











CO-OP PROGRAM OVERVIEW

				
MEDIA	SOCIAL	SEARCH	PRINT & DIGITAL CONTENT	DIGITAL BANNERS & VIDEO
PURPOSE	Build social engagement and increase website visits by promoting your content on Facebook and Instagram.	Reach consumers who are actively looking for content related to your destination, product or services.	Leverage a trusted voice to reach outdoor enthusiasts and adventure travelers through print, digital and social opportunities.	Place banner and video ads in front of targeted audiences who are interested in travel.
BENEFIT + OFFER	25% Reimbursement on Facebook and Instagram promoted posts and ads \$5,000 max. reimbursement	25% Reimbursement on Google Ads campaigns \$25,000 max. reimbursement	55% Discount on print ads 35% Discount on digital packages, including optional add-ons for social posts	Advanced Targeting Capabilities with display banners and online video LeisureMedia360 can assist with campaign development, design services and performance analytics.
	Application requests half-year – rather than quarterly – budget projections.	Application requests half-year – rather than quarterly – budget projections.	Choose ANY issue from July 2019 - June 2020. And extend your Digital Package with the Social Media incremental opportunity.	Tiered pricing structure – based on creative and targeting parameters – accommodates a wider range of needs and budgets.
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MEDIA	TRAVEL SITE	CABLE TV	RESEARCH	STREAMING AUDIO
PURPOSE	Engage with travel enthusiasts actively looking for travel inspiration and resources.	Reach large audiences in key geographic markets with pre-negotiated cable packages.	Use the latest research technology to measure who arrives in your destination after seeing your advertising or visiting your website.	Reach key audiences using streaming audio to create awareness and consideration of your destination, product or services.
BENEFIT + OFFER	<p>75% Discount</p> <p>on banner ads, with added value options for design services</p> <p>\$7,500 min. spend \$50,000 max. reimbursement</p>	<p>50% Reimbursement</p> <p>on cable TV advertising</p> <p>\$20,000 max. reimbursement</p>	<p>33% Discount</p> <p>on Arrivalist's A2 research and analytics data.</p> <p>\$15,200 spend</p>	<p>50% Reimbursement</p> <p>on audio and banner ads</p> <p>\$5,000 min. spend \$5,000 max. reimbursement</p> <p>Pandora can assist with audio spot and banner ad production.</p>
	Partners spending \$10,000+ can receive added value creative services.	Markets extend into North Carolina. VTC increased its reimbursement from 10% to 50% and doubled the cap.	N/A	Thanks to partner feedback, Pandora has been added as an entirely new program in FY20.
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