







FY22 Co-Op Program Overview

VIRGINIA IS FOR LOVERS[®]

					
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>\$500 min. spend \$50,000 max. reimbursement</p>
	N/A	N/A	Co-op pricing available for up to six issues (previously four). Option to combine traditional ads with advertorial.	Video available in September and May (previously May only) for up to 12 partners.	Minimum spend lowered from \$5,000 to \$500, with self-service option for partners spending less than \$5,000.
Contact	Kerry McNally kerry.mcnally@martinagency.com	Kerry McNally kerry.mcnally@martinagency.com	Leah Woody leah@blueridgeoutdoors.com	Denise Koff dkoff@leisuremedia360.com	Emily Brillanti Fowler ebrillanti@tripadvisor.com

Full details available on VATC.org