

## VTC & OUTBRAIN NATIVE MARKETING CO-OP PROGRAM

In an effort to assist in the promotion of the State's DMO's and other qualified attractions, VTC is happy to announce a Co-Op program designed to help fund the native campaigns actively being executed by the State's marketing partners.

This program is designed to provide maximum flexibility for each partner's specific marketing needs. Partners will work directly with Outbrain to create campaigns through any means they deem appropriate, and any strategic approach they deem effective.

With this program the Virginia Tourism Corporation will reimburse all participants **25%** against all **qualified Outbrain campaigns per the VTC 2017-18 fiscal year (through June, 2018)** with a minimum spend of \$2,500 and maximum reimbursement of \$2,500.

### Qualification Parameters

- Application submitted and approved by the Martin Agency (TMA) prior to campaign start
- All traffic driven from the Outbrain platform to a landing pages must include the Virginia is for Lovers logo (at least 250 pixels tall or 250 pixels wide), or a 250 character promotional text summary about Virginia, with hyper-link.
- Landing page must contain a link to [www.virginia.org](http://www.virginia.org) (Link can be embedded into logo image)

### Documentation

The following documents must be submitted to TMA in order to collect re-imbusement:

- Ad Delivery report showing ad unit(s) run and corresponding click volume and cost associated to ad/landing page
  - Reporting from Outbrain platform accepted
- URL(s) of landing page(s) used against ad(s)
  - If URLs vary by ad unit(s) or campaign(s), please provide all and label accordingly

### Reimbursement Process

Each quarter partners will provide proof of performance the month preceding end of quarter.

Reimbursement will be made on a quarterly basis. All reimbursement claim forms and associated documentation must be received by the last day of the month preceding the end of the calendar quarter. Documentation will be reviewed and verified by TMA the following month.

- Q1 2018- January – March- deadline is April 30; reimbursement made to partners by May 31, 2018
- Q2 2018- April – June- deadline is July 31; reimbursement made to partners by August 31, 2018
- Q3 2018 – July – September – deadline is October 31; reimbursement made to partners by November 30, 2018
- Q4 2018 – October – December- deadline is January 31; reimbursement made to partners by February 28, 2019

### Enrollment

- Enrollment is on a first come-first serve basis

## Virginia Tourism Corporation 2017-18 Outbrain Co-op Application

Please complete this form and submit to Alex Ender [alex.ender@martinagency.com](mailto:alex.ender@martinagency.com) and Kerry McNally [Kerry.McNally@martinagency.com](mailto:Kerry.McNally@martinagency.com).

### **Contact Information**

<b>Name</b>	
<b>Company Name</b>	
<b>Street Address</b>	
<b>City ST ZIP Code</b>	
<b>Work Phone</b>	
<b>E-Mail Address</b>	

<b>Submission Date</b>	
<b>Total Annual Outbrain Budget</b>	
<b>Total Qualifying Budget Request - Up to \$2,500</b>	

**Qualifying Landing Pages (list all pages traffic will be driving to that has the VIFL logo)**

### **For Office Use Only**

<b>Approved Reimbursement Amount</b>	
<b>Date Approved</b>	
<b>Approved By</b>	
<b>Approval Signature</b>	
<b>Title</b>	
<b>E-Mail Address</b>	