

# BEST. VACATION. EVER.

2019-2020

Amplified Storytelling on VacationistUSA.com



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Maximize the value of your dollars—contact your director of business development today!



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FOR MATERIALS SPECIFICATIONS,  
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10/30/2018

**Inspire. Engage. Connect.** VacationistUSA is a national website for travelers looking to be inspired to explore and adventure in the great plains, coastal towns, and mountain ranges of the country.

By participating in the all-new *Tahoe South Travel Guide* you automatically receive custom content (150-300 words) about your business that will be posted on the Tahoe South page of VacationistUSA.com. You also get social exposure from more than 65,000 fans and followers.

## UPGRADE OPTIONS INCLUDE:

- **Premium placement.** There are many great partners in Lake Tahoe. Make sure you are seen first on the Tahoe South page of VacationistUSA.
- **Expanded content.** Madden will expand your custom content into an 800 to 1,200-word immersive story written by a professional travel writer. Plus, you can add your own photos for further engagement. (You will own the copy and can place it on your own website in addition to VacationistUSA.)
- **Amplify your story.** Madden will send additional targeted traffic to your story through native advertising. Choose your package.



TO SEE VACATIONISTUSA.COM  
PLEASE CLICK HERE

Gain exposure and reach a targeted, engaged audience.  
Don't miss out!

## AMPLIFICATION OPTIONS: INCLUDE ONE STORY AND PREMIUM PLACEMENT

	Bronze	Silver	Gold
Rate	\$3,500	\$4,000	\$5,000
Readers	2,000	3,000	5,000

## HOW IT WORKS



A first-person narrative story about your business is written by a professional writer



We pinpoint your target audience through Madden's proprietary, audience development network



A click takes the reader to the story on VacationistUSA.com