



WanderLove Grant Program FY21 VTC Co-Op Options

You may choose to leverage VTC's FY21 Industry Advertising Co-Op Program to maximize funding awarded through the WanderLove Grant Program. Outlined below are a few options to help guide your Media Mix, based on your overall media goals: Awareness/Consideration or Site Traffic. Feel free to contact [Lindsey Norment](#) with any questions.

RECOMMENDATIONS

GOAL: AWARENESS/CONSIDERATION

PROGRAM	\$5K BUDGET	\$10K BUDGET
Search	\$1,500	\$1,250
Social	\$3,500	\$2,500
Leisure Media – <i>basic targeting</i>	\$0	\$1,250
TripAdvisor	\$0	\$5,000
TOTAL	\$5,000	\$10,000

GOAL: WEBSITE TRAFFIC

PROGRAM	\$5K BUDGET	\$10K BUDGET
Search	\$1,500	\$2,150
Social	\$650	\$0
Leisure Media – <i>super targeting</i>	\$2,850	\$2,850
TripAdvisor	\$0	\$5,000
TOTAL	\$5,000	\$10,000

* To enter the market quickly, begin with Search and Social (1-2 day turnaround), followed by Digital (5-7 day turnaround).

PROGRAM DETAILS

PROGRAM	TACTIC	DETAILS	MINIMUM INVESTMENT
Search	Google Search	Keywords	No minimum
Social	Facebook & Instagram	Dark image/video posts	No minimum
Leisure Media	Digital Banners	400K+ impressions/month - <i>basic targeting</i>	\$1,250
		600K+ impressions/month - <i>super targeting</i>	\$2,850
Blue Ridge Outdoors	Print	Full Page Ad	\$3,450
	Digital/Social	Native Banners or Instagram Story, E-Newsletter	\$995
TripAdvisor	Banners	Banners geotargeted against Mid-Atlantic Content	\$5,000