



“The Power of Connection”

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Mississippi Travel Live is the MOST innovative way to connect the Mississippi Hospitality & Restaurant Industry. Imagine the POWER to connect to live music, hotels/ bed & breakfasts, restaurants and attractions at the tip of your finger. Yes, and in one touch Mississippi will come ALIVE right before your eyes!

Quotes often heard from visitors are: “ Wow, I did not know that was happening this weekend – I would have switched my itinerary”, “ I had no idea there was so much to see in Mississippi” , “ Our trip was not long enough”. **Mississippi Travel Live** will change the way visitors plan and experience Mississippi.

What is Mississippi Travel Live?:

- It is Mississippi’s first comprehensive statewide travel APP that works on an Apple or Android device. It is Google embedded, allowing the visitor to connect and stay connected 365 days a year, 24 hours a day.
- It has a supporting website. There are daily PODCast done by Rene’ Adams on traveling tips, highlighted attractions, restaurants, accommodations and special photo opportunities. These will also appear on the Mississippi Hospitality & Restaurant Association website as well.
- It is endorsed by the Mississippi Hospitality & Restaurant Association and Mississippi Tourism Association.

How does the Mississippi Travel APP work? :

- By engaging, by connecting and by growing your business.
- With the Google mapping system, the APP can be used for planning experiences, travel directions, as well as distances between selected points of interest.
- It will drive visitors to your location with photos, video, social media and YOUR story.
- Using Key Words that have been meticulously selected by a professional team of consultants to optimize the power of the Apple and Google Search engines for the Mississippi Tourism Industry.

Unique Feature of Mississippi Live APP:

- It is a comprehensive – STATEWIDE tool for LIVE music, Where to Eat, Where to Stay, Where to Shop that will help Visitors and Residents explore our great state.
- It will have a supporting Website for those planning on a computer.

- It will have POD Cast or “RADIO on DEMAND” to house all interviews and “MS Spotlights”.
- It will also have MS Recipes that are also shared with the MS Hospitality & Restaurant Association.

How will it be advertised?

- Specific targeted Digital and Media Optimization.
- Billboards, Window Decals & promotional material.
- Tourism related digital and printed publications.
- Partnerships and promotions with local broadcasting stations, local & regional tourism entities.



Advertising Contract

Date: _____

Company Name: _____

Company Contact: _____

Telephone: _____ **Cell:** _____ **Email:** _____

Mailing Address: _____

City: _____ **State:** _____ **Zip:** _____

Advertising Agency: _____ **Contact:** _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Telephone: _____ **Cell:** _____ **Email:** _____

Advertising Opportunities

Sponsor Banner: \$200.00 per month (month to month) **\$100.00** (6 months or more)

Category Listing: \$100.00 per month \$50.00 per month for members of MHRA

Single listing within the “Eat”, “Stay”, “Attraction” or “Festival”

Multiple Listings: \$200.00 per month

Rotating Banner on home page and listed in three or more of the above categories.

Listing includes the following:

- A full description of your property.
- 5 Rotating photos of your property plus one Video.

Photo Requirements: 1024W 576H pixels – File type PNG JPEG JPG GIF

Video MP4 size less than 40megabytes

Audio must MP3 – 40 megabytes

- Special Feature on the hosted Pod Cast: Mississippi Travel Live & MS Hospitality & Restaurant Assn.

Photos, Video and Updates will be done with 24 hours after the initial upload. The goal is to make this very interactive and informative for the viewer.

Terms & Discounts on Reverse Side

Terms of Contract

To initiate a contract, the first month billing is due. An amount of _____ was received on _____ 20____. Method of payment: check, visa, master card. It is agreed that the monthly amount of \$_____ will be invoiced and paid via _____ by the 5th of each month for a term of _____ months.

Video, Photos & Information was received on _____ 20_____.

Credit Card Payments:

By signing below, you are authorizing Mississippi Travel Live, LLC to charge the specified account on the first of each month for a period of _____.

Signature: _____ Date: _____

Credit Card Number _____ Exp: _____ Code: _____

Billing Address for the card: _____

City: _____ State: _____ Zip: _____

In the event that Mississippi Travel Live is unsuccessful in charging the client's credit card or has not received payment, the terms of this contract will be revoked and any remaining advertisements will not be published for the remaining time of the contract. Any charges that remain uncollected beyond 90 days will be referred to a collection agency. Client will be responsible for all resulting attorney's fees and cost incurred in collecting the sums due from client. There will be a \$40.00 on any NSF checks.

I agree to the terms listed above in the contract.

Signature

Date

Thank you for your participation. We look forward to your partnership and statewide success by raising the bar for Mississippi Tourism. Please remember to send all of your information regularly to keep your listing fresh and working for you.