

WANDER

MEDIA COMPANY





the
JACKSONVILLE
COLLECTIVE

WHAT IS WANDER?

Wander Media Company produces the official visitor information television channel of Northeast Florida and Southeast Georgia. Airing in more than 70 hotels, resorts, visitor centers, and airports throughout the region, Wander boasts 9 million annual viewers, 22,000 social media followers, and 10,000 email marketing subscribers.

WHAT IS THE COLLECTIVE?

The Collective is a video series that airs multiple times a day on all Wander outlets. Each video segment features a different #onlyinJax business, with the goal of driving brand exposure for the area as a whole and increasing demand for the small businesses that are featured.



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WHAT IS INCLUDED?

Full creative direction and production services, including storyboarding, copywriting, logistical coordination, scheduling, music licensing, motion graphics, and all post-production services for (1) :60 segment

Six daily appearances on the in-room television system of 70+ hotels, resorts, visitor centers, and airports for twelve consecutive months

Shared ownership of video segment for use on both paid and unpaid media platforms, including web, digital, social media, and broadcast television

Inclusion on Visit Jacksonville's website and social media promotions

Inclusion on Wander Media Company's website, social media promotions, and email marketing campaigns for twelve consecutive months



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WHAT DOES IT
COST?

\$2,500 per participant
(inclusive of a \$2,500 county match)

WHAT ARE THE
PAYMENT
TERMS?

50% advance deposit
50% balance due upon acceptance
of the segment

WHAT ARE THE
NEXT STEPS?

For more information, contact:
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