



TripAdvisor – Delaware Tourism Office

FY 2017 Cooperative Marketing Opportunity

All packages are custom-built after extensive conversations with the client regarding goals and objectives. Below are sample template campaigns for viewing.

Please note: all campaigns must serve by 6/30/2017.

Package 1: \$10,000

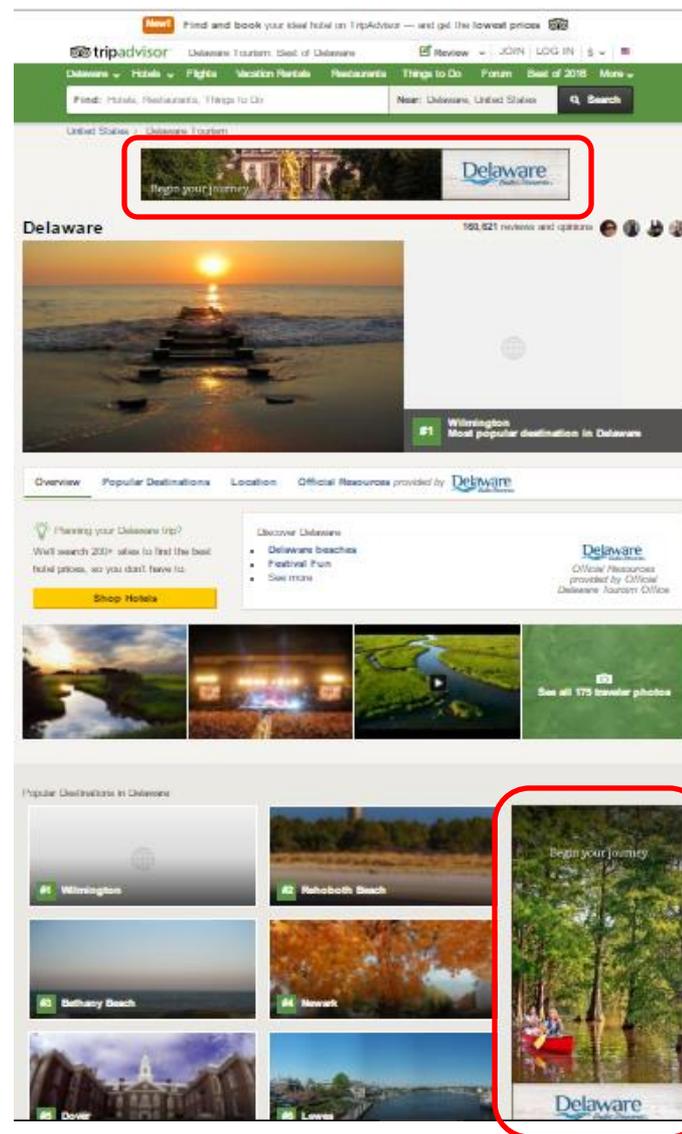
- **263,157** impressions targeted to TripAdvisor users who live in key geo-target DMAs
- **294,117** impressions targeted to Delaware and competing State content
- **27,863** Bonus Run of Site impressions
- **Total Contracted Impressions: 585,139**

Package 2: \$7,500

- **197,368** impressions targeted to TripAdvisor users who live in key geo-target DMAs
- **220,898** impressions targeted to Delaware and competing State content
- **20,898** Bonus Run of Site impressions
- **Total Contracted Impressions: 438,854**

Package 3: \$5,000

- **131,579** impressions targeted to TripAdvisor users who live in key geo-target DMAs
- **147,059** impressions targeted to Delaware and competing State content
- **20,898** Bonus Run of Site impressions
- **Total Contracted Impressions: 292,570**



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