

ATTACHMENT #1



Typical remote daily 1-hour value

Element	Description	Value
Opening montage	Featuring destination & hotel footage	\$75K
Partner Bumper (hotel/airline)	1 - hotel bumper 1 - airline bumper	\$50K
Location Bumpers	4 - location bumpers	\$80K
Host venue mentions with copy point	2 per show	\$200K
Location package	3 - 5 minutes	\$500K
Location exposure	Mentions, programming, beauty shots & celebrity exposure	\$300K
Digital & Social Media	15 posts across 5 mediums (per day) 5 unique running stories across 5 mediums per day	\$500K
Travel Trivia Contest	Travel Trivia Wheel – Full wheel takeover – providing 4 trips each day (+cost of trip & meals...to be absorbed by host hotel)	\$400K
		Daily value: \$2.105M
		4 show value: \$8.420M

“LIVE” remote - pre-promotion value [6 - week lead]

Element	Description	Value
Remote mentions	1 – Host announce 3 – additional Host mentions 5 – bumpers (for tickets to the broadcasts)	\$375K
Digital & Social Media	1 - post of the original remote host announce on 5 platforms [5] 1 - post per week related to remote on 5 platforms for 6 weeks [30] 3 - post per day, from destination on 5 platforms, for 3 days leading up to 1 st show [15] 15 - unique stories on 5 platforms, for 3 days leading up to the 1 st show [45]	\$1.250M \$1.125M
		\$2.750M

Add-on #1 – Destination viewer contest

Element	Description	Value
Contest	1 – Host announce 2 - additional Host mentions 5 – bumpers (call to enter) 1 – Host announce contest winner (+ approx. \$50K production cost/fee)	\$425K

Add-on #2 – Travel Trivia Wheel pre-promotion

Element	Description	Value
Travel Trivia Contest	Destination resort added to Trivia Wheel leading up-to remote (+cost of trip & meals...to be absorbed by host hotel)	\$150K