

VTC PARTNER MEDIA PLANNING GUIDE

Paid media offer many options to raise awareness and consideration of your brand as a travel destination. And while media planning can be intimidating, we've outlined some tips and examples that may help you start the process.

Media Planning Tips

- Start with your goal(s). From brand awareness to website traffic to ticket sales, your goals will inform your channel tactics and spend allocation.
- Reach the right consumers. Focus on ways to target people who are travel enthusiasts.
- Don't waste ad impressions. Geo-target towards markets that consumers are more likely to travel from.
- Get credit. Include your location information in every ad.
- Get the most for every dollar. Choose media with a lower Cost Per Thousand (CPM) to reach more people for less cost.
- Highlight your offering. Focus on the unique experiences you can offer consumers.
- Do more with less. Leverage VTC's funding opportunities, like the Marketing Leverage Program and Industry Advertising Co-op Program, to stretch your budgets further.

Where to Start

Take advantage of VTC's free marketing tools and resources:

- Get listed on Virginia.org
- Submit content to the Virginia Travel Blog
- Tap into VTC's industry research
- Sign up for PR leads
- Leverage the strength of the Virginia is for Lovers® brand
- Source images and video from VTC's vast media library

Sample Media Plans

Here are just a few examples of media plans by budget, for a **3-month campaign period**. We hope you will see how each opportunity can be molded to fit your goals and needs, as many variations are possible.

MEDIA ROLE	CHANNEL	\$30K BUDGET	\$60K BUDGET	\$100K BUDGET
Awareness* ↓	Streaming Audio	-	-	\$25,000
	Out-of-Home/ Digital Out-of-Home	-	\$10,000	\$10,000
	Print	-	\$15,000	\$15,000
Consideration** ↓	Social	\$2,500	\$3,000	\$5,000
	Online Video/ Banners	\$20,000	\$24,000	\$33,000
Conversion	Search	\$7,500	\$8,000	\$12,000


*Could also leverage Connected TV in place of OOH or Streaming Audio.

** Brand Partnerships are recommended for higher budget levels.

VTC PAID MEDIA PROGRAMS

Funding Opportunities

VTC encourages the use of ARPA Programs and VTC Co-op Programs to maximize your marketing impact. While ARPA Funds may not be used for the Co-op, partners may still use their existing general budget funds for the Co-op programs.

MEDIA ROLE	CHANNEL	ARPA PROGRAMS	CO-OP PROGRAMS*
<i>Full Funnel</i> 	ALL	MIQ	-
	Streaming Audio	Spotify, Pandora	-
	Out-of-Home/ Digital Out-of-Home	Wilkins	-
	Brand Partnership	Travelzoo	-
	Print	Atlanta Magazine, Baltimore Magazine, MNI, Our State, Philadelphia Magazine, The Local Palate, Washingtonian, Food Network/Pioneer Woman/Delish, Vista Graphics	Blue Ridge Outdoors (print)
	Social	-	Facebook/Instagram
	Online Video/ Banners	GumGum, Adara, Expedia	Blue Ridge Outdoors (digital), LeisureMedia360, TripAdvisor
	Search	-	Google

In-Market Opportunities

Additionally, VTC offers several opportunities to reach travelers who are in-market and/or actively seeking information from Virginia Tourism.

CHANNEL	COST
Virginia.org Listing	Free
Virginia's Travel Blog Content	Free via Matcha
Virginia.org Advertising	Varies
eNews Advertising	Varies
Travel Guide Advertising	Varies
Welcome Center Advertising*	Varies
LOVEwork Reimbursement Program *	\$1,500 Reimbursement

* VTC Co-op, Welcome Center Advertising (PMAP) and LOVEwork Reimbursement Program are not eligible uses of ARPA funds, though partners may leverage their existing general budget funds for these valuable programs. [Click here](#) for a list of eligible and ineligible ARPA expenses.