








FY25 Co-Op Program Overview

VIRGINIA IS FOR LOVERS™

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| Media | Social Media | Programmatic Digital Advertising | Print & Digital | Travel Endemic | Programmatic Display | Programmatic Display/Pre-roll | Programmatic Native |
| Purpose | Build social engagement and increase website visits by promoting your content on Facebook and Instagram. | Place banner and video ads in front of targeted audiences who are interested in travel. | Leverage a trusted voice to reach outdoor enthusiasts and adventure travelers through print, digital and social opportunities. | Place your message in front of consumers searching for travel inspiration and information on TripAdvisor. | Utilize Adara's 1st party travel intent data to reach the right audience. | Find and target consumers looking to travel and influence them to book directly with you. | Place your message in front of consumers in a native display ad which matches the publishers look and feel. |
| Benefit + Offer | <p>50% Reimbursement on Facebook and Instagram promoted posts and ads</p> <p>\$25,000 max. reimbursement</p> | <p>Banner Ads</p> <p>\$2,990 minimum spend for 600k monthly Impressions</p> <p>Video Ads</p> <p>\$6,200 minimum spend for 200k monthly Impressions</p> | <p>Discounted Rates on print ads placed in certain issues throughout the year.</p> <p>Discounted Rates on digital packages.</p> <p>Spend Ranges Print: \$1,450 - \$7,000 Digital: \$795 - \$2,295</p> | <p>75% Combined Match</p> <p>VTC match: 50% Tripadvisor match: 25%</p> <p>\$5,000 min. spend</p> <p>Max reimbursement up to \$25,000 or \$50,000</p> | <p>Up to 150% Combined Match</p> <p>VTC match: 100% Adara match: 40-50%</p> <p>Offer 1 - \$10,000 150% match and monthly reporting.</p> <p>Offer 2 - \$25,000 140% match, CC report and website measurement report</p> | <p>1:1:1 Match</p> <p>VTC match: 100% Sojern match: 100%</p> <p>\$2,500 min. spend \$25,000 max spend</p> | <p>130% Match</p> <p>VTC match: 100% Storygize match: 30%</p> <p>\$5,000 min. spend \$25,000 max spend</p> |
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Full details available on VATC.org