Industry Advertising Co-Op

FY21 Partner Opportunities
**MEET THE BRAND TEAM**

**LINDSEY NORMENT**  
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**THE MARTIN AGENCY**  
VTC’s Agency of Record

**ALI ZAMAN**  
Art Director  
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PROGRAM OVERVIEW
• Maximize value to partners
• Provide flexible solutions
• Simplify the process
• Drive tangible results
Provide a **mix of media channels** that will help drive awareness and consideration of your brand, product or destination.

Inspire participation through **incentivized reimbursement offerings and increased education**.

Deliver **turnkey opportunities** to provide ease of use.
FY21 APPROACH
FY21 CO-OP APPROACH

PURPOSE

• Quality over quantity
• Help you do more with less and/or stretch existing funds further
• Enable quick and impactful entry into the market
FY21 CO-OP APPROACH

ESTABLISHED PROGRAMS
• Highest partner participation
• Proven results

EXPANDED OFFERINGS
• Increase VTC investment
• Lower minimum investment
FY21 PROGRAM DETAILS
Build social engagement and increase web traffic by promoting your content on Facebook and Instagram.

Kerry McNally, The Martin Agency: kerry.mcnelly@martinagency.com
Leverage Facebook and/or Instagram to share news and updates, special offers and events, and strategic content to key audiences.

**Parameters**

Tag [Virginia is for Lovers](https://www.facebook.com/VirginiaisforLovers) (Facebook) or [@VisitVirginia](https://www.instagram.com/visitvirginia) (Instagram) to receive reimbursement on social campaigns.

**Reimbursements**

- 25% Reimbursement
- $10,000 max. reimbursement

**What’s New**

- Max reimbursement doubled from $5k in FY20.
- Half-year reimbursements to reduce reporting burden.
Virginia's River Realm

Have you entered our golf giveaway with Piankatank River Golf Club, Golden Eagle Golf Course, and King Carter Golf Club? Scroll to the top of our page to enter! Contest ends October 14!

Virginia is for Lovers

Luray Caverns

Put on your headphones and experience an exciting 360° tour of eastern America's largest and most popular caverns. What will you discover?

Virginia is for Lovers
VTC Co-Op - How to Create Facebook Ads
Reach consumers who are actively looking for content related to your destination, product or services.

Kerry McNally, The Martin Agency: kerry.mcnally@martinagency.com
PARTNER OFFER

Implement search campaigns that targets users who:
• Have decided to visit Virginia but need assistance in planning the specifics of their trip; or
• Are looking for content related to your product, experience or destination.

Parameters

Include the Virginia is for Lovers logo with link to virginia.org on relevant landing pages.

Google Search Network only; Google Content Network is excluded.

Reimbursements

• 25% Reimbursement
• $25,000 max. reimbursement

What’s New

• Half-year reimbursements to reduce reporting burden.
Grow your business with Google Ads

Get in front of customers when they're searching for businesses like yours on Google Search and Maps. Only pay for results, like clicks to your website or calls to your business.

VTC Co-Op - How to Create Google Ads
Engage with travel enthusiasts actively looking for travel inspiration and resources.

Emily Brillanti Fowler, TripAdvisor: ebrillanti@tripadvisor.com
Geo-targeted run-of-site banners on TripAdvisor.com will run alongside mid-Atlantic content, served to users within a 200- to 400-mile radius of Virginia who are actively looking at mid-Atlantic content on TripAdvisor.

**Run-of-Site Banners: 75% Discount**

- Partner investment: $5,000* minimum; $50,000 maximum
- VTC investment: 50% match; maximum match of $25,000
- TripAdvisor investment: 25% match

*If partner invests less than $7,500, media must run across Sept-Nov 2020 or Apr-Jun 2021.

**Added Value: ($5k value)**

Receive design services with $10K+ campaign investment. TripAdvisor will create one set of static banners for you, with rights to those assets to run on TripAdvisor as well as other sites.

**What’s New**

- Lowered minimum spend from $7,500 to $5,000.
SAMPLE INVESTMENT:

- $5,000 Partner spend
- $2,500 VTC match
- $1,250 TripAdvisor match
- $8,750 Total value
INTERMISSION:
QUESTIONS
DIGITAL BANNERS & VIDEO

Place banner and video ads in front of targeted audiences who are interested in travel.

Denise Koff, LeisureMedia360: dkoff@leisuremedia360.com
LeisureMedia360 will work with you to develop your creative assets, set up the programmatic campaign and steward the buy throughout the flight. They will also offer digital education throughout the year.

**Targeting**

- Basic: geo-targeted to key locations across premium sites. No demographic targeting available.
- Super: targeted against geography, demographics, interest and behaviors.
  - Added Value: Retargeting
  - Segments: Family, Outdoor, Food & Wine, Music Lovers, History Lovers or even more specific based on goals.
LeisureMedia360 will work with you to develop your creative assets, set up the programmatic campaign and steward the buy throughout the flight. They will also offer digital education throughout the year.

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**Banners Ads** (minimum investment)

Monthly campaigns available in August-October and March-June, for 3-week flights within in each month.

<table>
<thead>
<tr>
<th>Basic Targeting</th>
<th>Super Targeting</th>
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<tbody>
<tr>
<td>$1,250  400k monthly impressions*</td>
<td>$2,850  600k-750k monthly impressions*</td>
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<tr>
<td>$2,175  700k monthly impressions**</td>
<td>$5,700  1.2MM - 1.5MM monthly impressions**</td>
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*One or **two creative execution(s) in various sizes; VTC logo must be included if created by LeisureMedia360.
PARTNER OFFER

Video Ads (minimum investment)*

Monthly campaign available in May for a 4-week flight.

Basic Targeting  Super Targeting
- $4,250   200k monthly impressions  - $5,900   200k monthly impressions

What’s New

Increased Video offering for up to 12 partners (previously 6) for May 2021.

*Available to a maximum of 12 partners
EXAMPLES

BANNER AD

VIDEO AD
Leverage a trusted voice to reach outdoor enthusiasts and adventure travelers through print, digital and social opportunities.

Leah Woody, Blue Ridge Outdoors: leah@blueridgeoutdoors.com
PARTNER OFFER

Print: 55% Discount

VTC will place print ads in July, October, April and May – but partners may choose ANY month from July 2020-June 2021.

$6,480   2-Page Spread
$3,450   Full Page
$2,150   Half Page
$1,300   Quarter Page

*Additional 10% discount if run in 4 issues.

Digital: 35% Discount

$995   Digital Package available to 8 partners per month
  • Native Post - sponsored content for 1 week on home page
  • Standard Banner ROS ad for 1 month OR Instagram Story with 3 tiles
  • 1x Trail Post E-Newsletter

Social

$175   Facebook or Instagram sponsored post on BRO handle

Added Value

The “Virginia Destination Giveaway” will be offered in Spring 2021.
Partners must run in Spring Giveaway issue to secure “Virginia Destination Giveaway” leads.
Place your message in front of consumers who are actively making and extending Virginia travel plans.

Jo Diedrich, LeisureMedia360: jiedrich@leisuremedia360.com
2021 CONTENT STRATEGY

Editorial
Road Trips
LOVEworks
Food + Drink
History+
Outdoor

Annual Content
Merch + Gifts
LGBTQ+
Film
Golf Advertorial

Regional Highlights
Iconic, new and notable experiences for each of the 10 regions.
EXPERIENCE AN INSPIRED WEEKEND IN

Hampton

Sea To Stars Ticket
NEXT-GEN ADMISSION: ONE LOW PRICE

Hermeneutics 500 years after the city first took to the sea, first to the sky, first to the sound. Hampton celebrates the city’s rich maritime history at the Hampton Roads Visitor Center. From its deck, you can see the harbor and shipyards of Hampton, and the shipyards of the British Navy and the United States Navy in the 18th century.

Hampton University Museum
IN THE HEART OF THE ICONIC UNIVERSITY

Hampton University is America’s oldest African-American university. Located on the beautiful Hampton University campus, this facility houses more than 200 works of African-American, Native American, African, and Asian art.

Fort Monroe
THE SITE WHERE THE FIRST AMERICANS TOOK TO THE SEA

Fort Monroe is the site where the first American troops took to the sea in 1861. During the Civil War, it became known as “The Ironsides.” Following the construction of the original Confederate fortification, the fort was modernized and expanded into a complex of buildings, with miles of defensive walls and earthworks.

Virginia Air & Space Center
A WIND-TUNNEL OF LEARNING

The Virginia Air & Space Center is a world-class facility housing more than 70 exhibits and exhibits that have been updated and re-evaluated. The center offers a variety of educational programs, including science classes, science clubs, and special events.

Drinks and Dining
WHERE FOOD AND FUN COME TOGETHER

There are many restaurants and bars to choose from, with a variety of flavors, local beer, and wine. The center also offers a variety of food trucks, with options for all dietary needs.

Cultural Sites
FREE TO THE PUBLIC, OPEN TO ALL

This is a list of the city’s cultural sites, including museums, galleries, and theaters. This list is updated regularly, and you can find more information on the city’s cultural sites by visiting the Hampton Tourism Center.

Mini Hampton
EASY TO NAVIGATE, FUN FOR ALL

At around 1.5 miles, Mini Hampton is a small-scale version of the city. It includes the Hampton University Museum, Fort Monroe, and the Virginia Air & Space Center, making it a perfect destination for families.

History, INSPIRED

HISTORY HAMPTON - VA EST. 1610

A Hampton visit traces a centuries-long legacy of culture, cuisine, and innovation. Discover Virginia Air & Space Center, Hampton University, Chippokes: Skybridge, Virginia’s historic harbor, and Fort Monroe, the site of the first recorded African landing in English North America in 1619.

GET INSPIRED AT VISITHAMPTON.COM

CALL 800-487-8178
PARTNER OFFER

Print Ads

- Back Cover ................................................. $ 24,115
- Inside Front Cover ................................. $ 21,765
- Inside Back Cover ................................. $ 21,470
- Spread .................................................. $ 28,825
- Full Page ................................................ $ 16,615
- 2/3 Page ................................................ $ 15,025
- 1/2 Page ................................................ $ 12,700
- 1/3 Page ................................................ $ 7,815
- 1/6 Page ................................................ $ 5,295
- Lodging Co-op ...................................... $ 995
- Enhanced Listing ................................. $ 575

Ad sales close September 30, 2020.

vatc.org/marketing/advertising/guideadvertising
PARTNER OFFER

Added Value
All advertisers also receive a free listing in their Region.

Rewards Program
Receive the following Virginia.org Ad Discount when you purchase a Travel Guide print ad:
• 1/6 Page - 5%
• 1/3 Page - 10%
• Half Page - 15%
• Full Page - 20%
## FY21 CO-OP PARTNER OFFER

<table>
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<tr>
<th>Platform</th>
<th>Offer Description</th>
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| Facebook          | 25% Reimbursement
|                   | $10,000 max. reimbursement                                                         |
| Google            | 25% Reimbursement
|                   | $25,000 max. reimbursement                                                         |
| TripAdvisor       | 55% discount on print ads
|                   | 35% discount on digital packages, including optional add-ons for social posts      |
| Leisure Media 360 | Advanced targeting capabilities with online banners and video
|                   | Assistance with campaign development, design services and performance analytics.   |
| Blue Ridge Outdoors | 75% Discount on banner ads, with added value options for design services
|                   | $50,000 max. reimbursement                                                         |
| Virginia Leisure Media 360 | Print advertisers receive free listing
|                   | Rewards Program discount on Virginia.org ads                                       |
Doubled reimbursement maximum.
Reimbursements issued on half-year basis.

Reimbursements issued on half-year basis.

Lowered minimum spend from $7,500 to $5,000.

Increased Video offering for up to 12 partners (previously 6) for May 2021.

Digital Package extended with incremental Social Media opportunity.

Google and Facebook Ad Tutorials
Kerry McNally, The Martin Agency: kerry.mcnally@martinagency.com

Emily Brillanti Fowler, TripAdvisor: ebrillanti@tripadvisor.com

Denise Koff, LeisureMedia360: dkoff@leisuremedia360.com

Leah Woody, Blue Ridge Outdoors: leah@blueridgeoutdoors.com

Jo Diedrich, LeisureMedia360: jdiedrich@leisuremedia360.com
QUESTIONS?
THANK YOU

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