail.com).

The screenshot shows the EveryTrail website interface. At the top, there's a navigation bar with links for HOME, GUIDES, FIND TRIPS, DESTINATIONS, CREATE TRIP, MY TRIPS, MOBILE APPS, and FORUM. A search bar is also present. Below the navigation, there's a section for 'Trips in West Virginia' with a sub-section for 'Guides'. One guide listed is 'Thurmond-Mindon-Eakin Trail, West Virginia' with details like 'Date: 1st, West Virginia, United States', 'Moderate: 5.5 miles, 1.3 hours', and 'Fun for all levels. Very scenic.' To the right, there's a 'Click to watch the EveryTrail Demo' button and a 'Search' field. Below the search field, there's a 'Filter by Location' section with a list of locations and their respective trip counts, such as 'Woodburn (81)', 'Morgantown (48)', 'Dunbar (27)', 'Martinsburg (15)', 'Cortland (13)', 'Fisgah (13)', 'Laysdale (12)', 'Highland Park (9)', 'Rockland (7)', 'Charleston (7)', 'Suncress (7)', 'Blountman Dale (6)', 'Harpers Ferry (6)', 'South Charleston (6)', 'South Ruffer (6)', 'Fayetteville (6)', 'Hindsville (6)', 'Hopewell (6)', 'Hilltop (5)', and 'all cities'. There's also a 'Filter by Activity' section.

Your readers can add their West Virginia trips to the more than 700 already posted on EveryTrail.com, which are then available to the site's 450,000 registered users.

# EveryTrail App Highlights

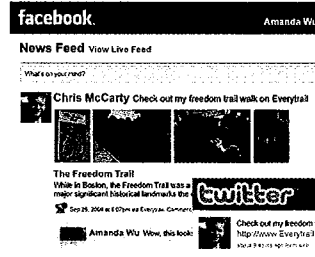


## Map your trip

- Track your route with your phone GPS as you walk, bike, run, hike, sail, drive or more
- See your route map drawn while you move
- Plot camera pics and video on your map instantly
- View stats (distance, speed, elevation and more) while tracking

## Share with friends

- Share trips to your favorite sites right from your phone
- View full-screen maps & photos on EveryTrail.com

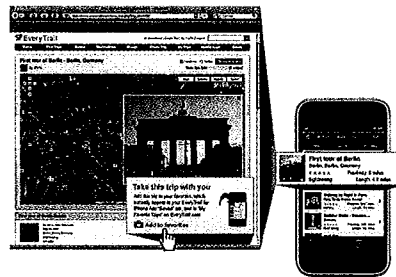


## Explore

- Search over 200,000 trips from other travelers
- Find trips near your current location, by activity, length and more
- Follow trips on interactive maps while traveling
- Track a new trip while following others

## Bring along your trips & favorites

- Your trips automatically sync between the app & EveryTrail.com
- Trips you've added to favorites also sync too





## QR (quick response)

### How it works!

1

Download any of the many free QR code reader applications to your smartphone



2

Scan the QR code



3



View the content.  
It's easy!

## QR CODES

QR codes, or quick-response codes, are two-dimensional bar codes that smartphone users scan to **instantly connect** them to additional information via their mobile devices. By including them throughout your new guide, we'll make your print guide **much more interactive**, immediately taking your readers to engaging, relevant and, most importantly, actionable content online.

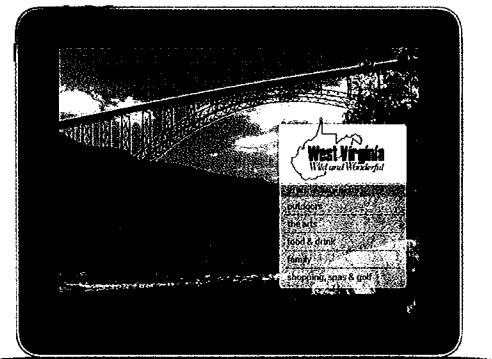
The most successful QR codes link to videos, slideshows, deals, social media pages or contests – content that's exciting because it takes the reader beyond the printed page. We'll work with you to develop a strategy to include well-executed QR codes in your guide.

We also recommend offering QR codes to advertisers, at no cost, to help provide **additional traffic and tracking** for their ads. More on this can be found in the "Sales" section of our proposal.

## iPAD/iPHONE APP

With the explosion of smartphones (Nielsen forecasts that half of all Americans will have one by the end of 2011) and other portable digital devices like the iPad, it's not only important, but necessary, to reach consumers through different distribution channels.

With enough advertising sales to support it, we can provide smartphone users with additional West Virginia content through a **highly visual iPhone/iPad app** featuring photo slideshows of the state's beauty. These photos (including some sponsored by advertisers) would be organized around specific themes or geographic areas, providing consumers with an array of engaging images that can also push related content. When users tap on an image, it flips over to offer more information. This space could provide a caption about the area shown, direct links to expanded content or – as a direct tie-in to the "Where is your West Virginia?" campaign – the location's **GPS coordinates** so users will know exactly where to find it.



*West Virginia's new iPad app*

## NEW “GET SOCIAL” SECTION

It's pretty obvious that social media's 15 minutes of fame is here to stay. The world has jumped in with both feet, and if you don't get in the game, you'll be left behind. We'll promote the state's related efforts in a **new social media section** of the 2011 guide. This handy resource will show consumers exactly how to “join the conversation” with a community of travelers interested in West Virginia.

From a content perspective, we can publish the most interesting Tweets and Facebook posts in the guide, crediting the author and encouraging readers to participate. We can create seasonal photo albums on your Facebook page, starting with a few of our own images and asking readers to add their own. We also suggest adding an “order a guide” tab on your Facebook page to help cross-promote both platforms.

From an advertising perspective, we can offer industry partners the opportunity to purchase listings in this section that promote links to their own social media channels as well.



## NEW ONLINE VIDEOS & ARTICLES

If a picture is worth a thousand words, then videos must surely be priceless. Nothing sells a destination like engaging video, and the latest travel research shows videos are among the **top types of content** consumers are looking for online.

Miles Media has a designated production team that creates award-winning videos for our clients, and our editors are skilled in developing specific content that is optimized for the online environment. We would use this expertise in West Virginia by working with the state and industry sponsors to create **new videos and online articles** that can be integrated with your print guide and posted on your site to help boost its content. Adding fresh online content on a regular basis not only better serves consumers, but also helps your site perform much better in search engine rankings. We've already set aside funds – and would secure additional industry support – to accomplish this, so these videos would be provided to the Division of Tourism **at no cost**.

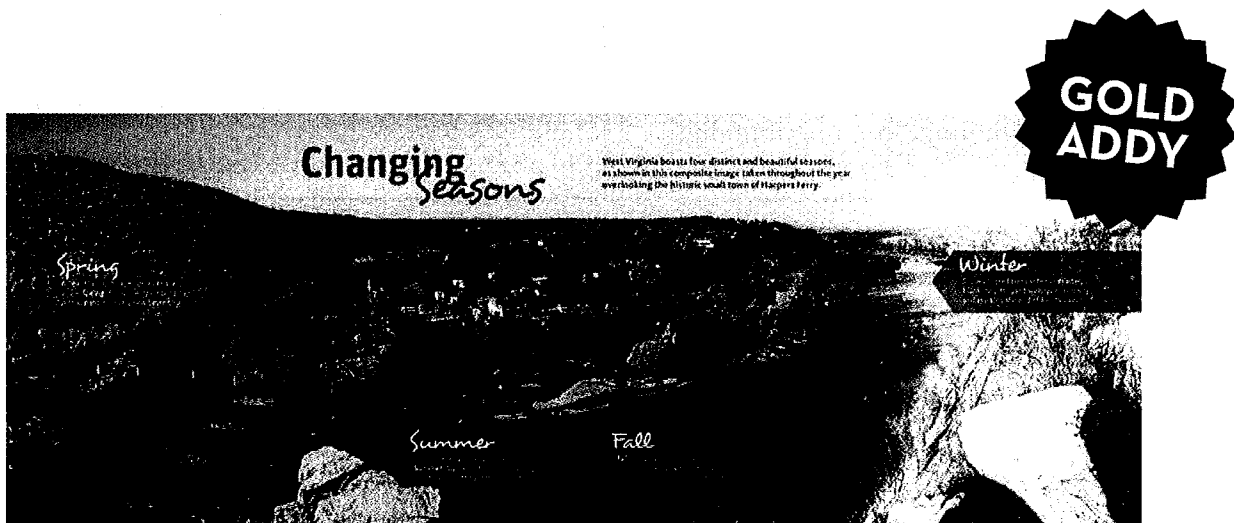


## DESIGN EXPERTISE

Although content drives your travel 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**. (Many of those honors have been for the work we've done on your guide, as outlined in the Awards section of our proposal.) Our artists will meet and exceed your expectations for design and layout by achieving each of these goals:

- **Alignment with Your Brand and Marketing Campaigns:** Our team has a great deal of experience working with travel brands and interpreting them appropriately for printed publications. Every destination and its brand positioning are unique, and we believe in the importance of a custom approach in brand interpretation for every client we work with. We will work closely with you and your agency to ensure that your guide is an extension of your brand.
- **A Creative Presentation that Inspires:** We believe that for a destination as vibrant as West Virginia, a design with great visual appeal is an essential part of enticing consumers to visit. Your design team will think creatively and bring unique ideas to your publication. These ideas will stem from visiting the state, working closely with your agency to understand your brand, and reviewing publications from competitive states to make sure we're always two steps ahead of them.
- **Exceptional Product Quality:** We understand that readers make a direct (if unconscious) connection between the production quality of travel publications and the perceived quality of the destination itself. We also know that in travel publications, both big picture creativity and attention to small details must occur to create the highest quality work. We have multiple quality checkpoints to make sure this happens every step of the way.



Before being used in any publication we create, typefaces are **checked for readability** against different kinds of backgrounds like colors, textures and photos. We will create a **strictly defined library** of character and paragraph styles that will be used consistently in the product. Unlike our competitors, we have dedicated staff to **ensure exceptional quality** of designs and visuals in our products – a color-correction team, press check specialist and printer communications specialist – providing an added safety net for West Virginia.

We pay special attention to the **quality of photography** in our publications. We'll work with you to carefully review your photo library and have our professional staff work to improve the appearance of these images to ensure they are sharp, colorful and clear. We have extensive experience in organizing and art directing photo shoots and would work with you to organize shoots for new topics and stories. Not only can this provide new photos for the guide, but **you will own the rights** to use all images collected to be used in other marketing efforts.

We also have an advanced system in place for handling our own photo resources and have spent hundreds of hours categorizing and organizing images in our archives to ensure we're always using fresh images from different parts of the state, and that image rights for all photos are always secured.

These are just a few of the many quality steps we implement in our efforts to deliver the best product possible to you. Please review our enclosed product samples to see the level of creativity, quality and professionalism in design, layout and content that you can expect from Miles Media on this project.

## DESIGN RECOMMENDATIONS FOR 2011

By applying these principals to a review of your current creative efforts and the content ideas already discussed, we've developed a recommended "look and feel" for your new guide. The spreads that follow show the colors, fonts and design elements we would use to build the book – many of them **directly inspired by your current advertising campaign** and website. If selected as your publisher, we would work closely with you to determine exactly how these elements are executed for optimum results.

We've also included a few sample design spreads, showing how some of the content ideas mentioned earlier can be implemented as well.



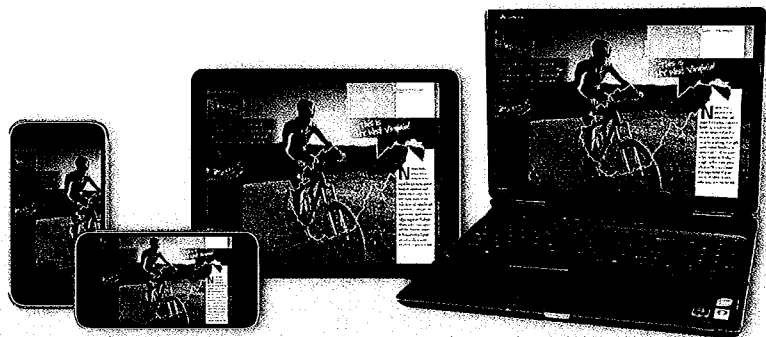
## NEXT GENERATION eBook

What Miles Media is offering West Virginia is not your average eBook – and so much more than the one you're used to. Through our partnership with Zinio, we will provide an **enhanced rich media-empowered** eBook of the travel guide – at no cost – that will allow viewers to fully engage with its content.

Imagine travelers browsing through the pages of the electronic guide and finding a trip that interests them. Your new eBook will allow them to click on the trip to read more information, view a related video or slideshow or listen to an audio narration, if available. Content throughout the guide will be presented in this **dynamic format** to both inspire and inform potential visitors. Ads in the eBook will be interactive as well, providing advertisers much more presence than they currently enjoy.

### Exciting features of the new eBook include:

- Heavy promotion to opt-in to your email marketing program.
- The ability to view the eBook on iPads, iPhones and Android devices, in addition to a desktop.
- Articles and regional information can be viewed in a reading mode that reformats the content into simple text – the most user-friendly approach for mobile devices.
- Contextual links in the content directs readers to related information on [www.WVtourism.com](http://www.WVtourism.com).
- Ads link to industry partner websites and other rich-media content elements.
- High-resolution printable pages.
- Text-based search that enables readers to find topics of interest within the eBook.
- “Savable” version of the travel guide to a computer desktop.
- Send-to-a-friend and other social media sharing functionalities.
- Click-to-zoom page presentation and a thumbnail viewing format.
- Interactive table of contents and electronic bookmarks.



**Detailed eBook reporting will include:**

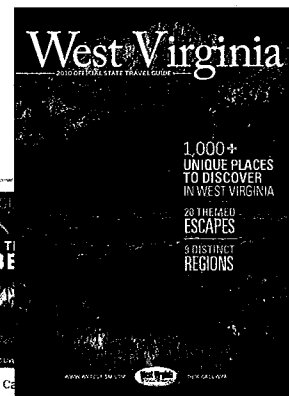
- Enhanced ability to track user behavior, including web-based log-in for near real-time access to statistics.
- Chart and graph views of the number of sessions, total page views, average length of session, etc.
- Page detail tracking, providing the number of views and clicks for each page.

**ADDITIONAL ELECTRONIC DISTRIBUTION**

We know you are looking for additional ways to increase your travel guide's reach. As a good partner, Miles Media wants to help you find effective, low-cost ways to do that. One of our strategies is to make the eBook available on Zinio, the **world's largest online newsstand**, with more than 6 million users.

Since your eBook will be delivered through Zinio's Unity Platform, it will be available on a variety of platforms, from desktops, laptops and netbooks to tablets, smartphones and other mobile devices. This **new distribution approach** opens up an online market that your guide has never had before, offering a great opportunity to expand your reach to consumers looking for West Virginia travel information online.

It also provides you a small **source of immediate revenue**. The ebook would be available for purchase on Zinio for a nominal fee, say \$1, with half the proceeds from those sales coming to the Division of Tourism. (The eBook on your site, of course, would still be offered to users at no charge.) The new online guide's availability will also be promoted in a "hot off the press" email announcing its release. For more information on Zinio, visit [www.zinio.com](http://www.zinio.com).



|   |  |   |   |
|---|--|---|---|
| <p>Outside<br/>12 digital issues \$24.00 us<br/><a href="#">view single issues</a></p>                              | <p>Backpacker<br/>9 digital issues \$14.95 us<br/><a href="#">view single issues</a></p> | <p>Islands Ultimate Caribbean<br/>zero digital price - \$1.99 us<br/><a href="#">view single issues</a></p> | <p>West Virginia<br/>PERSONALIZED TRAVEL GUIDE<br/>1,000+ UNIQUE PLACES TO DISCOVER IN WEST VIRGINIA<br/>20 THEMED ESCAPES<br/>8 DISTINCT REGIONS<br/>MILES MEDIA<br/>ZINIO</p> |
| <p>Outside Buyers Guide<br/>zero digital price - \$5.95 us</p>  | <p>Canoe &amp; Kayak's Beginner's Guide 20...<br/>zero digital price - \$4.99 us</p>     | <p>American Cowboy<br/>7 digital issues \$14.95 us<br/><a href="#">view single issues</a></p>               | <p>Triathlon Plus<br/>13 digital issues \$67.05 us<br/><a href="#">view single issues</a></p>   |
| <p>National Geographic Traveler Inter...<br/>8 digital issues \$14.50 us<br/><a href="#">view single issues</a></p> | <p>Islands<br/>8 digital issues \$9.97 us<br/><a href="#">view single issues</a></p>     | <p>Islands Ultimate Caribbean Guide<br/>zero digital price - \$1.99 us</p>                                  | <p>Arizona Highways Magazine<br/>12 digital issues \$12.00 us<br/><a href="#">view single issues</a></p>  |



## EMAIL MARKETING 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 Media 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 for the past six years.

Our dedicated team began offering email marketing services to our clients nine years ago and, in the past year alone, we've produced, delivered and reported on **more than 45 million emails** sent on behalf of our destination clients to **more than 4 million** CAN SPAM-compliant, opted-in subscribers.

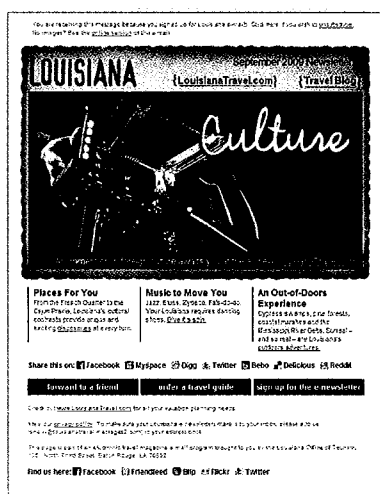
Our e-Publications Manager, Jenni Fox, is a sought-after speaker at industry conferences, and she was one of only 12 people in the country invited to be part of the Client Advisory Board of our independent email deployer, Silverpop. We are also constantly conducting extensive research on **best practices** and **industry trends** in the email environment.

Miles Media works with 10 destination clients (seven states and three CVBs) to create successful direct-response e-mail marketing and publishing programs including epromotions, e-newsletters, ecoupons and eblasts. We not only design, build, create content for, develop, test and deploy the emails, but we also provide crucial follow-up reporting, analysis, segmentation, form creation, list management, database management and list hygiene services. For several of our clients, we also provide revenue-generation programs on top of these services that help self-finance their email campaigns.

Most importantly, we have proactively helped our clients learn more about their subscribers, assisting them in capturing interest profiles and then sending highly targeted, niche communications that receive open and click-through rates that **significantly outperform** industry averages.

Our in-house e-marketing team manages all of the following:

- SPAM testing.
- Testing across all browsers to ensure proper viewability.
- Testing to ensure deliverability.



● Extensive reporting, including data on:

- Delivery rate
- Open, click-through and unsubscribe rates
- Bounce backs – soft and hard
- Tools to do A/B testing
- New signups since last deployment
- Time of delivery tracking
- Advertiser performance

Email marketing programs created by Miles Media for our destination clients have **swept the travel category** at the Internet Advertising Competition and, for the fourth consecutive year, the Web Marketing Association awarded “**Best Travel Online Newsletter**” to a program published by our company.

How’s that for experience?

## EMAIL MARKETING RECOMMENDATIONS

Specifically for West Virginia, we’ve been using the experience gained by publishing your email program over the past six years to make it one of the best in the business. We’ve **conducted A/B testing** and **carefully analyzed monthly performance**, using those findings to enhance your program from optimum results.

We’re also the only company that can continue to create and deploy your newsletter without missing a beat – or a month.

In thoroughly reviewing both sales and performance of the current email program, we found that sponsored content, events and the photo slide-show all performed and sold better than other elements. Our industry-wide research also shows us that deals continue to be one of the most popular items consumers are looking for in the emails they receive.

Based on that information, here is how we recommend improving West Virginia’s already successful email program:

At no cost to the West Virginia Division of Tourism, Miles Media will create and deploy **up to 25 consumer emails** each year to consumers who have opted-in to receive them. A regular deployment each month (12 issues per year) would include the following:





Our email program for West Virginia is consistently one of the strongest in the country, outperforming industry standards. Since cleansing your list earlier this year, our open rate doubled from 10.17% to 20.14%, and click-through rates jumped from 2.4% to 4.24%.

- **SPONSORED CONTENT** – One piece of “featured” content (either a travel article or itinerary, photo slideshow or advertiser-produced video) along with two secondary pieces of “spotlight” content that will feature a smaller image and text that will link to a landing page for more details.
- **SPECIAL EVENTS** – Advertisers can purchase listings to promote upcoming events and link to a special landing page or their own website for more information.
- **HOT DEALS** – Since consumers are always looking for the latest deals and packages, we’ll include spots for up to six deals per issue for industry members to advertise special offers and discounts.

In addition to these statewide travel issues, we would offer advertisers the option to purchase their own **custom emails** (limited to 1 per month, up to 12 issues per year) which would be specially designed by us to promote their destination or business, giving them the opportunity to increase their reach into the digital space. Finally, based on industry interest and participation, we would offer one **dedicated “values” email** each year filled with special offers from CVBs, attractions, outfitters, hotels and more around the state.

That’s up to 25 emails each year, ensuring the West Virginia Division of Tourism and its industry partners stay “**top of mind**” with active travelers planning their next trip.

And, as specified in your RFQ, we also promise the following:

- All emails will be created, tested and deployed according to best practices for deliverability, viewing and optimum performance.
- Emails will be created and deployed in accordance with current CAN-SPAM regulations.
- Emails will incorporate prominent social media elements with links to West Virginia’s social media channels.
- “Share to social” links will allow readers to post West Virginia emails to their own networks.
- Emails will include appropriate links to a mobile version, if applicable.
- A subscribe element will encourage opt-ins to anyone the email is forwarded to or when posted on social networks.

**Section 1: 4.1.1 Guide Specifications**

- Miles Media can work with you to produce a larger opt-in database.
- Detailed metrics (including deliverability, opens, clicks and link tracking) will be consistently monitored and reported to you.
- Subscriber behavior (opens and clicks) will be tracked and the results used to make recommendations to help maintain and improve the integrity of the list.

As we do in all projects we undertake, we would first meet with you to discuss your goals for the email program before finalizing our recommendations, including both content and design.



## REQUIRED ELEMENTS

### A. REGIONAL SECTIONS

To showcase the state's nine travel regions, we'll continue including **individual regional sections** that highlight each area's travel opportunities. Featuring overview copy, maps, best bets, itineraries, listings and more, these sections will both inspire readers to explore the state's diverse areas and provide them the tools necessary to plan their trip.

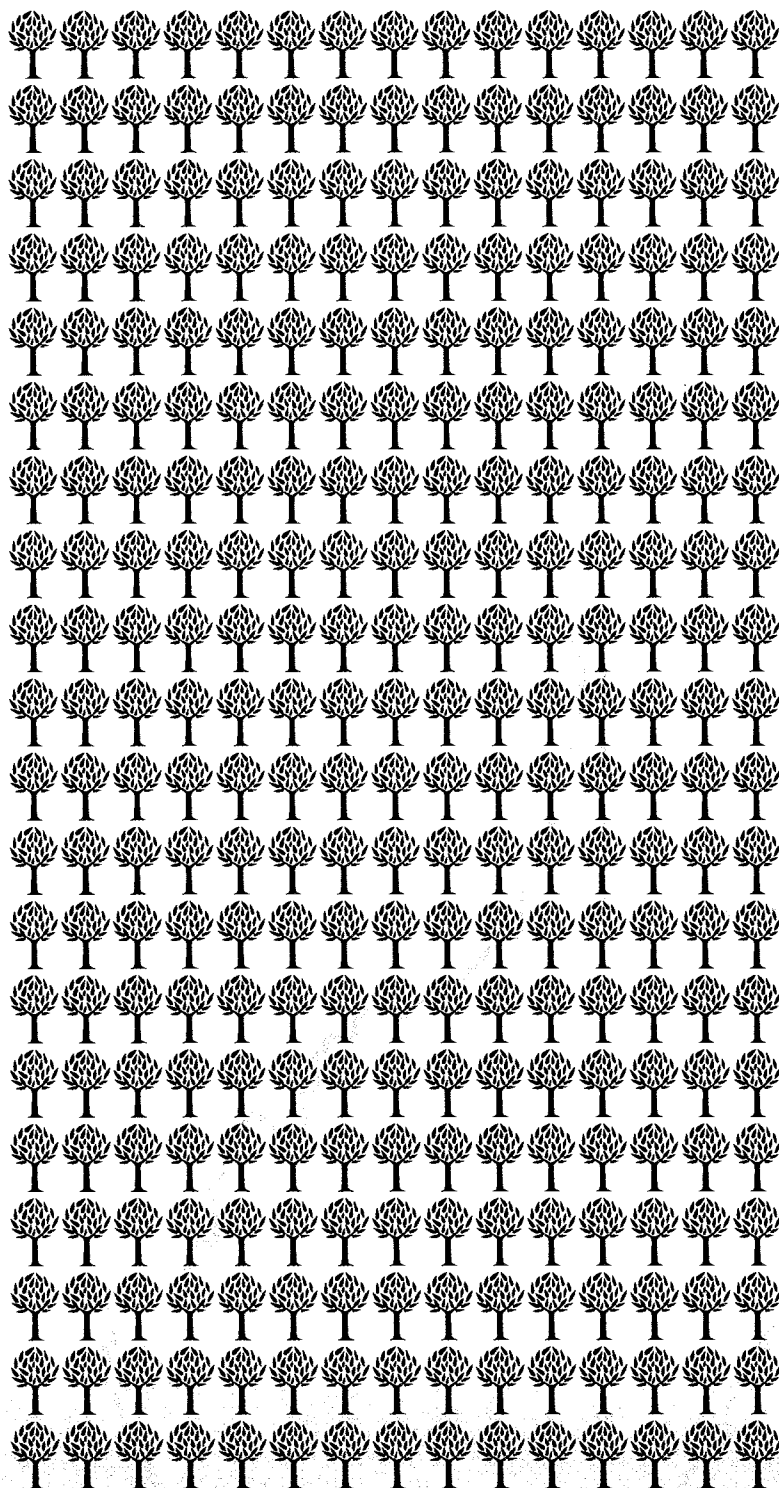
### B. REGIONAL MAPS

A significant improvement in your 2011 guide would be larger **enhanced regional maps** that show more detail and plot each region's top attractions, state parks and other "can't-miss" spots. These dynamic spreads would offer readers more information in an actionable format that would help them plan their own regional itineraries. We'd also add a GPS-based social media feature that would encourage readers to share their trips – and search for others – online. (To read more about this new feature, please see the "EveryTrail" section on pages 14-15.)

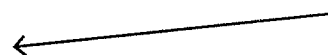
### C. BOOK SPECIFICATIONS

For 2011, we propose a **more efficiently packaged guide** featuring 196 pages (192 + 4) at a slightly smaller size. Not only does this enable us to provide additional copies **without raising ad rates** for your industry, but this format has also proved to be extremely popular with consumers. The new size, 6.75" x 10" – just one inch narrower and a half-inch shorter than the current 2010 book – doesn't compromise our ability to present eye-catching content and designs, and travelers will 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 would **save approximately 300 trees!**



Just one inch narrower and a half-inch shorter than in 2010, your new 2011 guide would not only be more portable but also eco-friendly. At 500,000 copies, you'd be saving a ton of paper - approximately **300 trees!** (Yes, we did the math.)



We demonstrated our design expertise and included specific design recommendations for 2011 in an earlier section of this proposal. As requested in this section, we've included general samples of the types of **fonts, colors and style elements** we would use in your new guide.

|                             |  |
|-----------------------------|--|
| HATFIELD-MCCOY MOUNTAINS    |  |
| MID-OHIO VALLEY             |  |
| POTOMAC HIGHLANDS           |  |
| EASTERN PANHANDLE           |  |
| NEW RIVER-GREENBRIER VALLEY |  |
| MOUNTAIN LAKES              |  |
| NORTHERN PANHANDLE          |  |
| MOUNTAINEER COUNTRY         |  |
| METRO VALLEY                |  |

## West Virginia Railways

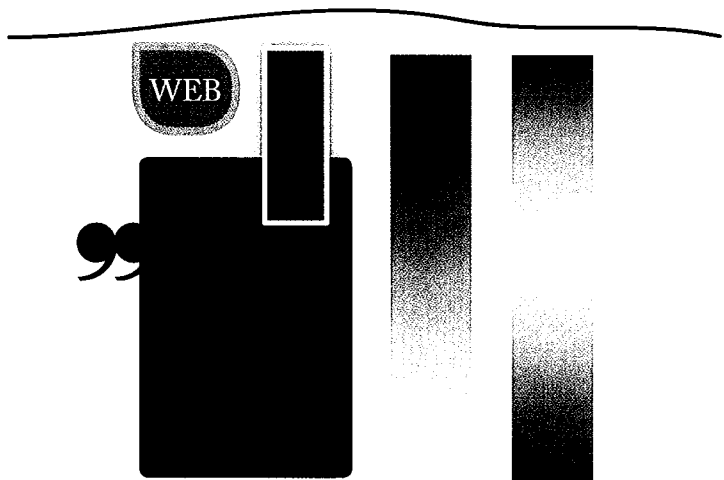
Adobe Caslon Regular, *Adobe Caslon Italic*  
Adobe Caslon SemiBold, Adobe Caslon Bold

## Small Towns Stories

Univers, Regular, 47 Light Condensed  
Univers, 57 *Condensed Oblique*  
Univers, 67 **Bold Condensed**

## Heritage Arts & Crafts

*BlackJack, Regular*



#### **D. PAPER SPECIFICATIONS**

As requested, below are the full specifications for our proposed guide:

**Trim Size:** 6.75" x 10"

**Quantity:** 500,000

**Page Count:** 196 (192+4)

**Paper:** Cover: 100# No.3 Gloss White Enamel Text  
Text: 40# No.4 Gloss White Enamel Text

**Ink:** 4/4 with Spot Dull Varnish FC/BC (knock-out back mailer)

**Bindery:** Perfect Bound with BRC Insert  
BRC Insert : (MMG Provided) BRC Insert  
Paper: 9pt Hi bulk offset  
Size: 6.5" x 8.125" (detached: 6" x 8")  
Bindery: Vertical perforation, jog to foot. Placement to be determined based on breaks in signature.

**Packing:** Carton pack not to exceed 30 lbs.

**Shipping:** FOB printer docks  
Estimated per-piece weight: .6 lbs.  
Estimated total shipping weight: 313,500 lbs.

As requested, a dummy book showing the actual cover and paper stock has been enclosed in the proposal binder marked "ORIGINAL."

#### **E. SPECIAL SECTIONS**

We have taken great care to propose a travel guide that includes all of the essential elements needed to inspire potential visitors to choose West Virginia and to help them plan their trip. We do not recommend publishing separate seasonal, regional or event guides that could possibly dilute the impact of your primary fulfillment piece.



## FACT

Even with less than four months left in the year, Miles Media can produce and deliver an industry-leading travel guide in early 2011. We don't think any of our competitors can make you that promise.



## 4.1.2 - FULFILLMENT PACKET

Below are the per-piece postage costs we estimate would be required to distribute your new guide in both first-class and bulk formats. Please note that our bulk rate calculation is based on an average volume of 500 guides per week.

- **First-Class Mail (Large Envelopes) for Individual Piece Mailings:** Approximately \$2.41 per piece. This presumes a per-piece weight of 9.6 oz (6.75" x 10.0" format). If any supplemental items are mailed with the guide, this cost would increase according to total package weight.
- **Standard Mail Flats for Bulk Mailing:** Approximately \$1.07 per piece. This presumes bulk mail goes out once per week, with an average volume of 500 pieces. This estimate does not presume a destination entry discount and presumes all 500 pieces are in a mixed ADC price category. Based on how the state distributes the guide, there may be additional discounts available that would reduce this cost to as low as \$.86 per piece.

## 4.1.3 - EDIT-to-ADVERTISING RATIO

Miles Media recommends an industry standard 60/40 edit-to-advertising ratio, which would provide approximately **118 pages of content** for stories, photos, maps, itineraries, events, industry listings, grids and more. And, of course, we would set aside the 6 pages requested in the RFQ for the Division of Tourism's promotional use.

## 4.1.4 - SCHEDULE & DELIVERY

It is crucial for you to have a new, high-quality travel guide ready to distribute in early 2011 when travelers are actively planning their spring and summer vacations. And **no other company** can deliver a guide – of the caliber you are expecting – sooner than we can.

Because of the great work we've already been doing for you in publishing the *West Virginia Official State Travel Guide* over the past 6 years, we are ready to **hit the ground running**. There would be no delays. No learning curve. No getting to know you, your industry partners or your state.

No one else can say that.

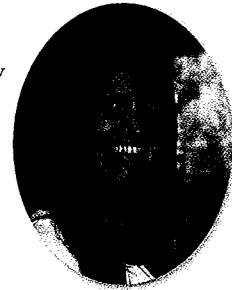
And even though we'd be starting production more than 6 months late, we would still deliver your new top-notch in January 2011 as requested.

**We guarantee it.**

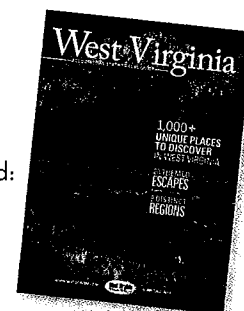
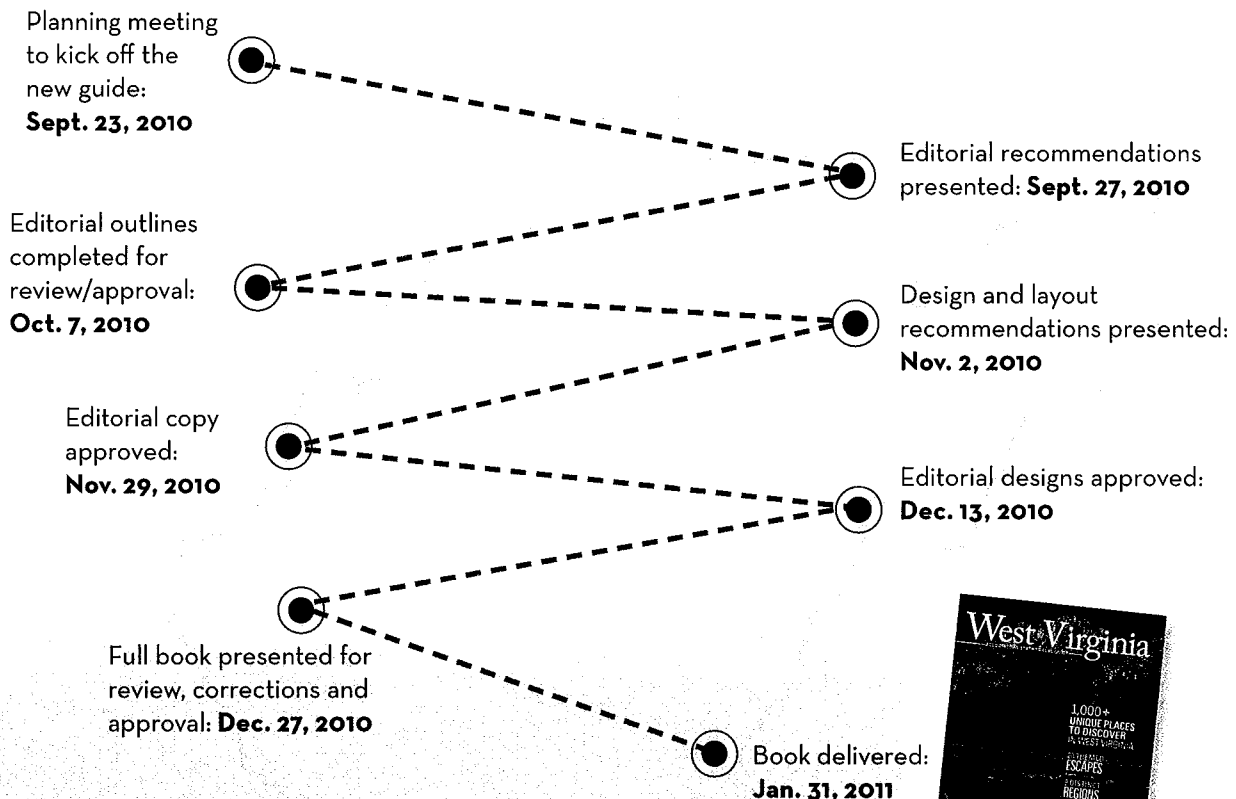
## PRODUCTION PROCESS

Miles Media has an established print production process that ensures we deliver products that **exceed our clients' expectations** and **meet their deadlines**. Our process not only provides an opportunity to share valuable information and establish the necessary safeguards for success, but it also allows us to adapt and refine your guide along the way to meet changing needs. Above all, we believe in a **collaborative approach** that ensures your team is involved at every stage of the production cycle, from concept to completion, and that you are consistently updated on our progress.

The West Virginia Division of Tourism will have a **dedicated Account Executive**, Sherena Mexter, who is committed to being responsive in every situation – including any urgent and unexpected needs – and will be the primary point of contact between the state and your publishing team. While all team members will work with your staff, Sherena will oversee the overall direction and success of the project. Her responsibilities include scheduling regular meetings, providing status reports and maintaining the production schedule to ensure an **on-time delivery**.



Listed below are some key production dates that will ensure we meet a January delivery for the 2011 guide. We have also included a **full production schedule** on the next page. It follows our proven print publication workflow process, but we could also tailor this schedule to better suit your needs and how you'd prefer to work with us.



# PROPOSED SCHEDULE

And here's our fully detailed schedule for getting the job done quickly and effectively for 2011:

| West Virginia 2011 Official Travel Guide Production Schedule |   |          |              |              |
|--|---|----------|--------------|--------------|
| ID   | Task Name   | Duration | Start        | Finish       |
| 1  | <b>Planning</b>   | 1 day    | Thu 9/23/10  | Thu 9/23/10  |
| 2  | Planning Meeting with WVDT                                    | 1 day    | Thu 9/23/10  | Thu 9/23/10  |
| 3  | <b>Advertising Sales</b>                                      | 59 days  | Mon 9/20/10  | Thu 12/9/10  |
| 4  | Marketing materials created                                   | 4 days   | Mon 9/20/10  | Thu 9/23/10  |
| 5  | Advertising Sales   | 40 days  | Fri 9/24/10  | Thu 11/18/10 |
| 6  | Ad materials due / Internal close                             | 1 day    | Thu 11/25/10 | Thu 11/25/10 |
| 7  | All ad creative finalized                                     | 10 days  | Fri 11/26/10 | Thu 12/9/10  |
| 8  | <b>Data</b>   | 54 days  | Tue 9/28/10  | Fri 12/10/10 |
| 9  | Data Business Rules sent to WVDT for review & feedback        | 5 days   | Tue 9/28/10  | Mon 10/4/10  |
| 10   | Data Business Rules finalized                                 | 5 days   | Tue 10/5/10  | Mon 10/11/10 |
| 11   | Final Pour of all data into design spreads                    | 1 day    | Mon 12/6/10  | Mon 12/6/10  |
| 12   | Internal proof of poured data                                 | 2 days   | Tue 12/7/10  | Wed 12/8/10  |
| 13   | Corrections made to poured data                               | 2 days   | Thu 12/9/10  | Fri 12/10/10 |
| 14   | <b>Editorial</b>  | 56 days  | Mon 9/27/10  | Mon 12/13/10 |
| 15   | Edit plan finalized & approved by WVDT                        | 2 days   | Mon 9/27/10  | Tue 9/28/10  |
| 16   | Assign writers with WVDT approval                             | 3 days   | Wed 9/29/10  | Fri 10/1/10  |
| 17   | Story outlines developed by writers                           | 3 days   | Mon 10/4/10  | Wed 10/6/10  |
| 18   | Story outlines reviewed by WVDT for feedback                  | 3 days   | Thu 10/7/10  | Mon 10/11/10 |
| 19   | <b>Regions</b>  | 35 days  | Tue 10/12/10 | Mon 11/29/10 |
| 20   | Region copy written   | 10 days  | Tue 10/12/10 | Mon 10/25/10 |
| 21   | Region copy reviewed by WVDT for feedback                     | 5 days   | Tue 10/26/10 | Mon 11/1/10  |
| 22   | Regions copy revised  | 5 days   | Tue 11/2/10  | Mon 11/8/10  |
| 23   | Region copy presented to WVDT for approval                    | 5 days   | Tue 11/9/10  | Mon 11/15/10 |
| 24   | Region copy fact checked                                      | 7 days   | Tue 11/16/10 | Wed 11/24/10 |
| 25   | Region copy fact checking changes made                        | 3 days   | Thu 11/25/10 | Mon 11/29/10 |
| 26   | <b>Reports</b>  | 40 days  | Tue 10/12/10 | Mon 12/6/10  |
| 27   | Reports Copy written  | 15 days  | Tue 10/12/10 | Mon 11/1/10  |
| 28   | Reports copy reviewed by WVDT for feedback                    | 5 days   | Tue 11/2/10  | Mon 11/8/10  |
| 29   | Reports copy revised  | 5 days   | Tue 11/9/10  | Mon 11/15/10 |
| 30   | Reports copy presented to WVDT for approval                   | 5 days   | Tue 11/16/10 | Mon 11/22/10 |
| 31   | Reports copy fact checked                                     | 7 days   | Tue 11/23/10 | Wed 12/1/10  |
| 32   | Reports copy fact checking changes made                       | 3 days   | Thu 12/2/10  | Mon 12/6/10  |
| 33   | <b>Features</b>   | 45 days  | Tue 10/12/10 | Mon 12/13/10 |
| 34   | Features copy written   | 20 days  | Tue 10/12/10 | Mon 11/8/10  |
| 35   | Features copy reviewed by WVDT for feedback                   | 5 days   | Tue 11/9/10  | Mon 11/15/10 |
| 36   | Features copy revised   | 5 days   | Tue 11/16/10 | Mon 11/22/10 |
| 37   | Features copy presented to WVDT for approval                  | 5 days   | Tue 11/23/10 | Mon 11/29/10 |
| 38   | Features copy fact checked                                    | 7 days   | Tue 11/30/10 | Wed 12/8/10  |
| 39   | Features copy fact checking changes made                      | 3 days   | Thu 12/9/10  | Mon 12/13/10 |
| 40   | <b>Design</b>   | 66 days  | Mon 9/27/10  | Mon 12/27/10 |
| 41   | <b>Wireframes and Look &amp; Feel</b>                         | 36 days  | Mon 9/27/10  | Mon 11/15/10 |
| 42   | Look & feel finalized & approved by WVDT                      | 5 days   | Mon 9/27/10  | Fri 10/1/10  |
| 43   | Wireframes developed with word counts                         | 20 days  | Tue 10/5/10  | Mon 11/1/10  |
| 44   | Wireframes presented to WVDT for review and feedback          | 5 days   | Tue 11/2/10  | Mon 11/8/10  |
| 45   | Wireframes revised per WVDT feedback                          | 5 days   | Tue 11/9/10  | Mon 11/15/10 |
| 46   | Photo Collection  | 15 days  | Tue 10/12/10 | Mon 11/1/10  |
| 47   | <b>Grids &amp; Listings</b>                                   | 25 days  | Mon 10/4/10  | Fri 11/5/10  |
| 48   | Grid & Listing designs developed                              | 10 days  | Mon 10/4/10  | Fri 10/15/10 |
| 49   | Grid & Listing designs presented to WVDT for feedback         | 5 days   | Mon 10/18/10 | Fri 10/22/10 |
| 50   | Grid & Listing designs revised                                | 5 days   | Mon 10/25/10 | Fri 10/29/10 |
| 51   | Revised Grid & Listing designs presented to WVDT for approval | 5 days   | Mon 11/1/10  | Fri 11/5/10  |
| 52   | <b>Cover</b>  | 45 days  | Tue 10/26/10 | Mon 12/27/10 |
| 53   | Cover ideas discussed with WVDT                               | 1 day    | Tue 10/26/10 | Tue 10/26/10 |
| 54   | Cover concepts developed                                      | 15 days  | Wed 10/27/10 | Tue 11/16/10 |
| 55   | Cover concepts presented to WVDT for feedback                 | 5 days   | Wed 11/17/10 | Tue 11/23/10 |

## Section 1: 4.1.4 Schedule & Delivery

| West Virginia 2011 Official Travel Guide Production Schedule |   |                |                     |                     |
|--|---|----------------|---------------------|---------------------|
| ID   | Task Name   | Duration       | Start               | Finish              |
| 56   | Cover concept developed   | 10 days        | Wed 11/24/10        | Tue 12/7/10         |
| 57   | Final cover concept presented to WVDT for feedback                  | 5 days         | Wed 12/8/10         | Tue 12/14/10        |
| 58   | Final cover finalized   | 5 days         | Wed 12/15/10        | Tue 12/21/10        |
| 59   | Cover proof ordered (for approval at Proof Out)                     | 1 day          | Mon 12/27/10        | Mon 12/27/10        |
| 60   | <b>Editorial Spreads</b>  | <b>25 days</b> | <b>Tue 11/16/10</b> | <b>Mon 12/20/10</b> |
| 61   | <b>Regions</b>  | <b>15 days</b> | <b>Tue 11/16/10</b> | <b>Mon 12/6/10</b>  |
| 62   | Region Spreads built with approved copy                             | 5 days         | Tue 11/16/10        | Mon 11/22/10        |
| 63   | Region Spreads presented to WVDT for feedback                       | 5 days         | Tue 11/23/10        | Mon 11/29/10        |
| 64   | Region Spreads revised  | 5 days         | Tue 11/30/10        | Mon 12/6/10         |
| 65   | <b>Reports</b>  | <b>15 days</b> | <b>Tue 11/23/10</b> | <b>Mon 12/13/10</b> |
| 66   | Report Spreads built with approved copy                             | 5 days         | Tue 11/23/10        | Mon 11/29/10        |
| 67   | Report Spreads presented to WVDT for feedback                       | 5 days         | Tue 11/30/10        | Mon 12/6/10         |
| 68   | Report Spreads revised  | 5 days         | Tue 12/7/10         | Mon 12/13/10        |
| 69   | <b>Features</b>   | <b>15 days</b> | <b>Tue 11/30/10</b> | <b>Mon 12/20/10</b> |
| 70   | Feature Spreads built with approved copy                            | 5 days         | Tue 11/30/10        | Mon 12/6/10         |
| 71   | Feature Spreads presented to WVDT for feedback                      | 5 days         | Tue 12/7/10         | Mon 12/13/10        |
| 72   | Feature Spreads revised   | 5 days         | Tue 12/14/10        | Mon 12/20/10        |
| 73   | <b>Reader Response</b>  | <b>65 days</b> | <b>Fri 9/24/10</b>  | <b>Thu 12/23/10</b> |
| 74   | Reader Response form for Advertisers presented to WVDT for feedback | 5 days         | Fri 9/24/10         | Thu 9/30/10         |
| 75   | Reader Response card finalized                                      | 5 days         | Fri 12/10/10        | Thu 12/16/10        |
| 76   | Reader Response card presented to WVDT for approval                 | 5 days         | Fri 12/17/10        | Thu 12/23/10        |
| 77   | <b>Final Production</b>   | <b>17 days</b> | <b>Fri 11/26/10</b> | <b>Mon 12/20/10</b> |
| 78   | Book Imposition created   | 5 days         | Fri 11/26/10        | Thu 12/2/10         |
| 79   | Pagination  | 1 day          | Fri 12/3/10         | Fri 12/3/10         |
| 80   | Photo color correction  | 10 days        | Tue 12/7/10         | Mon 12/20/10        |
| 81   | Complete book built   | 1 day          | Tue 12/14/10        | Tue 12/14/10        |
| 82   | <b>Proofing</b>   | <b>19 days</b> | <b>Wed 12/15/10</b> | <b>Mon 1/10/11</b>  |
| 83   | Internal proof & corrections to entire book                         | 8 days         | Wed 12/15/10        | Fri 12/24/10        |
| 84   | WVDT reviews color laser proofs of entire book                      | 5 days         | Mon 12/27/10        | Fri 12/31/10        |
| 85   | Corrections made to entire book per WVDT feedback                   | 3 days         | Tue 1/4/11          | Thu 1/6/11          |
| 86   | WVDT review corrected pages via PDF                                 | 2 days         | Fri 1/7/11          | Mon 1/10/11         |
| 87   | All pages final & approved by WVDT                                  | 1 day          | Mon 1/10/11         | Mon 1/10/11         |
| 88   | <b>Pre-Press &amp; Printing</b>                                     | <b>15 days</b> | <b>Tue 1/11/11</b>  | <b>Mon 1/31/11</b>  |
| 89   | PDFX files created for printer                                      | 1 day          | Tue 1/11/11         | Tue 1/11/11         |
| 90   | Internal review & corrections to PDFX files                         | 2 days         | Wed 1/12/11         | Thu 1/13/11         |
| 91   | Files transmitted to printer  | 1 day          | Fri 1/14/11         | Fri 1/14/11         |
| 92   | Miles Media Quality Control press check                             | 1 day          | Mon 1/17/11         | Mon 1/17/11         |
| 93   | Print & bindery   | 10 days        | Mon 1/17/11         | Fri 1/28/11         |
| 94   | Freight on board for delivery                                       | 1 day          | Fri 1/28/11         | Fri 1/28/11         |
| 95   | Delivery of shipment received at WVDT specified locations           | 1 day          | Mon 1/31/11         | Mon 1/31/11         |



For the first time in recent history, Miles Media will promise you this: the West Virginia Official State Travel Guide will indeed be printed in West Virginia!

## PRINTING

For the first time in recent history, Miles Media guarantees the 2011 West Virginia Official State Travel Guide will be printed in West Virginia. We have always made every effort to secure a state-based printer for previous guides, but this has been significantly cost-prohibitive in the past.

However, we have since developed a relationship with Quad/Graphics and have worked diligently with them to secure a competitive quote to print your guide at their state-of-the-art facility in West Virginia's Eastern Panhandle. Their print bid is included in the three solicited below. We understand the importance of using a West Virginia printer and are thrilled to be able to offer this solution for 2011.

|                                   | QUAD (WV)    | Brown (PA)   | RRD (VA)     |
|-----------------------------------|--------------|--------------|--------------|
| Page Count: 192+4                 | 500,000      | 500,000      | 500,000      |
| Print                             | \$103,204.45 | \$109,223.09 | \$93,417.93  |
| Paper                             | \$169,449.71 | \$170,647.40 | \$179,561.57 |
| BRC-6x8<br>(Miles Media supplied) | \$8,650.00   | \$8,650.00   | \$8,650.00   |
| Print & Paper subtotal            | \$281,304.16 | \$288,520.49 | \$281,629.50 |
| TOTAL w/tax                       | \$299,588.93 | \$307,274.32 | \$299,935.42 |
| Freight                           | \$10,546.88  | \$15,249.38  | \$15,249.38  |

## SHIPPING & DELIVERY

Miles Media has been shipping your printed guides for the past six years and is very familiar with your requirements. As specified in your RFQ, we will deliver at least 500,000 copies of the guide 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.

As requested, guides will also be packaged per the following guidelines:

- The weight of each carton shall be no more than 30 pounds (30 guides per carton with no bands or plastic wrap). Cartons will meet a stress strength of 200 psi.
- Cartons will be packaged on skids at 72 cartons per skid.
- 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.).

## 4.1.5 - ADVERTISING SALES

### INTEGRATED SALES SOLUTION

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.

Miles Media has an impressive track record of packaging advertising creatively across print and electronic media. By doing so, we generate **more than \$18 million** in print/electronic combination advertising sales each year – expertise we're confident that no other respondent to this RFP can deliver.

A robust integrated sales program will **deliver more revenue** to West Virginia Tourism and a **better ROI** for the industry partners and MAPP funds that support your programs. That's why we propose **adding web sales** to the other products and services we're offering West Virginia in this proposal.

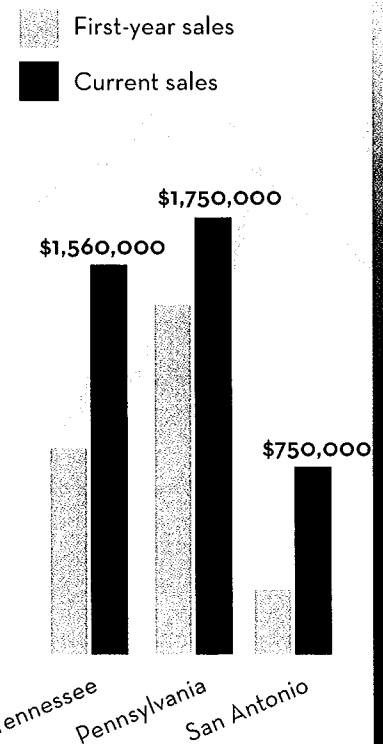
Since our best work is done in true collaboration with our partners, if awarded this contract we will work with you, current advertisers and other industry stakeholders to refine an integrated sales strategy to maximize support and revenue for you.

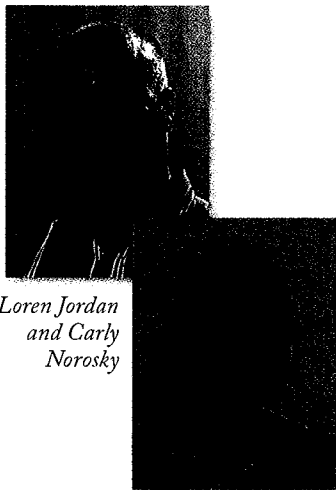
### ADVERTISING SALES SUCCESS

Miles Media is a sales and marketing industry leader with a proven track record for generating revenue through deep industry participation. In fact, in any given year we sell **twice as much advertising** in tourism products as our closest competitor. For example:

- During the past five years, we have increased sales in Tennessee from \$825,000 to a high of \$1,560,000 – a **remarkable 90% growth**.
- In 2004, Pennsylvania's advertising revenue was roughly \$1.4 million. Despite serious industry challenges and the economic downturn, we have **grown this amount** to \$1.75 million in cooperative advertising from the industry by introducing new print products and online sales.
- In 2004, San Antonio produced all of its print fulfillment at its own cost with no industry support. In our initial year producing their Leisure Guide, we generated \$256,000. In 2009, we generated \$750,000 in integrated advertising sales across 10 products and are expecting to **top \$1 million** in 2010.

### Sales growth with Miles Media





Loren Jordan  
and Carly  
Norosky

☞ Miles Media's sales and advertising support staff make it easy and hassle-free, without a high-pressure pitch. ☞

- Heather Johnson  
River Expeditions

☉ In our first year producing the New Hampshire Vacation Guide, we **reversed a multi-year decline** in industry support and were successful in eliminating the state's subsidy. In 2009, we sold more than \$720,000 into the state's vacation guide, in-state guide and meetings website.

We accomplished these things by hiring 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.

### LOCAL SALES TEAM

Our approach to a successful sales campaign begins with a strong local sales team – and we have two **West Virginia-based** destination specialists dedicated to working with your industry partners. Loren Jordan and Carly Norosky are both **longtime residents** who have chosen to live and work in West Virginia. Both have extensive sales and travel marketing backgrounds, and have 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 when meeting with your industry.

They've taken the time and effort to really get to know your industry partners. Just like the rest of your team, Loren and Carly are committed to working with you in a collaborative manner and regularly participate in industry meetings throughout the state, at our expense. They are also well versed in West Virginia's **Matching Advertising Partnership Program**, working to ensure advertisers both understand the program's rules and meet all eligibility requirements. They continually develop **successful advertising co-ops** at reduced rates, and your industry partners have come to rely on them as respected resources.

And not only are Loren and Carly very well liked, but they're also very good at their job. They've been instrumental in helping Miles Media **double industry participation** since we took over publication of the *West Virginia Official State Travel Guide* back in 2005.

Our sales representatives are 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 Media also handles all advertising sales, ad creation, materials collection, proofing and approvals, customer service, billing and collections. That leaves **no hassles for you** to deal with. Here's what you can expect:

- **COMPLETE CONTROL BY YOU:** During the entire sales process, we'll meet with you for input and approval every step of the way. You also have final authority to approve all advertising in the guide.
- **FIRST-CLASS PROMOTION:** We will develop a customized media kit and rate card, sales presentation, direct mail campaign and proofing/closing schedule. An online version of this media kit will provide quick access for advertisers and agencies.
- **FREE ADVERTISING DESIGN:** Our creative team can produce four-color, professionally designed ads for all advertisers (including your own house ads) at no charge. We'll work personally with each advertiser to generate effective creative to drive business to their door.
- **ADVERTISING ACCOUNT MANAGEMENT:** Our advertising account management team works directly with advertisers to help them use our database, retrieve leads, submit materials and proof their ads. We ensure that all advertisers receive a copy of their ad (and the entire guide) as soon as it is released.
- **PROOFING AND APPROVAL:** All ads will be proofed directly to advertisers (and you, if you wish) and will be proofed and revised as many times as necessary to secure final approval.
- **QUALITY ASSURANCE:** Miles Media ensures that customer-supplied ads are accurately reproduced through our proprietary PDFx\_1a certification system. Our upload website automatically checks all submitted ads for 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 then takes the advertiser through the correction process.
- **ACCOUNTING AND REPORTING:** Miles Media will be responsible for the billing and collection of all revenue from the travel guide and newsletter. We'll also provide regular, detailed sales updates and revenue reports.
- **AD PERFORMANCE TRACKING:** All advertisers have immediate access to reports tracking the effectiveness of their ads and how many leads they are generating. This tracking is especially targeted and beneficial when it comes to web sales, since these results can be used to quickly optimize an online ad's placement or message for stronger results. That's only one of the many reasons we are excited at the possibility of adding web sales to the services we offer you and your industry partners.





| Ad Sizes              | NET RATES |
|-----------------------|-----------|
| Two Page Spread*      | \$ 14,629 |
| Full Page             | \$ 8,199  |
| Two-Thirds Vertical   | \$ 6,269  |
| Half-Page Horizontal  | \$ 4,799  |
| Third-Page Square     | \$ 3,299  |
| Sixth-Page Vertical   | \$ 1,749  |
| Twelfth-Page Vertical | \$ 799    |

Ask your sales representative about multi-page discounts.

| Premium Positions           | NET RATES        |
|-----------------------------|------------------|
| Back Cover*                 | \$ 12,799        |
| Inside Front Cover          | \$ 10,799        |
| Inside Back Cover           | \$ 9,429         |
| Gate Fold                   | \$ 9,429         |
| All other premium positions | Add 10%          |
| Inserts                     | Call for Pricing |

| Event and Directory Listings   | NET RATES |
|--|-----------|
| Display Advertiser Listing   | FREE      |
| Directory Listing  |           |
| Name, Address, Phone, Web and 65 Characters (accommodations only)      | \$ 129    |
| Name, Address, Phone, Web and 100 Characters (non-accommodations only) | \$ 129    |
| Event Listing  |           |
| 1-4 events (each)  | \$ 55     |
| 5 or More (each)   | \$ 45     |
| 10 or More (each)  | \$ 40     |
| Additional Reader Response   | \$ 199    |

## ADVERTISING RATES

If awarded the contract to publish the 2011 travel guide, we will **offer advertisers the same print rates** we did in 2010 – with no increase – since most of your partners have probably already budgeted those amounts for next year. Moving forward after that, we would like to discuss with you the possibility of raising ad rates 5% in 2012 – with your approval, of course. As you know, we have been offering the same rates for the past four years even though printing and paper costs have continued to increase. (If web sales are added to the mix, we'd obviously work with you to determine how those packages and rates should be structured.)

At left, please find a full rate sheet showing all ad costs remaining at our same 2010 levels.



## QR Codes bring print ads to life!

- Provide immediate access to online content.
- Send instant text messages for special offers or current events.
- Increase reach by providing additional traffic to the website.
- Provide additional tracking for print ad.
- QR CODES make your print ad interactive by offering visitors the latest technology to help them choose your destination instantly!

## 4.1.6 - TRACKING

To be truly successful, your guide has to offer much more than engaging content and attractive designs to entice visitors. Above all, it has to be an **effective tool** that increases visitation to (and within) the state. More specifically, it must provide a worthy **return on investment** for the advertisers and state Matching Advertising Partnership Program (MAPP) funds that support it.

We'll make sure it does.

Here are just a few of the traditional and **industry-leading tracking mechanisms** we recommend to help measure the guide's effectiveness:

- A strong **call-to-action** to 1-800 CALL WVA and [www.WVtourism.com](http://www.WVtourism.com) will be included on the cover and on every page throughout the book, across the bottom folio.
- All ads will not only include a call-to-action for those specific businesses, but all half-page advertisers and above can have a **custom-made QR Code** placed in their ad at no additional cost. Readers with mobile camera smartphones can snap a picture of these special barcodes and instantly interact with an ad by visiting the corresponding website or receiving an automatic text message from the advertiser. In addition to providing additional exposure and traffic for your industry partners, these QR Codes offer another important means of tracking the effectiveness of their ads.

- If added to the mix, online advertising offers industry partners increased tracking and control of their message. Initial performance results from an online ad can be used to alter its placement, repetition or message to **optimize its effectiveness**.
- Miles Media has also conducted – at our own expense – a **usability and conversion study** on the current *2010 West Virginia Official State Travel Guide* to gain valuable insight on how the publication is used by consumers and how it can better influence travel to the state. Those findings have been used to craft our recommendations in this proposal, and the complete results will guide us as we continue to publish an award-winning – and highly effective guide – for the West Virginia Division of Tourism.
- Finally, a **new Reader Response system** will greatly increase exposure for your tourism businesses, providing them a much higher ROI on their ad purchases. (During the first 6 months of this new system for another client, **more than 1,000 additional direct links** were tracked to advertisers' websites!) More information about this exciting new program is included below.

## NEW READER RESPONSE SERVICE

Our new 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 Media will also **create a landing page** and work with your current web vendor to embed the page on [www.WVtourism.com](http://www.WVtourism.com), reaching users while they seek inspiration and travel-planning information on your website. This online form will increase advertisers' exposure, **producing more leads** from a larger audience. It will also provide readers with an easy way to request information, increase the timeliness of advertisers' responses and create a **more efficient lead fulfillment** process for West Virginia Tourism and Miles Media.

We'll provide you and your industry partners with this online, state-of-the-art Reader Response program at no cost, and we'll manage all of the data entry from cards that are mailed or faxed, also at no cost.

This service will offer West Virginia **real-time access** to statistical information from both [www.WVtourism.com](http://www.WVtourism.com) and your travel guide. Reports include an advertiser summary (showing each advertiser and their lead

# Section 1: 4.1.6 Tracking

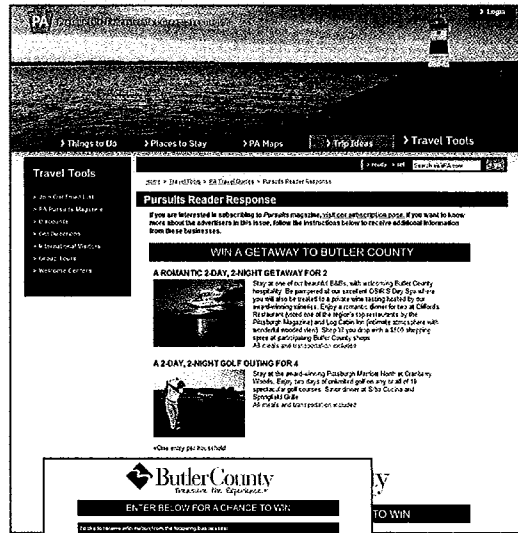
performance) and reader origin (showing where leads are coming from, organized by state and country.)

Additional benefits of this online component include:

- The program will include a **user-friendly setup**, with check-boxes organized by name of business and/or region.
- Visitors will be able to **click through** to advertisers' websites directly from your site to get specific and immediate travel-planning information.
- The online page will be designed to make it **easy to sign up**, and additional space can be incorporated for contests designed to entice more visitors request information.
- Advertisers will be able to 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 will be able to email consumers information directly from the website.
- Advertisers will be able to **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 will be 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 will be able to **analyze their leads** by domestic and international groups and tally the leads by origin. The can also **review their leads** from the previous week or any specified timeframe.

*Expanded Reader Response system makes it quicker and easier to request information.*



Please check any of the following advertisers that interest you:

|  |  |  |  |
|--|--|--|--|
| <input type="checkbox"/> AAA of Gettysburg | <input type="checkbox"/> Cove Homes Entertainment Events | <input type="checkbox"/> Holiday Inn Express Hotel and Suites    | <input type="checkbox"/> Pennsylvania Great Lakes Region |
| <input type="checkbox"/> AAA of Hershey    | <input type="checkbox"/> Crystal East                    | <input type="checkbox"/> Holiday Inn Hotel of Pennsylvania       | <input type="checkbox"/> Pennsylvania State University   |
| <input type="checkbox"/> AAA of Lancaster  | <input type="checkbox"/> Crystal West                    | <input type="checkbox"/> The Hotel Solitare                      | <input type="checkbox"/> Pennsylvania State University   |
| <input type="checkbox"/> AAA of Harrisburg | <input type="checkbox"/> Crystal Valley Waters Bureau    | <input type="checkbox"/> Howard Johnson Inn - Harrisburg Hershey | <input type="checkbox"/> Pennsylvania State University   |
| <input type="checkbox"/> AAA of York       | <input type="checkbox"/> Danville Top O' The Pocono      | <input type="checkbox"/> Hudson River Casino                     | <input type="checkbox"/> Pennsylvania State University   |
| <input type="checkbox"/> AAA of York       | <input type="checkbox"/> Derry Township                  | <input type="checkbox"/> Indiana County Tourist Bureau           | <input type="checkbox"/> Pennsylvania State University   |
| <input type="checkbox"/> AAA of York       | <input type="checkbox"/> Derry Township                  | <input type="checkbox"/> Johnson County Courthouse               | <input type="checkbox"/> Pennsylvania State University   |
| <input type="checkbox"/> AAA of York       | <input type="checkbox"/> Derry Township                  | <input type="checkbox"/> Lehigh Valley Valley                    | <input type="checkbox"/> Pennsylvania State University   |
| <input type="checkbox"/> AAA of York       | <input type="checkbox"/> Derry Township                  | <input type="checkbox"/> Lehigh Valley Valley                    | <input type="checkbox"/> Pennsylvania State University   |
| <input type="checkbox"/> AAA of York       | <input type="checkbox"/> Derry Township                  | <input type="checkbox"/> Lehigh Valley Valley                    | <input type="checkbox"/> Pennsylvania State University   |
| <input type="checkbox"/> AAA of York       | <input type="checkbox"/> Derry Township                  | <input type="checkbox"/> Lehigh Valley Valley                    | <input type="checkbox"/> Pennsylvania State University   |

Please check the square(s) below to receive information on the region(s) that interest you:

|  |                               |                               |                               |
|--|-------------------------------|-------------------------------|-------------------------------|
| <input type="checkbox"/> The Alleghenies | <input type="checkbox"/> York | <input type="checkbox"/> York | <input type="checkbox"/> York |
| <input type="checkbox"/> Berks County    | <input type="checkbox"/> York | <input type="checkbox"/> York | <input type="checkbox"/> York |
| <input type="checkbox"/> Berks County    | <input type="checkbox"/> York | <input type="checkbox"/> York | <input type="checkbox"/> York |
| <input type="checkbox"/> Berks County    | <input type="checkbox"/> York | <input type="checkbox"/> York | <input type="checkbox"/> York |
| <input type="checkbox"/> Berks County    | <input type="checkbox"/> York | <input type="checkbox"/> York | <input type="checkbox"/> York |

Please select your preferred accommodation(s):

|  |                                      |                                      |                                      |
|--|--------------------------------------|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> Bed & Breakfast | <input type="checkbox"/> Campgrounds | <input type="checkbox"/> Campgrounds | <input type="checkbox"/> Campgrounds |
| <input type="checkbox"/> Bed & Breakfast | <input type="checkbox"/> Campgrounds | <input type="checkbox"/> Campgrounds | <input type="checkbox"/> Campgrounds |
| <input type="checkbox"/> Bed & Breakfast | <input type="checkbox"/> Campgrounds | <input type="checkbox"/> Campgrounds | <input type="checkbox"/> Campgrounds |

Indicate any special interests you have:

|   |  |
|---|--|
| <input type="checkbox"/> Agriculture      | <input type="checkbox"/> Farmsteads, Farm Days, County Fairs |
| <input type="checkbox"/> Antiquing        | <input type="checkbox"/> Arts & Culture                      |
| <input type="checkbox"/> Family Travel    | <input type="checkbox"/> Shopping                            |
| <input type="checkbox"/> History/Heritage | <input type="checkbox"/> Wineries                            |

Want to know more about Pennsylvania?

Yes, please send me ongoing e-mails about vacation opportunities from Pennsylvania and its partners.

Name \_\_\_\_\_

Address \_\_\_\_\_

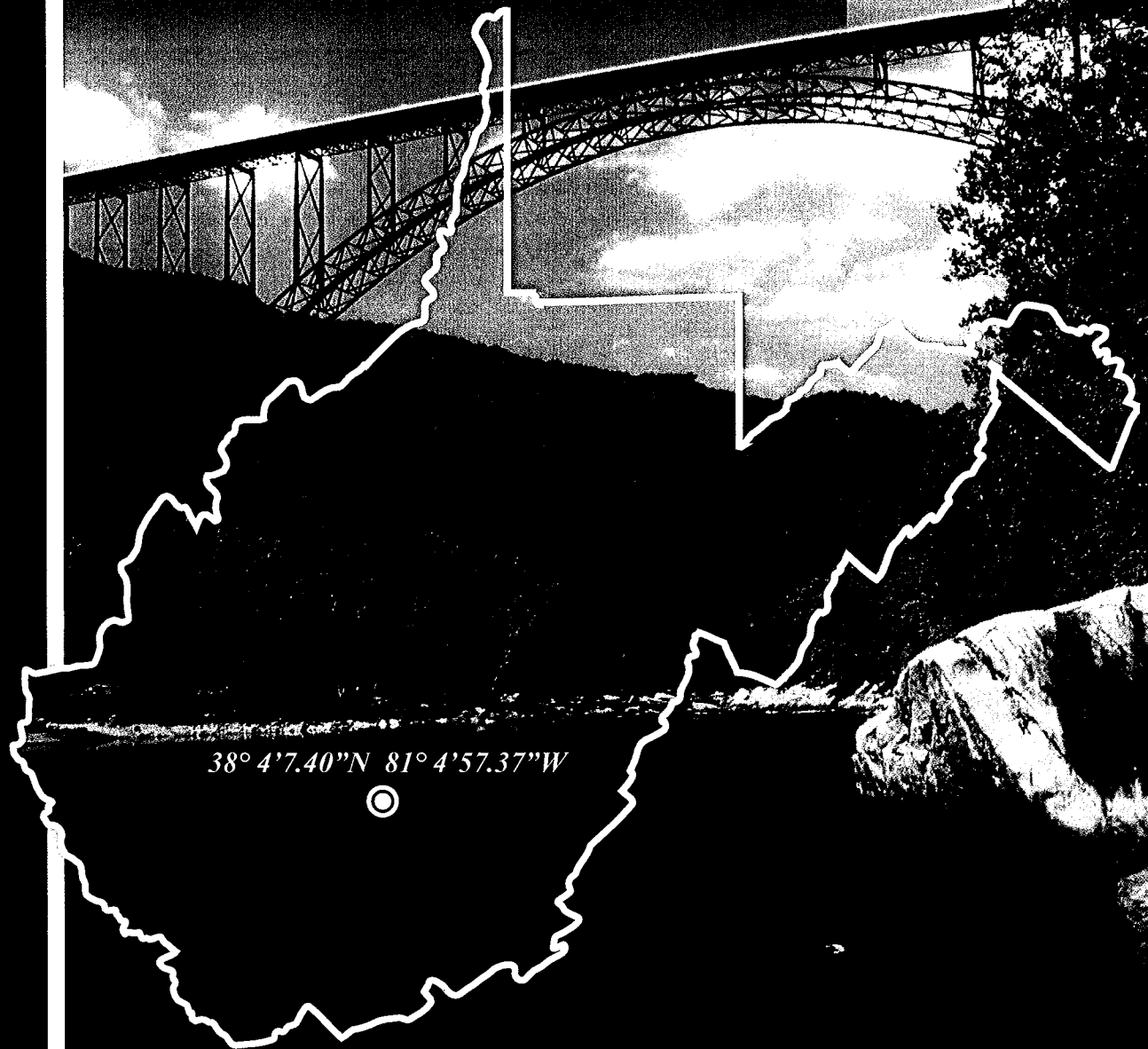
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Country \_\_\_\_\_ Phone \_\_\_\_\_ E-mail \_\_\_\_\_

44°



# Section 2



*This is our West Virginia.*



## Section 2

### 4.1.7 - IN-HOUSE PRODUCTION CAPABILITIES

#### IN-HOUSE SERVICES

From concept to delivery, Miles Media is a **full-service publishing company** that handles almost every facet of production in-house. Our staff of talented travel publishers, editors, designers, artists, data specialists, sales representatives, production experts and more will work with you every step of the way to ensure the West Virginia Official State Travel Guide is delivered to exceed your expectations.

Please see the list below for the full range of services we offer across multiple platforms.

#### PRINT

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

#### EMAIL MARKETING

- Email campaign strategy
- Message design and deliverability testing
- Editorial content development
- Share to social networks tracking
- Lead generation – organic and paid
- Email campaign management
- Performance analysis and reporting
- List management
- Customer relationship management (CRM) solutions

#### RESEARCH

- Web analytics: standard, advanced and campaign-specific
- Website and print guide conversion studies
- Industry best practices
- Benchmarking and competitive analysis
- Target audience segmentation
- Usability testing panels
- Focus groups
- Performance analysis and tracking (ROI)
- Intercept and email online surveys
- International online surveys
- Print guide readership studies

**Section 4.1.7: In-House  
Production Capabilities**

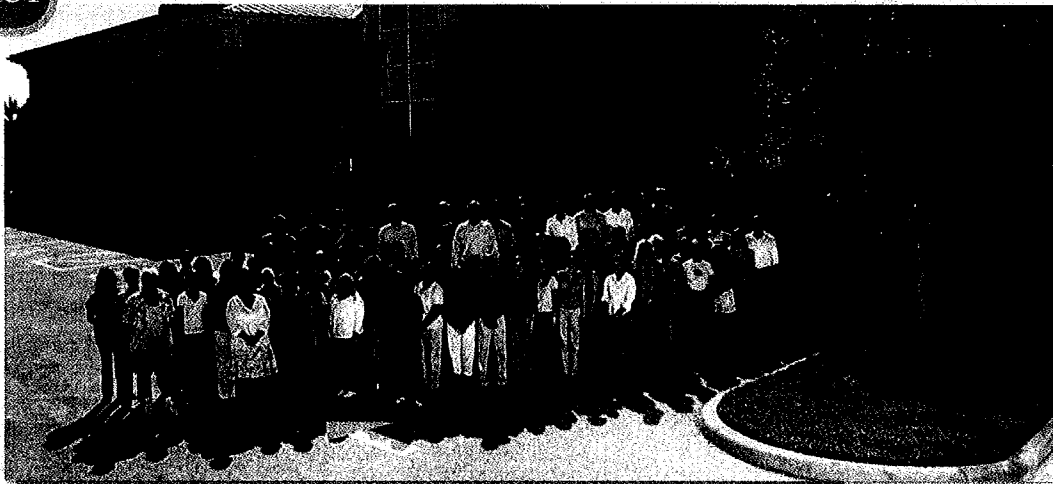
**WEB/ELECTRONIC**

- Strategic services
- Website program management
- Revenue-generation programs/sales
- Search engine optimization
- Social media management
- User experience analysis
- Content syndication
- Integrated online marketing programs
- Website development
- Interactive design services
- Web analytics
- Rich media production
- Traffic generation/SEM
- Viral programs/contests
- Landing page optimization
- Mapping integration
- Booking integration

**CONTENT CREATION/  
DISTRIBUTION**

- Data collection and management services
- Digital content creation
- Video production
- Content tagging and organization
- Content editing and reformatting for various media
- Multi-channel distribution
- Content syndication
- Social media monitoring
- Tracking and reporting

**FACT** We can do it all - with a smile!





## SUBCONTRACTORS

For your print guide, 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 our own cost**. Outside of that, we also subcontract with third-party companies to create your eBook, and to print and deliver the printed guide per your specifications.



### eBOOK

For your eBook, we would partner with **Zinio**, a publishing technology company that provides sales and distribution of printed material in digital formats, including magazines, books, catalogs, newsletters and research. Through digital products and services, the company creates better ways for people to discover published content, get more of it and do more with it. Zinio works closely with publishers worldwide to reinvent reading. For consumers, Zinio provides the ability to shop for, search inside, read, share and save digital content in new ways and on many devices.

#### Zinio LLC

575 Lexington Avenue, 17th Floor  
New York, NY 10022  
(646) 216-2628, SVerchin@zinio.com  
[www.zinio.com](http://www.zinio.com)

**Scott Verchin**, Senior Sales Director



### EMAIL

For your email program, we will subcontract with **Silverpop**, one of the largest email service providers in the nation – and one that we have a trusted and long-standing relationship with. Their contact information is below. Although you wouldn't be working directly with Silverpop (we facilitate all of their services on your behalf) we would be happy to provide additional information on the company's background, services and staff, at your request.

#### Silverpop Systems Inc.

200 Galleria Parkway, Suite 750  
Atlanta, GA 30339  
(678) 247-0500  
[www.silverpop.com](http://www.silverpop.com)

**Jeff Newlin**, Senior Vice President –  
Global Sales and Client Services

## PRINTING

For printing, we will subcontract with **Quad/Graphics**, one of the largest print service providers in the nation – and second-largest in the Western Hemisphere – with more than 80 facilities. With their recent acquisition of Worldcolor, Quad/Graphics' capabilities continue to grow. And utilizing the company's West Virginia print facility will optimize our freight and distribution capabilities. Situated just 80 miles northwest of Washington, DC, Quad's Martinsburg facility was established in 1997 to give Quad a presence on the East Coast. Though initially intended for retail inserts, Martinsburg has quickly evolved into a high-quality catalog and publication plant, too. It's perhaps best known as printing home of *National Geographic*.

**Quad/Graphics**  
855 Caperton Blvd.  
Martinsburg, WV 25403  
(304) 260-7000, bob.garrot@qg.com  
[www.qg.com](http://www.qg.com)  
**Robert Garrot**, Atlanta Sales Manager -  
Catalog and Magazine Division

Although we are pledging our commitment to use a West Virginia printing facility, we have included two other printing bids as requested. Those come from the following companies:

**Brown Printing Company** is one of the largest print service providers in the nation, and one that we have a trusted and long-standing relationship with. Brown produces more than 20 print products for us annually, including six state travel guides, and has printed your West Virginia guide in the past. Founded in 1957, Brown is a proven industry leader with a customer-focused culture that offers innovative printing and media solutions to more than 400 clients. Brown operates three state-of-the-art manufacturing facilities strategically located across the United States.

**Brown Printing Company**  
2300 Brown Ave.  
Waseca, MN 56093  
(561) 630-1441, chris.portalatin@bpc.com  
[www.bpc.com](http://www.bpc.com)  
**Chris Portalatin**, Sales Representative



**RR Donnelley** is the world's premier full-service provider of print and related services, providing solutions in commercial printing and a variety of related services. The award-winning company boasts more than 60,000 customers, both large and small, in the fields of publishing, health care, advertising, retail, technology, financial services, manufacturing, government, not-for-profit and many other sectors.

**RR Donnelley**  
One Shenandoah Valley Drive  
Strasburg, VA 22657  
770-352-8435, [Jeffrey.b.odell@rrd.com](mailto:Jeffrey.b.odell@rrd.com)  
[www.rrd.com](http://www.rrd.com)  
**Jeff Odell**, Vice President of Sales - Southeast Region



#### **BRC CARD**

**McAdams Graphics** began in 1984 with a philosophy of spectacular customer service and quality products. Twenty-six years later, this family-run business serves an impressive list of national magazine and catalog publishers, including Miles Media. The company has provided inserts for dozens of our publications, including business reply cards, reader response cards and maps.

**McAdams Graphics**  
7200 South First St.  
Oak Creek, WI 53154  
(414) 768-8080  
[www.mcadamsgraphics.com](http://www.mcadamsgraphics.com)  
**Daniel McAdams**, Vice President of Sales & Marketing



#### **SHIPPING**

For shipping, we will subcontract with **Harte-Hanks Logistics**, one of the leading and largest providers of third-party logistics in the United States. With nearly 20 years of experience, Harte-Hanks completes more than 3 million shipments of time-sensitive materials annually.

**Harte-Hanks Logistics**  
1525 NW 3rd St., Suite 21  
Deerfield Beach, FL 33442  
(800) 955-7931, ext. 233  
[www.hhlogistics.com](http://www.hhlogistics.com)  
**Mande Simpson**, Account Executive

## 4.1.8 - TRANSLATION CAPABILITIES

Miles Media has clients, staff and expertise from all around the world. Our staff comes from more than a dozen countries and speaks a wide range of languages – adding a very personal perspective to our **global expertise**.

We have undertaken **international publishing programs** for states, regions and cities in both North America and the South Pacific, including multilingual print publications and international websites, content creation, social media and online marketing programs. We subscribe to research from leading international research organizations, regularly attend international events and benchmark our work against the world's best.

We also work with a **professional translation company** to produce multilingual versions of our products for several clients, including the languages specified in your RFP – Spanish, French, German, Japanese and Portuguese. Our partner for these projects is the **Translation Company of New York (TCNY)**.

**Translation Company of New York, LLC**

70 East Main Street

2nd Floor, Suite A

Marlton, NJ 08053

(856) 983-4733, TCNY2000@cs.com

[www.TCNY2000.com](http://www.TCNY2000.com)

**Liliana Stevcic** and **Mary Wall**, Managing Partners

If you are interested in Miles Media coordinating translation services for you, we would create an agreed-upon separate scope of work to meet your needs. Industry-standard pricing for translation ranges anywhere from \$25-\$30 per 100 words, or \$50-\$100 per hour, depending on the nature of the work.

welcome  
bienvenidos  
bienvenu  
willkommen  
ようこそ  
bem vindo

## 4.1.9 - PERSONNEL & REFERENCES

### YOUR WEST VIRGINIA TEAM

Miles Media employs 150 highly motivated, talented destination publishing professionals who embrace challenges, thrive on collaboration, continually push the creative envelope and aim to exceed client expectations at every turn.

Headquartered in Sarasota, FL, our professionals form full-service teams in the areas of editorial, art, design, web development, project management, data management and e-mail marketing. We also have regional publishers, editors, designers, web developers and sales representatives who live in or near our clients' markets across the country. (Three key people on our West Virginia team live right here in the Mountain State.)

**Now meet your dedicated West Virginia team!**



#### Roger Miles, PRESIDENT & CEO

**EDUCATION:** B.S. in Management Engineering, Worcester Polytechnic Institute in Worcester, MA. Completed the Executive Program-Graduate School of Business Administration at the University of North Carolina in Chapel Hill, NC.

**EXPERIENCE:** As our company's founder, Roger has served as Miles Media's President and Chief Executive Officer since its purchase in 1990. He brings more than 30 years of tourism publishing experience to this project.

**RESPONSIBILITIES:** Roger is responsible for the overall vision and direction of Miles Media. His track record is one of product innovation and significant growth in the two companies he has owned and managed.

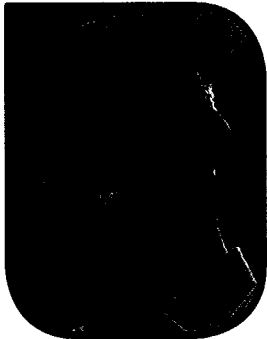


#### David Burgess, CHIEF OPERATING OFFICER

**EDUCATION:** B.A. in English and Anthropology, Auburn University, AL.

**EXPERIENCE:** 11 years with Miles Media.

**RESPONSIBILITIES:** David is responsible for managing all aspects of services at Miles Media, including strategic planning, conceptual work, web development, editorial, design, revenue services and data collection.

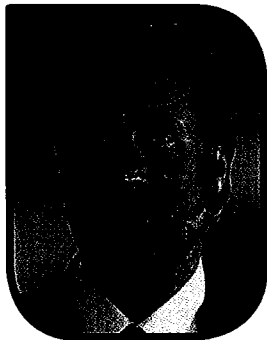


## Jay Salyers, SENIOR VICE PRESIDENT OF PUBLISHING

**EDUCATION:** B.A. in Integrated Strategic Communications from the University of Kentucky.

**EXPERIENCE:** 5 years leading publishing teams at Miles Media; 3 additional years as Internet Marketing Manager for a group of resorts.

**RESPONSIBILITIES:** Jay's specialty is in developing product plans that match our clients' needs and strategic objectives. He is responsible for maintaining your overall satisfaction with our products and services.



## Scott Templeton, PUBLISHER

**EDUCATION:** A.A. in Marketing from Steed College in Johnson City, TN.

**EXPERIENCE:** 5 years with Miles Media; 20 additional years of tourism publishing experience.

**RESPONSIBILITIES:** As publisher, Scott is ultimately responsible for the quality and success of our West Virginia products and for maintaining Miles Media's relationship with the state. He is also a Southeast Tourism Society (STS) board member, and provides revenue strategies and sales management expertise companywide.

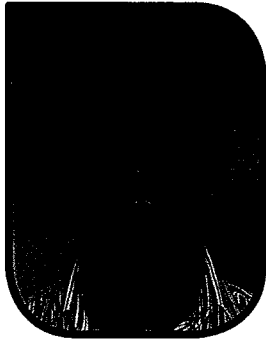


## Sherena Mexter, ACCOUNT EXECUTIVE

**EDUCATION:** A.A. equivalent in Business Studies, English Literature and Theater Studies from Rainham Mark Grammar in Kent, England.

**EXPERIENCE:** 3 years with Miles Media; 2 years of project management experience with one of London's top design agencies.

**RESPONSIBILITIES:** Sherena is responsible for managing internal workflow for individual print and electronic products and communicates with your team regularly on project status.



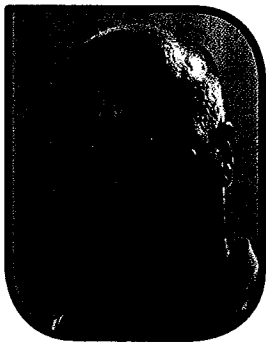
## Steven Keith, SENIOR EDITOR

**EDUCATION:** B.A. in Journalism, cum laude, from Marshall University in Huntington, WV.

**EXPERIENCE:** 3 years with Miles Media; 5 years in travel marketing as Advertising Manager for the West Virginia Division of Tourism; 11 years in newspaper publishing at the Charleston Daily Mail.

**RESPONSIBILITIES:** A nearly lifelong West Virginian, Steven is responsible for creating content that informs and inspires readers across a variety of platforms. He conceives, creates, edits and manages content, working with freelance writers and destination partners to ensure the message is on-target, compelling and clean.

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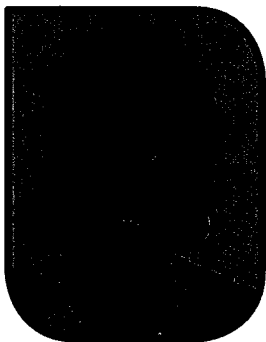
## Loren Jordan, DESTINATION SPECIALIST

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

**EXPERIENCE:** 4 years with Miles Media; 10 years of non-profit 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 recently watched his youngest daughter graduate from WVU.

**RESPONSIBILITIES:** Loren serves as a destination specialist and advertising consultant for tourism industry partners, helping them determine how best to promote their business in our products. He also represents Miles Media at West Virginia events throughout the year.

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## Carly Norosky, DESTINATION SPECIALIST

**EDUCATION:** B.S. in Business Administration/Marketing and B.A. in Advertising/Graphic Design with a Travel Industry Management Minor from Concord University in Athens, WV.

**EXPERIENCE:** 2 years with Miles Media; 15 years of travel sales and marketing experience in North Carolina, New England, Yellowstone National Park, Idaho, Washington State and a cruise ship. She co-owns an ice cream and candy shop in Fayetteville and once interned at West Virginia State Parks!

**RESPONSIBILITIES:** Carly serves as a destination specialist and advertising consultant to advise clients on strategy and creative approaches to maximize their exposure in our print and online products. She also assists with ad design, as needed, and represents Miles Media at West Virginia events throughout the year.



## Elena Prostova, CREATIVE DIRECTOR

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

**EXPERIENCE:** 9 years with Miles Media; 5 additional years of creative experience.

**RESPONSIBILITIES:** Elena is responsible for creating design concepts for print and web products that reflect an understanding of our clients' objectives and marketing strategies. She provides creative direction, collaborates with art directors and designers and is responsible for creative oversight.

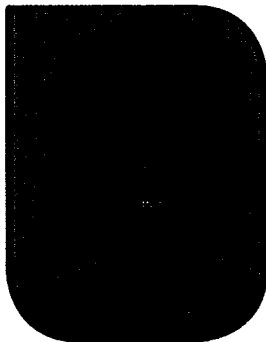


## Kim Hanrahan, ART DIRECTOR

**EDUCATION:** B.F.A. from Bowling Green State University, OH.

**EXPERIENCE:** 13 years with Miles Media; 20 years of art and design experience.

**RESPONSIBILITIES:** Kim takes each client's unique brand identity and applies it to the design concepts. She is also responsible for executing page layouts, photo selection, color correction and technical accuracy.



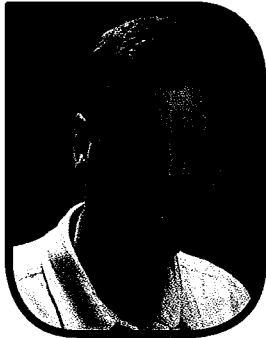
## Rachael Root, ADVERTISING/DATA MANAGER

**EDUCATION:** B.A. of Arts (English) and Professional Writing from Western Illinois University.

**EXPERIENCE:** 1 year with Miles Media; 7 years in magazine publishing, including 6 years as a production manager and advertising coordinator for the PGA/LPGA's golf event magazine.

**RESPONSIBILITIES:** Rachael is responsible for managing the print advertising process, including ad proofing and approval with clients, the internal production process and quality assurance. She also manages the collection and verification of accurate, defensible listings data, handling online advertising and facilitating the creation of online ads.





## Chris Adams, DIRECTOR OF RESEARCH AND ONLINE MARKETING

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

**EXPERIENCE:** 3 years with Miles Media; 15 additional years of publishing experience in the U.S., New Zealand, Australia and U.K. tourism and media industries.

**RESPONSIBILITIES:** Chris is responsible for keeping Miles Media and our clients in tune with the latest trends and research in travel. He provides strategic recommendations based on that research, and his depth of understanding of online marketing means Chris is in demand at tourism technology and research conferences.

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## Andrea Evans, PRODUCTION MANAGER

**EDUCATION:** B.S. in Business Management, Carson-Newman College, TN.

**EXPERIENCE:** 5 years with Miles Media; 3 additional years of related experience.

**RESPONSIBILITIES:** Andrea oversees the management of centralized operations including Email Marketing, Website Response, Data Collections, Video Production, Creative, IT and Print Production. She conducts all print, paper and freight estimating and purchasing as well as inventory management.

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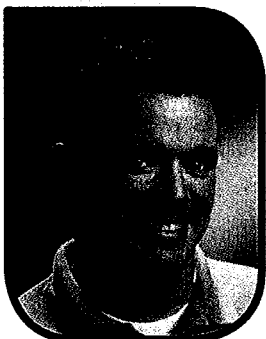


## Emilie DeLong, PRINT PRODUCTION COORDINATOR

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

**EXPERIENCE:** 2 years with Miles Media.

**RESPONSIBILITIES:** Emilie coordinates internally with Account Executives to determine product specifications and schedules. She communicates with vendors, coordinates the print production process and drafts print press orders and shipping instructions.

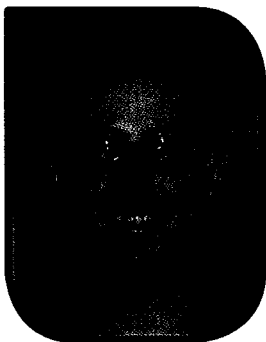


## Mark Callender, QUALITY ASSURANCE MANAGER

**EDUCATION:** A.A. in Printing and Design Technology, Sarasota County Technical Institute, FL.

**EXPERIENCE:** 11 years with Miles Media; 9 additional years of related experience.

**RESPONSIBILITIES:** Mark oversees the file build process and sets quality assurance measures for print products. He's responsible for setting companywide color standards, manages the Miles Media Upload site and conducts onsite press OKs. Mark is in charge of all production-based software purchasing and upgrades.



## Mike Tompkins, CREATIVE MANAGER

**EDUCATION:** A.S. in Commercial Art, Tampa Technical Institute in Tampa, FL; A.S. in Digital Media, Fullsail University, FL.

**EXPERIENCE:** 3 years with Miles Media; 11 additional years of related experience.

**RESPONSIBILITIES:** Mike oversees a team of artists that produce top-notch advertising for our publications. He's also responsible for proofing every image in our publications for a consistent look and feel throughout and making sure that every image meets our high quality standards.

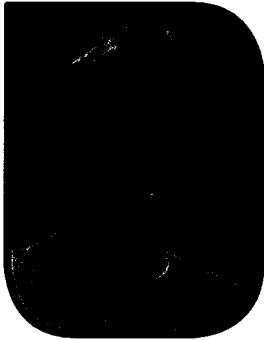


## Jenni Fox, E-PUBLICATIONS MANAGER

**EDUCATION:** A.S. in Business, Memphis State University; A.S. in Graphic Design, Manatee Community College, FL.

**EXPERIENCE:** 5 years with Miles Media; 14 years of related experience.

**RESPONSIBILITIES:** Jenni manages email marketing programs, including development of content and design, relationships with sales team and advertisers, scheduling and monitoring deployments, overseeing client and advertiser results, and making recommendations for future programs and components. She leads her team of e-publication designers and developers to create award-winning publications.



## Susan Harper, E-PUBLICATIONS DEVELOPER

**EDUCATION:** B.A. in Multi-Media Communications, University of Northern Iowa.

**EXPERIENCE:** 5 years with Miles Media; 11 years of related experience.

**RESPONSIBILITIES:** Sue is responsible for keeping our electronic newsletter spam ratings down and getting great email delivery results for our clients. Sue is also responsible for programming new campaigns into the dialogue system, including creation and maintenance of electronic forms.



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## Mitch Veix, ASSISTANT E-PUBLICATIONS DEVELOPER

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

**EXPERIENCE:** 2 years with Miles Media; 2 years of related experience.

**RESPONSIBILITIES:** Mitch is responsible for building and testing electronic newsletter programs. Mitch also places articles on clients' websites as necessary once the emails have been sent.



---

## Joe Parisi, E-PUBLICATIONS LIST MANAGER

**EDUCATION:** B.S. in Computer Science, Wentworth Institute of Technology, MA.

**EXPERIENCE:** 3 years with Miles Media; 12 years of related experience.

**RESPONSIBILITIES:** Joe is responsible for maintaining the database, including lead importation, opt-outs and data changes, and segmenting for deployments. Joe is also responsible for programming new campaigns into the dialogue system, including creation and maintenance of electronic forms.

## EXPERIENCE

### COMPANY HISTORY

This year, Miles Media celebrates **56 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 is a **national leader** in destination publishing in both print and electronic media, and is the largest organization of its kind in the United States.

We create custom products and solutions for our clients because **we know visitors**: how they think, what they need, what motivates them. We develop successful products to target specific audiences, including consumers, meeting planners and travel trade professionals – when, where and how they want to receive it. 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?

We believe that Miles Media **offers you more** than any other publishing partner can. Each year, we produce 61 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.

These characteristics set us apart from other publishers.

- **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 industry, 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 the reader's needs first – and, as a result, also meet the needs of both the destination and the advertiser.
- **We're launching the content revolution.** As you browse our publications, you'll see a focus on quality content: compelling stories written by expert writers with firsthand knowledge of the destination, sidebars and callouts with quick facts and fun features, listings in easy-to-use formats, immersive photography.

### Miles Media by the numbers:

**100% focus** on destination marketing

**56 years** of publishing and content marketing experience

**37** destination marketing organization and tourism organization clients

**13** clients that are official state tourism offices

**61** individual custom print products for destinations produced each year

**31** destination websites

**150+ million** web pages viewed annually by travelers

**45+ million** email messages delivered last year to opted-in subscribers on behalf of our clients

- **National know-how with a local touch.** While our headquarters are not located in West Virginia, our highly accessible publishing team will meet with your staff in person as often as needed. Your editor and advertising sales professionals working on this project are West Virginia residents, and our editorial and design teams will utilize the talents of the best West Virginia writers and photographers.
- **A partner, not a vendor.** Vendors deliver commodity purchases. Partners collaborate with you to help you 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.
- **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.” We have established production methods and technology to ensure the accuracy and excellence of our publications.
- **Grounded in research.** While 56 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 as well. We keep current on the most recent studies by organizations such as TIA and PhoCusWright, in addition to commissioning our own research. Competitive analysis is crucial to our success, and our design and editorial teams regularly review state and CVB guides and websites from across the country.



## AWARDS

Our real measure of success is delivering more visitors to our clients, but we're always happy to have the good work we do **acknowledged by independent sources**. We've made your travel guide the best in the nation before, and we're ready to do it again. Here's a look at just a few of the awards our work has garnered:

## PRINT

- **Mercury Awards** – In the first year we produced it, the West Virginia Official State Travel Guide won the National Council of State Tourism Directors' Mercury Award for “Best Visitor Guide in the U.S.” at the U.S. Travel Association's annual ESTO (Education Seminar for Tourism Organizations) Conference. Last year, the New Hampshire Visitors Guide we produce won this same award. We are honored that our guides have won this award twice in only four years.

- **HSMIAI Adrian Awards** – For three years in a row, Miles Media was the only company to be recognized for product excellence in both print and electronic media by HSMIAI (Hospitality Sales and Marketing Association International) at the Adrian Awards. Print awards have included Gold, Silver and Bronze designations.
- **Addy Awards** – Our print products regularly win both local and regional Addy Awards for cover design, editorial layouts and advertising designs. Miles Media has won nearly 20 Gold and Silver Addys for our clients in the past three years alone. (In 2009, the seasonal gatefold spread we produced for the West Virginia guide advanced to the District Addy Awards, earning a Silver designation there.)

#### **WEBSITES**

- **Web Marketing Association** – For two years in a row, Miles Media received more awards in the travel category than any other company at the Web Marketing Association's annual WebAwards. Each site was judged on design, innovation, content, technology, interactivity, copywriting and ease-of-use. Awards from 2005 to present include:
  - [www.TravelJuneau.com](http://www.TravelJuneau.com), Juneau Alaska Convention and Visitors Bureau (2009)
  - [www.LouisianaNorthshore.com](http://www.LouisianaNorthshore.com), St. Tammany Parish, LA (2009)
  - [www.VISITFLORIDA.com](http://www.VISITFLORIDA.com), VISIT FLORIDA (2008)
  - [www.VisitGrandJunction.com](http://www.VisitGrandJunction.com), Grand Junction Visitor and Convention Bureau (2008)
  - [www.FloridasGulfIslands.com](http://www.FloridasGulfIslands.com), Bradenton Area Convention and Visitors Bureau (2008)
  - [www.Golf.VisitNC.com](http://www.Golf.VisitNC.com), North Carolina Division of Tourism (2008)
  - [www.Meetings.VISITFLORIDA.com](http://www.Meetings.VISITFLORIDA.com), VISIT FLORIDA (2007)
  - [www.CharlotteHarborTravel.com](http://www.CharlotteHarborTravel.com), Charlotte Harbor and the Gulf Islands, FL (2007)
  - [www.Destinations2Discover.com](http://www.Destinations2Discover.com), Destinations2Discover/ITI Marketing (2007)
  - [www.SarasotaFL.org](http://www.SarasotaFL.org), Sarasota Convention & Visitors Bureau (2007)
- **HSMIAI Adrian Awards** – As we just mentioned, for three years in a row Miles Media was the only company to be recognized for product excellence in both electronic and print media by HSMIAI. Below are the web-specific Adrian Awards we have won from 2004 to present:

- **Gold** – [www.calusablueway.com](http://www.calusablueway.com), Lee County Visitor & Convention Bureau (2009)
- **Silver** - Search Marketing Strategy, VISIT FLORIDA (2009)
- **Silver** - Multimedia Series (Video, Flash, Animation), VISIT FLORIDA (2009)
- **Silver** - Integrated Online Marketing Campaign, VISIT FLORIDA (2009)
- **Silver** – Online Contest/Sweepstakes, Lee County Visitor & Convention Bureau (2009)
- **Gold** - [www.VISITFLORIDA.com](http://www.VISITFLORIDA.com), VISIT FLORIDA (2008)
- **Silver** - [www.VisitGrandJunction.com](http://www.VisitGrandJunction.com), Grand Junction Visitor and Convention Bureau (2008)
- **Bronze** - VISIT FLORIDA Website Experts Program, VISIT FLORIDA (2008)
- **Bronze** - [www.Getaway4Florida.com](http://www.Getaway4Florida.com), St. Augustine, Ponte Vedra and the Beaches (2007)

● **Webby Awards** – [www.VISITFLORIDA.com](http://www.VISITFLORIDA.com) was selected as an “Official Honoree” at the 10th Annual Webby Awards. Of more than 5,500 entries submitted, only the top 20% won this designation. The year before, [www.FortMyers-Sanibel.com](http://www.FortMyers-Sanibel.com) received this same recognition.

#### MOBILE MARKETING

In the Web Marketing Association’s 2010 Internet Advertising Competition, Miles Media received the “Best Travel Mobile Application” award for iVisitLauderdale: Official Fort Lauderdale Travel iGuide Application. Our application was judged the best based on creativity, innovation, impact and design.

#### EMAIL MARKETING

Email marketing programs we have created for our clients have swept the travel category at the Internet Advertising Competition and, for the fourth consecutive year, the Web Marketing Association awarded “Best Travel Online Newsletter” to a program published by Miles Media. (In 2008, Miles Media was the only entrant to receive two “Best Of” awards in the travel category for our products.)

## CASE STUDIES

### NEW HAMPSHIRE DIVISION OF TRAVEL AND TOURISM

Since: April 2007

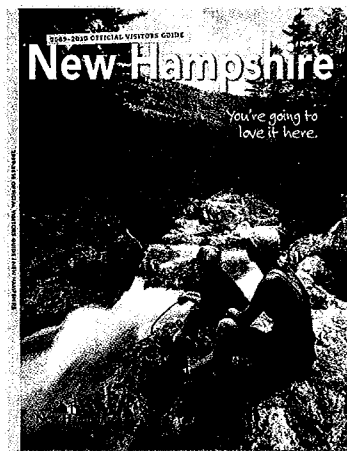
**Project Size:** We produce the following programs for the New Hampshire Division of Travel and Tourism, resulting in \$648,691 of total revenue.

- Annual Visitors Guide – 25,000 copies annually
- In-State Visitors Guide – 150,000 copies annually
- State Parks Guide – 100,000 copies (one time only)
- Leisure Website Advertising – advertising sales
- Meeting Planner Program – custom meetings/wedding/reunions website, an e-marketing program, a print “lure” piece, a tradeshow presence and an advertising budget

#### Achievements:

- In the first year of our contract, we took a traditional visitors guide that was experiencing declining revenues and required a significant subsidy, and turned it into a stronger product that didn't require a subsidy due to significantly increased industry participation.
- We launched a newly conceived visitor guide that acknowledged the existence of the web for distribution outside the state. We also produced a new in-state guide that was conceived to fit both the state's brand and marketing strategy.
- In addition, advertising was introduced on the leisure website with sales of \$150,000 in the first year.
- Based on the success of the 2008 program, in 2009 we added a meeting planner program that included the creation of a custom meetings website that also handles weddings and reunions, an e-marketing program, a print “lure” piece, a tradeshow presence and an advertising budget.
- Industry revenue participation is up 215 percent in the first two years of our participation versus the two years prior.
- With the help of the state, we've created relevant and vibrant products that have taken their efforts from obligation to success while more than doubling industry participation.

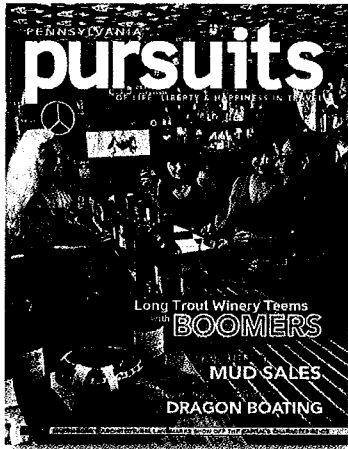
This is an example of how our unique and custom thinking can adapt to the goals and objectives of a state tourism office and create custom programs that encourage significantly more participation from the industry. It is an “everyone wins” scenario, especially for the potential visitor.



“You make small but mighty New Hampshire look good! We are so pleased to have Miles Media and each one of you individually as part of our cheering section ... and our brain trust.”

Alice DeSouza,  
Former Director,  
New Hampshire  
Division of Travel &  
Tourism Development





“ We have been extremely pleased with the products and the level of customer service that Miles Media has provided to us. The fact that their headquarters is in Florida has not been an issue. In fact, we see more of Miles Media’s team than we saw of our previous vendor, who was located close by. ”

J. Mickey Rowley,  
Deputy Secretary  
Tourism, Pennsylvania  
Tourism Office

## PENNSYLVANIA TOURISM OFFICE

Client Since: November 2004

**Project Size:** We produce the following programs for the Pennsylvania Tourism Office, resulting in \$1.7 million of total revenue.

- Pennsylvania Pursuits Insiders Guide – 400,000 copies annually
- Pennsylvania Pursuits Magazine – four seasonal issues, 600,000 copies annually
- Website Advertising – packaged with the Insiders Guide
- Pennsylvania Official State Map – ad sales and graphic design
- Pennsylvania Literature Distribution Program (PA On Display) – statewide literature distribution in all state welcome centers, rest areas and turnpike plazas

### Achievements:

- Miles Media was awarded the contract for the Travel Guide, Pursuits and the map in 2004. We have published four editions of the guide. The program expanded to include web advertising in 2005 and PA On Display, a statewide brochure distribution program, in 2006.
- Since we took over the publishing program, it has seen a 52 percent increase in advertising revenue.
- Miles Media redesigned the Travel Guide to support the state’s “Ready> Set> Go” campaign through a cohesively branded product (in look, feel and voice) that elevated the road trip beyond typical travel guide fare.
- We offered the state recommendations on how to create a more space-efficient Travel Guide while improving paper quality. Our suggestions saved them more than \$300,000 in printing and postage costs.
- Pursuits is a quarterly, seasonally focused, subscription-based travel publication that promotes unique experiences in Pennsylvania, encouraging both in-state and out-of-state consumers to travel to and within the destination. Through a proactive distribution program created by Miles Media that reaches targeted subscribers of major national publications, Pursuits has seen an 846 percent increase in subscriptions – from 13,000 to 150,000 subscribers.
- Together, the Office of Tourism and Miles Media commissioned research in 2007 on the results from the distribution of Pursuits. The research determined that Pursuits generated \$62 million in economic impact for Pennsylvania, a 47-to-1 ROI.

## SAN ANTONIO CONVENTION & VISITORS BUREAU

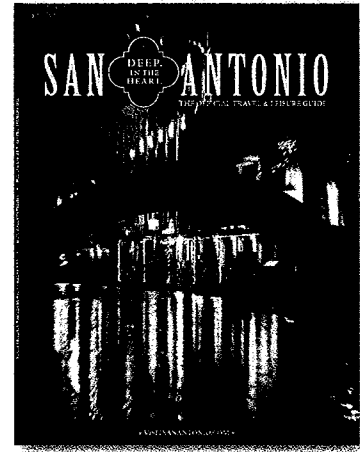
**Client Since:** August 2005

**Project Size:** We produce the following programs for the San Antonio Convention & Visitors Bureau, resulting in an estimated \$1 million of total revenue in 2010.

- Annual Visitors Guide – 250,000 copies annually
- Annual In-Market Guide – 400,000 copies annually
- Annual Meetings Guide – 4,000 copies annually
- Website work, including [www.VisitSanAntonio.com](http://www.VisitSanAntonio.com), meetings website, Spanish website [espanol.visitsanantonio.com](http://espanol.visitsanantonio.com), website content, website research/analytics and SEO project
- Enewsletters to the leisure and meetings markets

### Achievements:

- Our San Antonio program is based on the philosophy of getting the right content to the right consumer at the right time. The products range from print and web to video content, an iPhone application, newsletters to the leisure and meetings markets, along with full data collection for all products.
- Display ads and sponsorship opportunities are sold in integrated packages, creating easy buys for members and maximizing revenue for the program. By packaging advertising across print and electronic media as well as participation in the SAVE program (the San Antonio Visitors Experience increases audience reach by offering visitors exclusive savings through a website opt-in), we've maximized industry participation and value.
- The success of the sales program speaks to the strength of our sales training matched with a localized, personalized approach. Advertising sales have gone from zero in 2005 (the CVB's products did not contain advertising when we began working with them) to an estimated \$1 million in 2010.
- A few other highlights of our electronic program: Bounce rate, time on site and average page-view metrics all improved 25 percent to 50 percent year over year; 360,000 consumer emails are delivered annually; and there are 435,000 additional site visits year over year to [www.VisitSanAntonio.com](http://www.VisitSanAntonio.com).



“What started out as a straightforward ‘print vendor relationship’ has evolved into a content marketing partnership that the SACVB relies on in many aspects of our marketing programs – including web, email and print.”

**Scott White,**  
Executive Director,  
San Antonio CVB

## REFERENCES

Proud of the work we do on behalf of *all* of our clients, we invite you to contact any of them to gather feedback on what it's like to work with Miles Media and how happy they are with our products. Here are a few to get you started:

### **Pennsylvania Tourism Office**

**J. Mickey Rowley**, Deputy Secretary Tourism  
400 North Street, 4th Floor  
Harrisburg, PA 17120  
(717) 720-1307, jarowley@state.pa.us

### **New Hampshire Division of Travel & Tourism Development**

**Alice DeSouza**, Director (former)  
172 Pembroke Road  
Concord, NH 03302  
(603) 621-7104, cwlald@comcast.net

### **VISIT FLORIDA®**

**Chris Thompson**, President & CEO  
2540 West Executive Center Circle, Suite 200  
Tallahassee, FL 32301  
(850) 205-3802, christl@visitflorida.org

### **San Antonio Convention and Visitors Bureau**

**Scott White**, Executive Director  
203 South St. Mary's Street, Suite 200  
San Antonio, TX 78205  
(210) 207-6723, scott.white@visitsanantonio.com

### **State of Louisiana Office of Tourism**

**Jim Hutchinson**, Assistant Secretary of Tourism  
1051 North 3rd Street  
Baton Rouge, LA 70802  
(225) 342-1896, jhutchinson@crt.state.la.us

## FINANCIAL STRENGTH

As a closely held private corporation, Miles Media does not release its financial statements to the public. But as requested in your RFQ, a statement of financial strength from our bank is included below. Since 1990, our company has remarkably grown from \$3 million to \$30 million in annual revenue without acquisitions.



August 25, 2010

State of West Virginia  
Purchasing Division  
2019 Washington Street, East  
P.O. Box 50130  
Charleston, WV 25305-0130

Re: Miles Media Group, LLLP  
6751 Professional Parkway West  
Sarasota, FL 34240

To Whom It May Concern,

The Company has maintained a relationship with us since August 1998 and has handled their bank accounts with us in a professional manner under the terms agreed. The combined total of accounts held by us has been consistently maintained in the mid six figure range. We have enjoyed a very positive relationship with Miles Media Group, LLLP. If you should have any questions or need any further assistance, please do not hesitate to contact me.

Sincerely,

A handwritten signature in cursive script, appearing to read "Carolyn A. Mercer".

Carolyn A. Mercer  
Assistant Vice President  
Commercial Client Service Manager

Phone: 941-951-3026

Fax: 941-951-3244

## 4.1.10 - CONFLICTS OF INTEREST

Miles Media does not produce any publications that constitute a conflict of interest for this project. The current West Virginia Official State Travel Guide and electronic newsletter are the only products we publish in West Virginia. We do publish travel guides, websites and enewsletters for 13 other state tourism clients and 24 CVBs around the country. Please visit our website at [www.MilesMedia.com](http://www.MilesMedia.com) to see our complete client list.

# Section 3



39°17'20.36"N 77°51'34.98"W

*This is our West Virginia.*



## Section 3

### 4.1.11 - VALUE OF PROPOSAL

Miles Media estimates the realistic value of our proposal at **\$900,000**. This includes all goods and services related to the travel guide itself, plus all of the additional features (email program, eBook, EveryTrail platform, iPad/iPhone applications, Zinio distribution, etc.) we are offering.

### 4.1.12 - REVENUE-SHARING

Miles Media strives to build successful publishing programs that are profitable for both us and our clients, while also maintaining affordable advertising rates for industry partners. If awarded this contract, we are offering **several revenue-sharing options** for the West Virginia Division of Tourism.

If we are able to start offering web sales as part of an integrated strategy, we would provide West Virginia an immediate **65/35 revenue share** on all web sales. Your **65% share** could translate into a direct payment to you or the equivalent amount applied to additional publishing services, either print or online. Based on our experience in other markets, we anticipate being able to secure up to **\$100,000** in web sales during our first year. That would translate into a **\$65,000** payment, although that amount could fluctuate based on market and economic factors.

If only print sales are included, we would offer a **5% revenue share** should we reach **\$1,000,000** in print sales. At that time, we could provide either a payment of at least **\$50,000** to you or the equivalent amount applied to additional services.

In addition to these opportunities, Miles Media would also provide West Virginia a small, but immediate, revenue stream through sales of your eBook on Zinio. As referenced earlier in our proposal, you would receive **50% of all sales** of the West Virginia eBook on Zinio, the world's largest online newsstand. (The other 50% goes to Zinio, so Miles Media receives no compensation in these transactions.) This payment plan goes into effect as soon as the 2011 eBook is published.

### 4.1.13 - ADDITIONAL COPIES

The chart that follows shows the cost for West Virginia to purchase additional copies of the guide in increments of 1,000 after the original press run. These estimates require a minimum reprint of 25,000 copies, although smaller runs may be negotiated with the printer. As requested in your RFQ, the individual per-piece costs are also noted.

|                 | Reprint Costs Per 1,000 (New Run) |                 |                |
|-----------------|-----------------------------------|-----------------|----------------|
| Quantity        | 25,000-99,000                     | 100,000-299,000 | 300,000 and up |
| Total Cost      | \$645.43                          | \$600.83        | \$559.74       |
| Per Piece Price | \$0.65                            | \$0.60          | \$0.56         |

Also as requested in your RFQ:

- We will provide approved entities – such as banks, utilities, universities/colleges and real estate companies in West Virginia – the opportunity to purchase overruns of the guide for their own distribution at their own cost. We'll also reinforce your stipulation that these copies may not be resold by the purchaser.
- And advertisers may also purchase special merchandising opportunities and placements within the book, with the West Virginia Division of Tourism having final approval in these instances.



## Section 3

### 4.1.14 - ADDITIONAL FEATURES

All of the additional support and value-added features we offer West Virginia have been incorporated into this proposal on previous pages. Below is a quick recap of all the “extras” we bring to the table – additional features we don’t think you’ll get from other partners.

- We are **100% focused** on travel publishing. It’s all we do, and no one does it better.
- We have **invested heavily in West Virginia** and continually support the Division of Tourism and its industry partners.
- We have **hired West Virginians** to help create and sustain your travel guide and email program. We hire West Virginia writers and photographers to provide content and, for the first time since we’ve been your publisher, your guide will be **printed in West Virginia**.
- Your **industry supports us** in a big way, as evidenced by the testimonials and praise included in our proposal.
- We provide **STS Marketing College Scholarships** to selected industry members to help further their tourism educations.
- We have commissioned, at our expense, a **usability and conversion study** of your 2010 guide that will help you improve future guides.
- We are offering an **immediate source of revenue**, along with a lucrative revenue-sharing plan and/or additional services should print sales surpass a certain level. If web sales are added to our services, this pay-back to the state would be **significantly larger** and occur much sooner.
- Our proposal not only gives you what you ask for, but **so much more**. Not just a guide, but an award-winning one. Not just stories and photos, but actionable content and mobile/social media applications. Not just an email program, but an industry-leading one. Not just an eguide, but a technologically advanced one. Plus we’re offering web sales to increase your revenue share, new online videos and articles for your website and so much more. All at no cost to you.
- You will not find a more experienced, engaged, committed and **passionate partner** to help drive visitors to Wild and Wonderful West Virginia.

STATE OF WEST VIRGINIA  
Purchasing Division

**PURCHASING AFFIDAVIT**

**West Virginia Code §5A-3-10a states:** 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 the debt owed is an amount greater than one thousand dollars in the aggregate.

**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.

"Debtor" means any individual, corporation, partnership, association, limited liability company or any other form or business association owing a debt to the state or any of its political subdivisions. "Political subdivision" means any county commission; municipality; county board of education; any instrumentality established by a county or municipality; any separate corporation or instrumentality established by one or more counties or municipalities, as permitted by law; or any public body charged by law with the performance of a government function or whose jurisdiction is coextensive with one or more counties or municipalities. "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 exceed five percent of the total contract amount.

**EXCEPTION:** The prohibition of this section does not apply where a vendor has contested any tax administered pursuant to chapter eleven of this 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.

Under penalty of law for false swearing (*West Virginia Code §61-5-3*), it is hereby certified that the vendor affirms and acknowledges the information in this affidavit and is in compliance with the requirements as stated.

**WITNESS THE FOLLOWING SIGNATURE**

Vendor's Name: Miles Media Group, LLC

Authorized Signature: [Signature] Date: 9/3/10

State of Florida

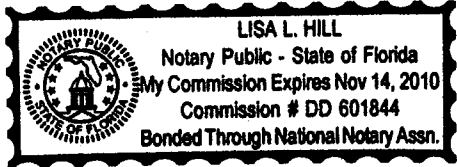
County of Sarasota, to-wit:

Taken, subscribed, and sworn to before me this 3rd day of September, 2010

My Commission expires 11/14/10, 20  .

**AFFIX SEAL HERE**

**NOTARY PUBLIC** [Signature]



*[Handwritten signature]*

USA I. HILL  
Notary Public - State of Florida  
My Commission Expires Nov 14, 2010  
Commission # CG 801844  
Bonded Through National Notary Assn.

