

**VIRGINIA
IS FOR
LOVERS[®]**

2018 INDUSTRY ADVERTISING PLAN

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FY18 MEDIA PLAN AT A GLANCE

With the 2018 Industry Advertising Plan, Virginia Tourism aims to create affordable, flexible advertising opportunities for our industry partners' campaigns, running from July 2017 - June 2018, while investing and buying down more than before. There are more opportunities than just advertising in this plan, and it reflects both what we know partners need, and the current media landscape.

For Fiscal Year 2017-2018, we will continue to offer programs with Google, Facebook, TripAdvisor, Leisure Media 360, Outbrain and Blue Ridge Outdoors. The biggest addition to the FY18 Industry Advertising Plan (the co-op plan) is a content partnership with Matador Networks. This gives partners an opportunity to partner with experts on creating articles, social posts and even video content they can keep forever. This has been a need partners requested and we are happy to bring it to the market this year.

The FY18 Industry Advertising Plan was created with the following goals in mind:

1. Provide value.
2. Be flexible.
3. Simplify the process.
4. Produce results.

In that spirit, we've created a plan partners of any size can effectively use to reach their most important audiences. Here are three examples based on three of our important sub-brand categories. We hope will you see how each opportunity can be molded to fit your needs. These are just three examples, but many more variations are possible.

Virginia's travel industry partners are also encouraged to apply for the **VTC Marketing Leverage Program** to even further extend their marketing budgets and buys. More information can be found at www.vatc.org/PAM/leverageprog.

INDUSTRY PLAN EXAMPLES BY BUDGET SIZE

OUTDOORS

Who: A small paddling outfitter company

Budget: \$2,000

What: Memorial Day Weekend Promotion

PLAN:

- **Get listed on Virginia.org** – Free
- **Send VTC Story Ideas** – Free
- **Google AdWords** – \$1,000
 - Use your current AdWords campaign to target outdoor and paddling audiences in markets most important to your business
 - Place Virginia is for Outdoor Lovers logo on your landing page, linking to Virginia.org/Outdoors
 - Fill out the proper forms and provide landing page link
 - Receive 25% subsidy from VTC based on your overall spend
 - » Example – Outfitter spends \$1,000 on Google AdWords, receives \$250 from VTC
- **Facebook** – \$1,000
 - Use your current Facebook advertising campaign to target outdoor audiences and paddling fans in markets most important to your business
 - Tag @VisitVirginia in posts
 - We encourage you to use #VAOUTDOORS
 - Fill out the proper forms and provide ad creative
 - Receive 25% subsidy from VTC based on your overall spend
 - » Example – Outfitter spends \$1,000 on Facebook, receives \$250 from VTC

LGBT

Who: A CVB in Virginia

Budget: \$12,000

What: Pride Month Marketing Initiative

PLAN:

- **Get listed on Virginia.org** – Free
- **Send VTC Story Ideas** – Free
- **Google AdWords** – \$1,000
 - Use your current AdWords campaign to target LGBT audiences in markets most important to your business
 - Place VIFL pride logo on your landing page, linking to Virginia.org/LGBT
 - Fill out the proper forms and provide landing page link
 - Receive 25% subsidy from VTC based on your overall spend
 - » Example – CVB spends \$1,000 on Google AdWords, receives \$250 from VTC
- **Facebook** – \$1,000
 - Use your current Facebook advertising campaign to target LGBT audiences in markets most important to your business
 - Tag @VisitVirginia in posts
 - We encourage you to use #VAPRIDE
 - Fill out the proper forms and provide ad creative
 - Receive 25% subsidy from VTC based on your overall spend
 - » Example – CVB spends \$1,000 on Facebook, receives \$250 from VTC
- **Matador** – \$7,500
 - Writes, researches and develops an article based on your LGBT product
 - You own it forever
 - Matador promotes it on their network and sends traffic to you
- **Outbrain** – \$2,500
 - Native advertising on your most favorite sites
 - “You might also be interested in...” links at the bottom of articles
 - Use article developed by Matador to use in this placement

MUSIC

Who: A large Virginia music festival

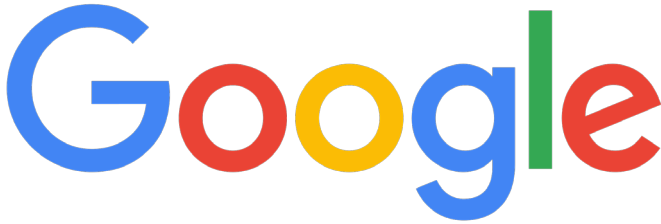
Budget: \$27,500

What: General Festival Promotion

PLAN:

- **Get listed on Virginia.org** – Free
- **Send VTC Story Ideas** – Free
- **Google AdWords** – \$2,000
 - Use your current AdWords campaign to target music enthusiasts in markets most important to your business
 - Place Virginia is for Music Lovers on your landing page, linking to Virginia.org/Music
 - Fill out the proper forms and provide landing page link
 - Receive 25% subsidy from VTC based on your overall spend
 - » Example – Festival spends \$2,000 on Google AdWords, receives \$500 from VTC.
- **Facebook** – \$5,000
 - Use your current Facebook advertising campaign to target music enthusiasts in markets most important to your business
 - Tag @VisitVirginia in posts
 - We encourage you to use #VAMUSIC
 - Fill out the proper forms and provide ad creative
 - Receive 25% subsidy from VTC based on your overall spend
 - » Example – Festival spends \$5,000 on Facebook, receives \$1250 from VTC.
- **Blue Ridge Outdoors Ad** – \$2,915
 - Place a full page ad in the “Festival Guide” issue
 - Tailor content for people making their “festival plan” for the summer
 - Develop a specific call-to-action to measure traffic from the ad
- **Outbrain** – \$2,500
 - Native advertising on your most favorite sites
 - “You might also be interested in...” links at the bottom of articles
 - Use article developed by Matador to use in this placement
- **Matador** – \$15,000 (Tier 2)
 - Writes, researches and develops TWO articles based on your festival
 - You own the content forever
 - Matador promotes it on their network and sends traffic to you
 - Matador creates and places TWO Instagram posts on their highly engaging feed

INDUSTRY ADVERTISING PLAN



virginia travel

All News Maps Images Videos More Settings Tools

About 165,000,000 results (1.79 seconds)

Virginia Travel Guide - Order the 2017 Official Guide - virginia.org
www.virginia.org/travelguide
 See Things To Do & Places To Stay. Order Your Official VA Travel Guide Today!
 Vacation in Virginia - Order a Travel Guide

Virginia / Popular destinations

 Williamsburg Colonial Williamsburg & theme parks \$89	 Virginia Beach Virginia Aquarium & 3-mile boardwalk \$345 \$143	 Richmond Virginia capital & Civil War sites \$118	 Norfolk Museums, harbors, concerts, gardens, and \$345 \$129
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[More destinations in Virginia](#)

Virginia Travel Guide - Virginia Is For Lovers
<https://www.virginia.org/travelguide>
 Mar 8, 2017 - The 2017 Virginia Travel Guide is a comprehensive planning guide to inspire and provide you all the information you need to plan your trip to ...

Virginia
US State

Virginia, a southeastern U.S. state, stretches from the Chesapeake Bay to the Appalachian Mountains, with a long Atlantic coastline. It's one of the 13 original colonies, with historic landmarks including Monticello, the founding father Thomas Jefferson's iconic Charlottesville plantation, The Jamestown Settlement and Colonial Williamsburg are living-history museums reenacting Colonial and Revolutionary-era life.

Capital: Richmond
Abbreviation: VA
Governor: Terry McAuliffe (D)
Minimum wage: 7.25 USD per hour (Jan 1, 2014)
Points of interest: Blue Ridge Mountains, More

Colleges and Universities View 45+ more

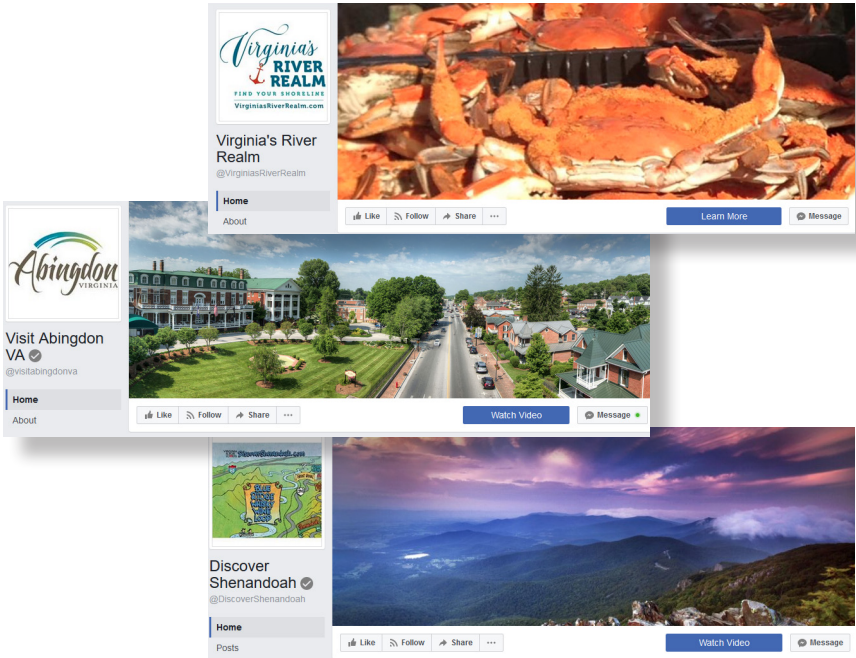
GOOGLE

VTC continues to offer its valuable Google AdWords co-op placement. Receive a 25% subsidy of your current AdWords buy for simply linking Virginia.org on your campaign landing page. Industry partners can receive up to \$25,000 for participation.

Fill out the form and contact Alex Ender and Kerry McNally to get started -- alex.ender@martinagency.com, kerry.mcnally@martinagency.com.

Download the [FY18 Google Toolkit](#) for qualification parameters and detailed reimbursement instructions.

facebook



FACEBOOK

VTC again offers a Facebook co-op placement. Just like the effective Google co-op offer, industry partners can receive a 25% subsidy on an existing Facebook advertising campaign. To receive this subsidy of up to \$5,000, partners just need to tag the Virginia is for Lovers Facebook page in the promoted posts.

Fill out the form and contact Alex Ender and Kerry McNally to get started -- alex.ender@martinagency.com, kerry.mcnally@martinagency.com.

Download the [FY18 Facebook Toolkit](#) for qualification parameters and detailed reimbursement instructions.



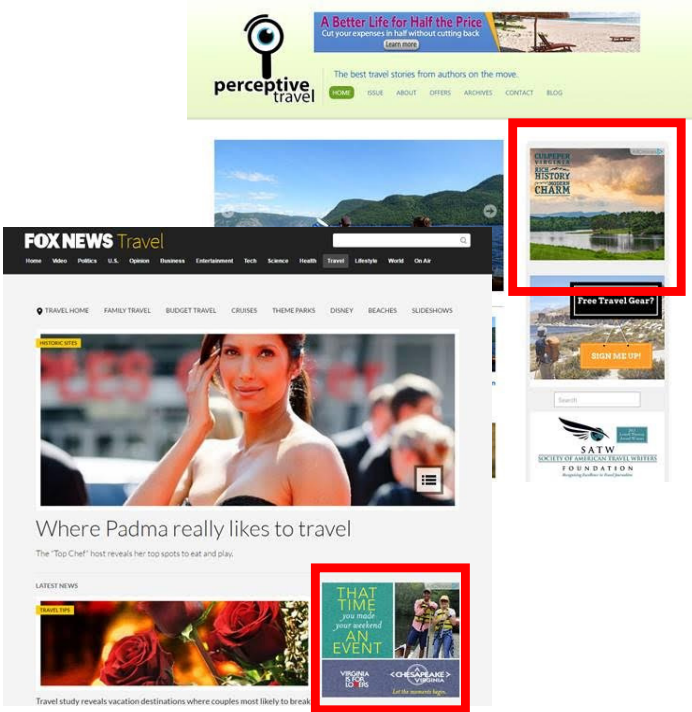
The screenshot displays the TripAdvisor interface for Virginia Beach, Virginia. At the top, there's a search bar with 'Near: Virginia Beach, Virginia' and a search button. Below the search bar, a navigation menu includes 'Overview', 'Places to Stay', 'Location', and 'Things to Do'. A grid of filters is visible, including 'All Hotels', 'Best Value', 'Business', 'Family', 'Romantic', 'B&B', and 'Vacation Rentals'. The main content area shows a grid of hotel listings with photos and brief descriptions. A red box highlights a promotional banner for 'Pine Play & Save up to 25% Off' with a 'Book Now' button. Another red box highlights a 'stayArlington' advertisement for Arlington, Virginia, featuring 'MONUMENTAL VIEWS' and 'CREATIVE CUISINE'.

TRIP ADVISOR

VTC has negotiated an aggressive buy-down for industry partners at a rate 75% less than normal pricing. This is a valuable space to capture traveler attention in a part of the travel planning process where decisions get made. The minimum buy is \$5,000 and partners can receive the negotiated buy-down rates on spends up to \$25,000.

For more information, contact Mark Preston at mpreston@tripadvisor.com

LEISURE MEDIA 360



LEISURE MEDIA 360

Find travelers online based on the kinds of travel they want most. Leisure Media 360 packages a custom campaigns based on products (our sub-brands like Virginia is for History Lovers, etc.), geography and age. Re-targeting is also available, as is banner production.

For more information, contact Denise Koff at dkoff@leisuremedia360.com.



SPONSORED CONTENT



virginia.org

8 Unbelievable Wineries In Virginia

SPONSORED CONTENT



virginia.org

10 Best Fall Hikes With A View

SPONSORED CONTENT



virginia.org

7 Hidden Virginia Beaches You'll Love

Sponsored Links by Outbrain

OUTBRAIN

Use content about your destination or attraction to generate traffic to your website. Articles you've written are placed on web pages around the internet, piquing interest of travelers who are looking for fun places to visit. For example, VTC uses placements like this as an opportunity to repurpose popular blog content like "7 Can't Miss Hikes in Virginia." Some call these native placements, because they look like normal content.

Due to buy-down purchasing, VTC partners receive a 25% discount from normal rates, with a maximum reimbursement of \$2,500. Minimum order is \$2,500.

For more information, contact Joe Addona at jaddona@outbrain.com.

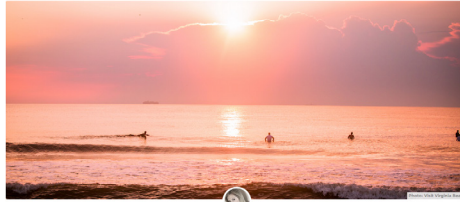
To apply, [fill out the form](#) and submit to Alex Ender and Kerry McNally – alex.ender@martinagency.com, kerry.mcnally@martinagency.com.

Download the [FY18 Outbrain Toolkit](#) for qualification parameters and detailed reimbursement instructions.



MATADOR network

18 images of Virginia Beach you'll want to regram



Jacqueline Kehoe
@jacquelinekehoe

- i THE MOST INSTAGRAMMABLE cities on the planet tend to have names like Istanbul, Chefchaouen, or Santorini. We're here to tell you: They also have names like Virginia Beach.
- p
- e What other cities of half a million people have dozens of miles of pristine beach and protected shoreline? What other cities

MATADOR NETWORK

New for the 2017/2018 plan, VTC industry partners can work with Matador Network to promote high-quality branded content on their powerful platform. Matador, one of the digital publishers in the travel, also works with partners to actually produce the content you'll promote. The Matador team visits your destination and creates content for you. The best part? Once they've created it, you can keep it forever.

We've partnered with them to create a simple three-tier offer. VTC will buy-down each placement, and partners can take advantage of up to \$25,000 in VTC spend.

Tier 1, \$7,500 – One article

- Your Cost: \$5,625
- VTC Cost: \$1,875

Tier 2, \$15,000 – Two articles, two Instagram posts (on Matador's account)

- Your Cost: \$11,250
- VTC Cost: \$3,750

Tier 3, \$25,000 – Custom video, one article, three Instagram posts (on Matador's account)

- Your Cost: \$18,750
- VTC Cost: \$6,250

You can choose to purchase multiple tiers from Matador, but partners are capped at \$25,000 in VTC spend. **For example:** Partners can choose to invest \$30,000 in Tier 2 and 3 and VTC will pay \$10,000

For more information, contact CJ Close at cjclose@matadornetwork.com.

BLUE RIDGE outdoors

MAGAZINE



BLUE RIDGE OUTDOORS

A well-distributed, large format magazine focused on outdoor recreation of all kinds. Due to the popularity of this program, VTC has expanded the placements to add two new advertorials to its traditional co-op placement program. See below for a list of issues and editorial focus.

- September** – Fall Travel
- January** – Best of Blue Ridge
- March** – Fly Fishing (advertorial)
- May** – Festival Guide
- June** – Paddling (advertorial)
- July** – Road Trips

Ad Costs

- 2 Page Spread - \$5,995
- Full Page - \$3,150
- Half Page - \$1,950
- Quarter Page - \$1,225

Advertorial Spread Costs:

- 1/4 Page Ad + 1/4 Page Advertorial - \$1,950
- 1/2 Page Ad + 1/2 Page Advertorial - \$3,150
- Full Page Ad + Full Page Advertorial - \$5,995

For more information, contact Leah Woody at leah@blueridgeoutdoors.com.

CONTACT US

Please reach out to us if you have questions about how you can make the Industry Advertising Plan work for your organization. For information about Virginia.org Newsletters and Virginia.org Display Advertising, visit www.vatc.org.

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