







FY21 CO-OP PROGRAM OVERVIEW

					
MEDIA	SOCIAL	SEARCH	PRINT & DIGITAL CONTENT	DIGITAL BANNERS & VIDEO	TRAVEL SITE
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.	Engage with travel enthusiasts actively looking for travel inspiration and resources.
BENEFIT + OFFER	<p>25% Reimbursement on Facebook and Instagram promoted posts and ads</p> <p>\$10,000 max. reimbursement</p>	<p>25% Reimbursement on Google Ads campaigns</p> <p>\$25,000 max. reimbursement</p>	<p>55% Discount on print ads</p> <p>35% Discount on digital packages, including optional add-ons for social posts</p>	<p>Advanced Targeting Capabilities with display banners and online video</p> <p>LeisureMedia360 can assist with campaign development, design services and performance analytics.</p>	<p>75% Discount on banner ads, with added value options for design services</p> <p>\$5,000 min. spend \$50,000 max. reimbursement</p>
	<p>Doubled reimbursement maximum.</p> <p>Reimbursements issued on half-year basis.</p>	<p>Reimbursements issued on half-year basis.</p>	<p>Digital Package extended with incremental Social Media opportunity.</p>	<p>Increased Video offering for up to 12 partners (previously 6) for May 2021.</p>	<p>Lowered minimum spend from \$7,500 to \$5,000.</p>
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