

# Worth<sup>®</sup>

## Schedule A

### 2017 Worth Destinations Amplification Deliverables

#### Worth magazine

- Worth to design, write, edit and distribute a custom, full-color 16-page insert about Savannah featured in Worth's Q4 2017 Power 100 Issue
- 100 copies of the Savannah insert to Savannah Airport Commission (Savannah Airport) to be distributed as desired
- 50 copies of the Q4 2017 Power 100 issue with the Savannah editorial feature and custom Savannah insert
- 50 reprints of the in-book editorial feature on Savannah
- One (1) full-color single page ad in *Worth* magazine valued at \$29,929 net per single page to run in future issue of *Worth* magazine

#### Worth.com and Worth Social Platforms

- Digital editorial acknowledgement as a 2017 Worth Destination city on Worth's digital and social platforms
- Worth to design, write and custom code a dedicated digital sponsored content landing page on worth.com
- Savannah will be included as one of the featured cities in the Destinations theme homepage takeover on Worth.com when the campaign goes live
- Six (6) weeks display advertising for Savannah/Hilton Head Airport

#### Custom Worth destinations video creation

- Worth to conceptualize, film, produce and edit a custom video showcasing Savannah as a 2017 Worth Destination city

#### Additional advertising, marketing and promotional inventory

- Inclusion of Savannah-centric units across Worth affiliate networks such as the Captivate network, which is America's largest location based digital network based in elevators and lobbies throughout the U.S.
- Use of Worth Destinations intellectual property
- Direct market mailing to Savannah prospects both in and out of market
- PR exposure and branding, including a joint press release with Savannah to promote the region's designation of a 2017 Worth Destinations city