



Virginia Tourism Corporation 150th Anniversary of the Civil War and Emancipation Marketing Plan

Executive Summary:

The 150th Anniversary of the American Civil War and Emancipation takes place from 2011 to 2015. Virginia holds a prominent place in Civil War history with more battles fought than any other state. Virginia's capital city, Richmond, served as the Confederate capital from 1861 to 1865. The symbolic beginning and ending of the war – the Battle of First Manassas and the surrender of Robert E. Lee at Appomattox – occurred in Virginia.

Members of Virginia's General Assembly created, by act, The Virginia Sesquicentennial of the Civil War Commission (The Commission) in March 2006. The purpose of the Commission is to *"prepare for and commemorate the sesquicentennial of Virginia's participation in the American Civil War"*. The Commission is chaired by the Speaker of the House of Delegates, William Howell, and consists of twelve legislative members, two citizen members and one ex officio member. The Commission is supported by an advisory council and conducts much of its work through three work groups including Coordination, Signature Events and Activities and Education. Each work group consists of five members of the Commission and nine to twelve additional members and is supported by advisory participants.

The Commission has established the following strategies:

1. Plan, develop and carry out programs and activities appropriate to commemorate the sesquicentennial of the American Civil War
2. Develop and implement an effective multi-year strategic marketing plan
3. Encourage interdisciplinary examination of the American Civil War
4. Facilitate balanced activities related to the American Civil War throughout Virginia
5. Encourage other organizations throughout Virginia to organize and participate in activities

6. Provide technical assistance to localities and non-profit organizations
7. Develop programs and facilities to ensure a positive legacy and long-term public benefit
8. Encourage the development and implementation of programs designed to involve all citizens
9. Submit an annual report

The Virginia Tourism Corporation (VTC) will work to inspire travelers to visit Virginia and its Civil War and Emancipation sites and will promote the Commission's signature events and educational activities through existing marketing vehicles. VTC will position Virginia as the best place to visit during the anniversary for an authentic and diverse experience,

Situation Analysis:

The Product:

Virginia's Civil War history is significant. More Civil War battles were fought in Virginia, by far, than in any other state. The story of Virginia in the Civil War is about much more than battles. It's about real people involved in an unimaginable war – soldiers, civilians, and enslaved persons, each with a story to tell. Famous Virginia Civil War names include Lincoln, Lee, Grant, Davis, Jackson; and famous places – Manassas, Richmond, Petersburg, Fredericksburg, and Appomattox. But some of Virginia's most compelling Civil War stories come from names and places not popularly known – ordinary people who did extraordinary things in difficult times. They reach out across a century and a half to tell us of tragedy and triumph, of loss and gain, of heroism and humanitarianism, of challenges and perseverance. It's these stories of Americans at war in a changing world that sets Virginia's Civil War history apart. Consumers can experience those stories at some of America's best and most captivating Civil War sites in Virginia, where museums and battlefields tell the stories of the people who experienced war in Virginia and who left their stories behind for us to learn about how our nation's history changed. The Virginia Tourism Corporation will tell these stories throughout the 150th anniversary using all available marketing vehicles including Virginia.org, public relations, print, broadcast, travel publications, welcome centers, electronic marketing and international and domestic sales.

The Commission has a number of programs complete or in progress including a video series on Virginia's role in the American Civil War hosted by Dr. Bud Robertson. The videos have been produced in 20-minute segments and will be suitable for classroom presentation as well as television and home viewing.

The Commission has also established a website: www.vacivilwar.org.

The Commission co-hosted a Virginia/West Virginia in the American Civil War Sesquicentennial kickoff event, July 2009, in Harpers Ferry.

The Commission has received a federal grant to fund a traveling history mobile to visit communities throughout the state and country so that many more consumers can learn about the Civil War and Emancipation.

The VTC and the Commission will publicize the following signature events:

Major Civil War anniversaries and events in Virginia:

2009

- Signature Conference at the University of Richmond: *America on the Eve of the Civil War*

2010

- Signature Conference at Norfolk State: *Race, Slavery and the Civil War –the Tough Stuff of American History and Memory*. (September 24)

2011

- Opening of Virginia Historical Society Civil War exhibit (February 4)
- Signature Conference at Virginia Tech: *American Military Strategy in the Civil War*. (May 21)
- Battle of First Manassas (July 11)

2012

- USS Monitor vs. CSS Virginia (March 9)
- Stonewall Jackson's Shenandoah Valley Campaign (May-June)
- Seven Days Battles (June-July)
- Emancipation Proclamation issued by President Lincoln (September 22). First public reading in the South takes place at "Emancipation Oak" in Hampton
- Battle of Fredericksburg (December 13)
- Signature Conference at VMI

2013

- Emancipation Proclamation becomes law (January 1)
- Battle of Chancellorsville (May 2-3)
- Death of Stonewall Jackson (May 10)
- Battle of Brandy Station – largest cavalry battle on North American continent (June 9)
- Signature Conference at William and Mary

2014

- Battle of The Wilderness (May 5-7)
- Battle of Spotsylvania Court House (May 8-21)
- Battle of New Market (May 15)
- 1864 Shenandoah Valley Campaigns (May-October)
- Battle of Cold Harbor (May 31-June 12)
- Battle of The Crater –Petersburg (July 30)

- Battle of New Market Heights – (September 29)
- Signature Conference at George Mason

2015

- Fall of Petersburg and Richmond (April 3)
- Lincoln visits Richmond (April 4-5)
- Surrender at Appomattox (April 9)
- John Wilkes Booth killed near Bowling Green (April 26)
- 13th Amendment (December 6)
- Signature Conference

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Civil War Traveler Profile:

Annual Visitation:

- Manassas National Battlefield – 715,622
- Fredericksburg-Spotsylvania Battlefields – 534,636
- Richmond National Battlefield – 68,438
- Petersburg National Battlefield – 143,455
- Appomattox Court House NPS – 136,827

Leisure travelers to Virginia who experience a Civil War site are a very valuable segment for the state. Though no more affluent than the average leisure traveler, they stay 50% longer and spend 24% more money. Nearly 45% of this group stay at least four nights in Virginia compared to 24% of all leisure visitors. Forty-four percent of this group spends at least \$500 in Virginia. Less than 22% of all leisure tourists spend that much. Those travelers who experience a history or heritage site are indeed more educated and affluent than the average traveler and also spend significantly more time and money in Virginia.

Goal: Inspire people to travel to Virginia to visit Civil War sites and participate in key events during the 150th anniversary of the American Civil War and position Virginia as the best place to visit during the anniversary for an authentic and diverse experience.

VTC Marketing Goal:

Drive consumer traffic to a dedicated 150th Anniversary of the Civil War and Emancipation site and inspire visitation to various Virginia Civil War and Emancipation landmarks and sites.

VTC Marketing Objectives:

1. Develop relevant creative and messaging, based on research, that inspires travel to Virginia to experience the Civil War history. *Note: VTC is currently testing message points with consumers and key stakeholders and opinion leaders. Once the results are in, BCF will develop creative concepts.*
2. Develop and execute a media program that reaches target audience and inspires action
3. Leverage media buys at least 3:1
4. Develop a 150th Civil War and Emancipation landing page on Virginia.org and reach at least 25,000 unique visitors
5. Complete 4 new photo shoots to enhance and update image library: Ft. Monroe, Hampton, Emancipation Oak, Hampton, Fredericksburg, Seven Days/Battle of Cold Harbor, Mechanicsville.
6. Generate \$250,000 in domestic earned media
7. Generate \$3.2 million in international earned media
8. Promote the 150th anniversary of Civil War and Emancipation by successfully nominating the Re-enactment of the Battle of Manassas, July 21-24, 2011, and winning ABA's Top 100 Event of the Year for the USA, providing national exposure to this signature event and statewide Virginia events, inspiring new travel trips throughout the Commonwealth. Develop and market the suggested Civil War themed itineraries through a special feature in the 2011 Virginia Group Tour Itinerary Planner, on www.Virginia.org/groups and at the marketing calendar of 2010-2011 Travel Trade Shows and Conventions.
9. Produce 650,000 Virginia Travel guides
10. Administer the American Civil War Sesquicentennial Tourism Marketing Program, a matching grant fund program provided by the Virginia Sesquicentennial of the American Civil War Commission. To date there have been three rounds with a total award of \$55,125.42 to 15 applicants. The match from the partners was \$119,974.50.
11. Increase film and video projects by 3%.
12. Measure the effectiveness of marketing efforts based on the model below:

The 150th promotion is not part of the overall LOVE campaign. This additional campaign is being run because we believe that the 150th Anniversary of the Civil War presents a unique opportunity to get better than average results when promoting Civil War heritage in Virginia. Based on the previous Longwoods Ad Effectiveness study, we believe that the LOVE campaign will produce \$70 in visitor spending for every \$1 spent on advertising-equivalent marketing. The goal for the 150th should then be to exceed \$70:1 in Civil War visitor spending.

There are several state and national parks in Virginia that are good indicators of overall Civil War travel and that publicly report annual visitation figures. (The attached worksheet includes these parks and all of the calculations described in this email.) From the visitor profile, we know that the majority (54%) of Civil War travelers visit at least one of these parks. We can also estimate that about 65% of all visitors to these parks are Civil War travelers. (This is further validated by reviewing past visitation studies

conducted by the NPS. For those parks available, the percent of Virginians does not exceed 26% at any park. <http://www.psu.uidaho.edu/vsp.reports.htm>)

Research: Visitors who experience a Civil War site as part of their itinerary stay 50% longer and spend 24% more money than the average leisure traveler, though they are no more affluent. Nearly 45% of this group stays at least 4 nights in Virginia compared to 24% of all leisure visitors. Forty-four percent of this group spends at least \$500 in Virginia. Less than 22% of all leisure tourists spend that much. One in seven tourism dollars spent in Virginia is from travelers engaged in Civil War history.

Target Markets:

Primary: Civil War and American History enthusiasts. Adults over age 45 from Virginia, Washington, D.C., Baltimore, Philadelphia, New York, North Carolina, Tennessee and key international markets including the United Kingdom, Germany, Canada, and Benelux.

Secondary: Student Group Market

Key messages: (in development) See objective 1.

Timeframe: Launching spring 2011 through 2015. This plan is specific to 2011 (January through December). A new plan will be revised each year of the 150th anniversary based on available resources.

Tactics:

Virginia Travel Guide:

- Virginia's 150th Anniversary of the Civil War and Emancipation will be on one of the covers of the 2011 Virginia Travel Guide (more than one million copies published and distributed annually).
- Two pages of editorial in 2010.
- Four pages of editorial in 2011.

Advertising:

- Develop creative that promotes key messages and encourages travel.
- Develop and implement an 18-month media plan (attached). This plan includes new media options, as well as leverage planned co-ops from the consumer FY '11- '12 co-op media plan.
- Dedicate 25 percent of in-state broadcast advertising through the Virginia Association of Broadcasters for television and radio ads to the 150th Anniversary of the Civil War and Emancipation.

Public Relations:

- Develop key message points for use in all marketing messages.

- Develop a Civil War and Emancipation 150th page for VTC's online media newsroom.
- Reach out to journalists in print, broadcast and electronic media of top history publications to pitch story ideas.
- Coordinate targeted pitches to travel trade publications (group tour industry)
- Pitch highly rated television shows such as *Antiques Road Show* and *History Detectives* to bring them to Virginia locations.
- Feature 150th in Virginia Tourism Media Guide
- Work with localities to host visiting journalists (VTC conducted a tour for 18 media in 2009 funded by the Commission)
- Supply media with high-quality video and still images.
- Sponsor media breakfast at 2010 Mid-Atlantic Tourism Public Relations Alliance conference. Sponsorship includes opportunity to speak and present Virginia's 150th tourism initiatives before 60 travel journalists.
- Speak to National Motorcoach Association national convention in Richmond (July 2010)

Electronic Marketing:

- Develop and optimized and content rich Virginia.org 150th landing page that features 150th events, itineraries, travel planning tools and an interactive map
- Include in eNewsletters throughout each year through 2015 that directs visitors to the Virginia.org 150th
- Utilize Social Media (Facebook, Twitter, Flickr, YouTube, etc.) to interact with and engage consumers
- Promote Virginia.org 150th landing page with Google (and other Search Engines) Advertising campaign
- Feature 150th on Virginia.org home page either through imagery or text links through 2015. Links will direct consumers to Virginia.org 150th landing page

Domestic Sales:

- Make active sales pitches to group tour operators, tour leaders and receptive operators
- Promote Virginia as a Civil War to Emancipation destination for groups at national and international group tour conventions including National Motorcoach Network, American Bus Association, National Tour Association, Student & Youth Travel Assn, and Pow Wow, state motorcoach associations of Pennsylvania, North Carolina, New Jersey and Virginia.
- Provide Civil War editorial for special feature in *2011 Virginia Group Tour Itinerary Planner*
- Secure suggested Civil War heritage group tour itineraries on www.Virginia.org/groups website

International Marketing:

- Actively promote Virginia Civil War and Emancipation tourism to Canada, Germany and the United Kingdom through VTC staff and Capital Region USA representatives
- Distribution of 150th Anniversary collateral material at international trade and consumer shows as well as during sales calls with tour operators.
- Reach out to tour operators in targeted markets to incorporate 150th Anniversary tours in their catalogs.
- Coordinate media visits to research travel stories on the 150th in Virginia and the Capital Region (two UK tours already scheduled for September 2010)
- Promote the 150th on the Capital Region USA website by creating a special landing page (Travel Channel UK have agreed to link to this page for 1 month when their CRUSA Civil War feature runs in April 2011)
- Include a special 150th supplement in the 2011 CRUSA consumer guide; to be repurposed in PDF and e-Guide formats for placement on the CRUSA website Civil War landing page
- Promotion of the 150th internationally through e-newsletters and new releases
- Participation in CRUSA's UK media mission March 8-11, 2011

For International:

- VTC is already funding the cost of the CRUSA guide Civil War supplement
- \$2,500 participation fee for a Civil War Trails representative to attend UK media mission next spring (plus travel expenses)
- CRUSA will cover cost of website landing page and media visits

Welcome Centers:

- Front-line staff at Virginia Welcome Centers will receive specific training on promoting Civil War and Emancipation history sites to incoming visitors.
- Free demonstrations (Civil War living history, for example) are available at Virginia Welcome Centers.
- Special graphic display at all Welcome Centers through 2015.

Grants:

- VTC administers a marketing matching grant fund provided by the Commission in the original amount of \$100,000. To date, two rounds of grant applications and approvals have been conducted resulting in \$33,299.50 in grants to nine Virginia localities. Those localities and their partners have provided \$84,524.50 in matching funds for a total of \$117,824 going towards Civil War-related tourism product and marketing.

Research:

- Continue to track participation in Civil War activities as part of monthly Virginia Visitor Study

- Continue to track interest in Civil War and perceptions of Virginia’s Civil War offerings as part of quarterly Virginia Attitudinal Study
- Conducted in-depth interviews at Civil War and Heritage sites in Virginia to understand what motivates travelers to visit historic sites, and what universal messages historic sites can use to attract more visitors during the Sesquicentennial.
- Conduct online message testing to get consumer opinions on several potential marketing messages for the Sesquicentennial.

Promotions:

- Incorporation Civil War destinations into VTC promotions and market via in-book advertising, public relations and online.

Graphics and Photography:

- VTC is utilizing its own in-house photographer and photographer-intern to produce images at Virginia Civil War and Civil Rights attractions for present use. (See Objective Five)

Virginia Film Office:

- The Virginia Film Office is currently working on 34 150th related film and video projects.
- Attached is a list of Civil War themed projects that range from feature films to television mini-series and pilots. These projects are in various stages of development and may gain momentum with the upcoming 150th Celebration. In order to take full advantage of Virginia’s roll in the Civil War, the VFO will plan a mailing to the producing companies highlighting Virginia’s new incentives and historical locations. We believe this could be part of the overall strategy for the 150th. Having projects filmed in Virginia and released during the Commemoration would be beneficial to Virginia’s tourism recruitment.



Civil War Projects.xls

Media Plan:

CIVIL WAR ENTHUSIAST PRINT	CIVIL WAR ENTHUSIAST WEB
<i>America's Civil War</i>	<i>CivilWar.com</i>
<i>Blue & Gray</i>	<i>WashingtonPost.com Civil War Blog</i>
<i>Civil War Courier</i>	<i>Facebook 'Civil War' Targeted</i>
<i>Civil War News</i>	
<i>Civil War Times</i>	
<i>Recreation News</i>	

ADDITIONAL WEB	GROUP TOUR
<i>Search Engine Marketing (Yahoo, Google)</i>	<i>Student Group Tour Magazine</i>
	<i>SYTA's Teach & Travel</i>
	<i>Virginia Explorer</i>
	<i>Virginia Field Trips</i>

NEW PRINT

America's Civil War

Details: *America's Civil War* is illustrated with period and modern photographs, artwork and detailed battle maps. There is a strong emphasis on the battles, strategies and leaders. Since Virginia boasts many important Civil War battlegrounds, *America's Civil War* is a perfect fit to draw enthusiasts to the state.

Circulation: 38,000

Distribution: National

Frequency: 6X per year

Ad Unit: Full Page 4C (March-11, July-11, and Nov-11)

Added Value/Discounts: Free full page 4C insertion in 1X per year special historic issue, this year titled "1861- The Start of the Civil War" (Feb-11)/ 3x rate with an additional 20% off

Blue & Gray

Details: *Blue & Gray* is a Civil War magazine, now in its 23rd year of production. Each issue features a "General's Tour," an in-depth article by a qualified historian that includes a driving tour and is illustrated with lots of period and modern-day color photographs, in addition to their highly acclaimed color maps.

Circulation: 14,000

Distribution: National

Frequency: 6X per year

Ad Unit: Full Page 4C (Feb-11, June-11, Oct-11)

Civil War Courier

Details: *Civil War Courier* is a national monthly newspaper that covers the American Civil War. Each issue includes heritage issues, letters to the editor, and coverage of reenactments.

Circulation: 13,000

Distribution: National

Frequency: Monthly

Ad Unit: Full Page 4C (Mar-11, Jun-11, Sept-11)

Civil War News

Details: *Civil War News* is a monthly newspaper designed for people with an active interest in the Civil War. It has monthly features focused on book reviews, upcoming events, preservation of historic sites, and the living history and reenactments.

Circulation: 5,800

Distribution: National

Frequency: Monthly

Ad Unit: Full Page 4C (Feb/Mar-11, Jul-11, Nov-11)

Added Value/Discounts: 3x rate

Civil War Times

Details: From biographies to battle stories, eyewitness accounts to period photographs, travel guides to insightful book reviews, *Civil War Times* delivers the living history of America's Civil War.

Circulation: 55,000

Distribution: National

Frequency: 6X per year

Ad Unit: Full Page 4C (Apr-11, Aug-11, Dec-11)

Added Value/Discounts: 3x rate with an additional 20% off

History Channel Magazine

One (1) insertion added to the existing planned media. See details about this publication under the 'Existing Print' section below. New insertion to be Full Page 4C + Advertorial (May/June 2011)

Military Heritage Magazine

Details: Military Heritage is printed on high-gloss with an ultra high gloss cover varnish; this magazine is the coffee table magazine in the history category. This publication covers everything from small coups to larger war such as the Civil War. There is 78% editorial content within this publication, creating a less cluttered environment for VTC to reach qualified consumers.

Circulation: 60,000

Distribution: US and Canada

Frequency: Bi-Monthly

Ad Unit: Full Page4C (Feb-11, Aug-11, Dec-11)

Added Value/Discounts: Discounted rates

EXISTING PRINT

The following media will be utilized from existing consumer co-op plan and will help to provide our industry partners with affordable co-op options to participate in promoting their landmark, battleground, or event in remembrance of the Civil War.

AAA World

Details: *AAA World* is the membership publication for AAA mid-Atlantic. Editorial focuses mainly on travel in the mid-Atlantic, or destinations within driving distance. With so many people within travel distance from Virginia, this is a great publication to draw new visitation for the 150th & Emancipation events starting in 2011. The July/August issue is usually focused on Civil War.

Circulation: 2,490,000

Distribution: Virginia 16%, DC 4%, Maryland 16%, Delaware 8%, Pennsylvania 33%, New Jersey 23%

Frequency: Bi-monthly

Ad Unit: Full Page 4C + Advertorial (March/April-11 & July/August-11)

Ad Type: VTC Co-Op

History Channel Magazine

Details: The definitive general-interest American history magazine, combining resources with its partner History (History Channel). We will utilize the already scheduled 2011 co-ops to include partners.

Circulation: 275,000

Distribution: National

Ad Unit: Full Page 4C+ Advertorial (March/April-11/ September/October-11)

Ad Type: VTC Co-Op

Leisure Publishing Heritage & Culture Insert

Details: 8-page STS sponsored heritage multi-magazine insert distributed in *Smithsonian*, *Preservation and Civil War Times*. Because of its obvious historical focus, this will be an effective medium in which to reach Civil War enthusiasts.

Circulation: 600,000 Total 470,000 Smithsonian, 105,000 Preservation, 30,000 Civil War Times

Distribution: 260,000 (VA, MD, NC, DC) 234,000 (PA, NY, SC, OH, GA) 100,000 (AL, MS, WV, KY, FL, TN, DE, CT, NJ)

Frequency: Annual

Ad Unit: Half Page 4C (April/May 2011)

Ad Type: VTC Co-Op

Leisure Publishing Spring Planner Newspaper Insert

Details: This is a unique insert designed and dedicated solely to Virginia and its industry partners. This is a top lead generator for both VTC and partners. While newspaper readership is declining, this insert is a cost effective way for partners to reach their more mature demo in some key markets.

Circulation: 2,300,000

Distribution: DC, CT, NC, NJ, NY, OH, PA

Frequency: Annual

Ad Unit: 2 Full Pages + Cover and Events (Spring 2011). Exact drop date TBD.

Ad Type: VTC Co-Op

NEW INTERACTIVE

CivilWar.com

Details: CivilWar.com and its Battlefield Map are considered a top resource site for Civil War weapons, travel, and people. Not only can we run traditional ad units on this site for a very affordable cost, but we can have an advertorial run under the 'Teachers' tab where teachers can learn more about Virginia's 150th & Emancipation.

Unique Monthly Visitors: 89,000

Geo-Targeting Capabilities: National/No Geo-targeting

Ad Units: 728x90, 200x200 (January-April 2011, September-November 2011)

Added Value/Discounts: Civilewar.com will post press releases once a month for no additional charge (500 words and 2-3 images) // Civilwar.com will post any teacher resource information as provided by us at anytime on the teacher tab of the website.

Historynet.com

Details: A network of websites geared toward the history buff and military enthusiasts. This includes HistoryNet.com, GreatHistory.com (blog) and ArmchairGeneral.com (interactive history site).

Unique Monthly Visitors: 600,000

Geo-Targeting Capabilities: No Geo-targeting

Ad Units: 728x90, 300x250, 160x600 (January-March 2011/ September-October 2011)

Added Value/Discounts: 40% off CPM/ Annual Listing on the Heritage Directory Page/ Monthly banner on e-newsletter for entirety of campaign

History.com

Details: History.com is the counterpart to History Channel Magazine and the History Channel. History buffs use this website to search for stories, news, and upcoming events related to history. All of our ads will be geo-targeted.

Unique Monthly Visitors: 2,188,000

Geo-Targeting Capabilities: Geo-target VA, MD, NY, NC, PA, DC// History Sections

Ad Units: 728x90, 300x250, :15 Pre-Roll (February-April 2011/ August- October 2011)

Facebook

Details: Facebook ads can be used to target our primary and secondary demographic with the 150th & Emancipation message. Surprisingly, there are many Civil War enthusiast groups with a large number of fans that could be targeted on a PR level as well. Facebook ad campaigns are paid for on a CPC basis, and can be used to drive those with an interest in history or the Civil War to a 150th Anniversary landing page or website.

Unique Monthly Visitors: There are over 4,000,000 users in the 45+ age category within our primary and secondary markets and over 1,000,000 users that are Gen Xers with families.

Geo-Targeting Capabilities: Primary & Secondary Markets

Civil War

Ad Unit: CPC Ad Unit that runs on the right side of the page. Includes an image and copy. (February-April 2011/ August- October 2011)

Sample of Civil War Enthusiasts on Facebook:

- America's Civil War: 255 fans
- Civil War News: 4,223 fans
- Civil War 150th & Emancipation Network: 5,854 fans
- Civil War News: 4,227 fans
- Civil War Preservation Trust: 5,285 fans
- Civil War Times Magazine: 523 fans

WashingtonPost.com Civil War Blog

Details: Linda Wheeler is Washington Post's resident expert on all things related to the Civil War. Her blog "A House Divided" covers upcoming exhibits, information on memorabilia and will coincide with re-enactment season. VTC can sponsor this blog 4 weeks out of the year for a very low cost. This should direct a very targeted audience to Virginia's 150th & Emancipation webpage.

Unique Weekly Visitors: 10,000

Geo-Targeting Capabilities: National

Ad Unit: 336x850 (Weeks of 3/28/2011, 4/18/2011, 9/26/2011, and 10/24/2011)

EXISTING INTERACTIVE

History Channel Magazine Email Blasts

Details: Civil War enthusiast and history buffs subscribe to this e-Newsletter to keep up to date on upcoming events and news related to history. These emails will build synergy with the other online presence and print elements to engage History Channel consumers even more.

Subscribers: 30,000

Geo-Targeting Capabilities: East of the Mississippi

Ad Unit: Dedicated Email (3/9/11, 9/13/11)

NEW GROUP

SYTA Teach & Travel

Details: *Teach & Travel* is the official publication of SYTA. *Teach & Travel* aims to offer exciting and educational ideas and itineraries for student group trips. This publication will serve to provide teachers and other educators the information and knowledge about landmarks and events within the state surrounding the historic 150th anniversary of the Civil War.

Circulation: 40,000

Distribution: National

Frequency: 5X annually, during the school year (September-May)

Ad Unit: Full Page 4C (Jan-11, Mar-11, Sept-11)

Ad Type: VTC Co-Op

Virginia Explorer

Details: *Virginia Explorer* is the only group tour & travel trade magazine that focuses exclusively on Virginia. For those looking for an exciting but educational trip to Virginia, this publication is an ideal medium to successfully target all kinds of groups including Student Groups and Civil War enthusiasts.

Circulation: 15,000

Distribution: National

Frequency: 2X per year

Ad Unit: Full Page 4C (Spring 2011, Fall 2011)

Added Value/Discounts: Editorial, including feature article on Virginia 150th & Emancipation topics and events/ 15% off rate/ premium positioning/ banner ad

Virginia Field Trips

Details: Each issue of *VA Field Trips* features a teacher's resource page, a nature page, field trip ideas and a centerfold locator map. Teachers and educators (K-8th Grade) use this guide with help in planning educational field trips for their students.

Circulation/Distribution: Mailed to all K-8th grade public and private schools in Virginia-over 1,200 schools. Teacher's lounge copy is also sent to over 2,000 schools in Virginia.

Frequency: 2X per year

Ad Unit: Full Page 4C (Spring 2011)

Added Value/Discounts: Editorial

EXISTING GROUP

Student Group Tour

Details: *Student Group Tour* is focused on the educational value of destinations and includes itineraries and information on various regions. Readers of *Student Group Tour* plan many kinds of travel including history related travel.

Circulation: 15,000

Distribution: US & Canada

Frequency: 3X per year during school year (September-May)

Ad Unit: Half Page 4C (Jan-11, Apr-11, Oct-11)

Ad Type: VTC Co-Op

BROADCAST (EXISTING)

VAB TV & VAB Radio

Details: Our already planned VAB schedules can incorporate the 150th Anniversary message. Per client direction, we have blocked off 1 year of VAB TV & Radio for this event.

Geo-Targeting: Virginia only

MISCELLANEOUS

The following opportunity would not be additional paid media but is another idea to consider that will complement the paid media plan.

SEM

Details: We do recommend that Electronic Marketing utilize Google & Yahoo (and any other search engines that are being utilized) for search engine marketing purposes. Keywords can be used to drive people researching the 150th Anniversary events to a special site or landing page.

Media Flow Chart:



150th &
Emancipation Media F