## FY23 Co-Op Program Overview

<table>
<thead>
<tr>
<th>Media</th>
<th>Social</th>
<th>Search</th>
<th>Print &amp; Digital Content</th>
<th>Digital Banners &amp; Video</th>
<th>Travel Site</th>
<th>Data</th>
<th>Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td></td>
<td>Google</td>
<td>outdoors</td>
<td>LEISURE MEDIA360</td>
<td>TripAdvisor</td>
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<td></td>
<td>ADARA</td>
<td>EPSILON</td>
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</tbody>
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### 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.**
- **Utilize Adara’s 1st party travel intent data to reach the right audience.**
- **Utilize purchase-based data to identify individuals who have transacted in Virginia but don’t reside there.**

### Benefit + Offer

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Offer</th>
</tr>
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<tbody>
<tr>
<td><strong>Social</strong></td>
<td><strong>Search</strong></td>
</tr>
<tr>
<td><strong>25% Reimbursement</strong> on Facebook and Instagram promoted posts and ads</td>
<td><strong>25% Reimbursement</strong> on Google Ads campaigns</td>
</tr>
<tr>
<td>$10,000 max. reimbursement</td>
<td><strong>55% Discount</strong> on print ads</td>
</tr>
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<td><strong>25% Discount</strong> on digital packages, including optional add-ons for social posts</td>
<td><strong>Advanced Targeting Capabilities</strong> with display banners and online video</td>
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<td><strong>50% Discount</strong> on banner ads, with added value options for design services</td>
<td>LeisureMedia360 can assist with campaign development, design services and performance analytics.</td>
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<tr>
<td><strong>75% Discount</strong> on banner ads, with added value options for design services</td>
<td><strong>50% Match</strong> by VTC and Adara</td>
</tr>
<tr>
<td>$500 min. spend</td>
<td>$5,000 min. spend</td>
</tr>
<tr>
<td>$50,000 max. reimbursement</td>
<td>$50,000 max. reimbursement</td>
</tr>
<tr>
<td><strong>50% Match</strong> by VTC and Adara up to $10,000. (Up to $5,000 each)</td>
<td><strong>Coming Soon!</strong></td>
</tr>
</tbody>
</table>

### New
- **Additional digital package has been added.**
- **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.**
- **New opportunity for FY23.**

### Contact
- **Margaree Brown**
  margaree.brown@mediahubww.com
- **Leah Woody**
  leah@blueridgeoutdoors.com
- **Denise Koff**
  dkoff@leisuremedia360.com
- **Mallory Smith**
  msmith@tripadvisor.com
- **Jeremy Harvey**
  jeremy.harvey@adara.com

*Full details available on VATC.org*