

**C M G**

# Alabama Official Vacation Guide

## Digital Distribution via CMG's Digital/Mobile Platform – Summer Update

By digitizing the Alabama Official Vacation Guide and circulating through CMG's exclusive digital and mobile channels, new opportunities for consumer contact are created. These channels provide a new avenue to deliver the Alabama Official Vacation Guide beyond the state's website to reach consumers on their own terms.

### Distribution Channels

- **Coverleaf.com** – The digital vacation guide is featured in the CMG-exclusive Travel section on Coverleaf.com, where it is available to **over 1.1 million member subscribers**. The guide is generating high engagement thus far:
  - Consumers are spending an average of 22 seconds per spread interacting with AL's content;
  - To date, over 1,500 page views have been garnered;
  - Guide remains live through Dec. 2011 views ongoing.

As an added-value bonus, Coverleaf also promoted the guide to its followers on Facebook.

- **Travelocity Banner Ads** – 1 million impressions are currently being generated through targeted placements on Travelocity.com to drive consumers to the vacation guides hosted on Coverleaf.com.

- **ReasonsToGo™ 4.1** – Mobile distribution is included through CMG's app, ReasonsToGo 4.1. Available for free in the iTunes App Store, the app was rated in the top 10% of travel apps upon release and has nearly 4,500 users that have logged nearly 15,000 sessions.

