



# 2020 DUBLIN CO-OP ADVERTISING PROGRAM

As a Dublin CVB partner business, you have access to new advertising opportunities beyond print for a fraction of the cost. See 2020 Co-Op Advertising options and details on back.

Placements are limited and on a first-come, first-served basis.

Company Name \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_

Website \_\_\_\_\_

Email \_\_\_\_\_

## PROGRAM REQUIREMENTS

- The Dublin CVB co-op program offers advertising opportunities at a fraction of the cost in exchange for displaying the Dublin Convention & Visitors Bureau logo on your creative materials for chosen co-op advertisements. Dublin CVB's media partners will help you design and implement Dublin's destination branding in a seamless way. All creative assets will be reviewed and approved by the Dublin CVB.

## 2020 CO-OP ADVERTISING RATES

Check box to select ad placement month

Facebook Advertising	Partner Cost	Email Blast	Partner Cost	Video Creation	Partner Cost
<input type="checkbox"/> January	\$200	<input type="checkbox"/> April	\$375	<input type="checkbox"/> January	\$500
<input type="checkbox"/> February		<input type="checkbox"/> May		<input type="checkbox"/> February	
<input type="checkbox"/> March		<input type="checkbox"/> June		<input type="checkbox"/> March	
<input type="checkbox"/> April		<input type="checkbox"/> December		<input type="checkbox"/> April	
<input type="checkbox"/> May				<input type="checkbox"/> May	
<input type="checkbox"/> June				<input type="checkbox"/> June	
<input type="checkbox"/> July			<input type="checkbox"/> July		
<input type="checkbox"/> August			<input type="checkbox"/> August		
<input type="checkbox"/> September			<input type="checkbox"/> September		
<input type="checkbox"/> October			<input type="checkbox"/> October		
<input type="checkbox"/> November			<input type="checkbox"/> November		
<input type="checkbox"/> December			<input type="checkbox"/> December		

*600 x 500 px. JPG or GIF*

*Featured on 614now.com*

Dublin CVB Investment per placement : \$1,000

Dublin CVB Investment per placement : \$1,360

Dublin CVB Investment per placement: \$4,000

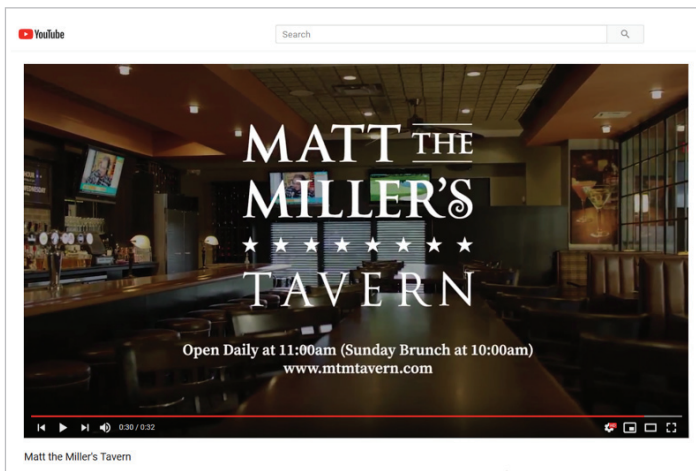
Partner Signature \_\_\_\_\_ Date \_\_\_\_\_

To advertise, contact Josh (jbricker@irishisanattitude.com) or call 614/792-7666.

# DUBLIN CONVENTION & VISITORS BUREAU 2020 CO-OP ADVERTISING PROGRAM

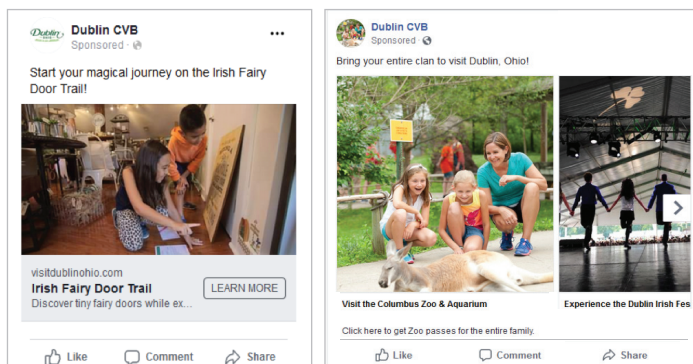
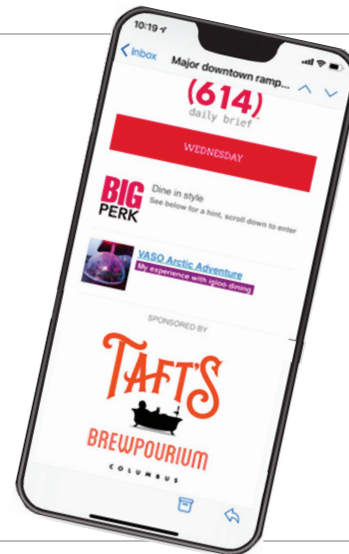
As a Dublin CVB partner business, you have access to new advertising opportunities beyond print for a fraction of the cost. The Dublin CVB is committed to providing Dublin partners with affordable advertising options. See the 2020 Co-Op advertising program below.

Placements are limited and on a first-come, first-served basis.



**Video Creation and Distribution:** Work with the Dublin CVB and video production company to create a :30-:90 second video promoting your business or event. The Dublin CVB will meet with partner to discuss concepts, talent needs, script and production. Opportunity includes pre-production planning call, day-of-video production with videographer/producer and editing of final video. The Dublin CVB will utilize the video for marketing purposes and partner will have full rights to use the video as they see fit. Three available.

**Email Blast with 614Now:** Spotlight your business or event to engaged users in the most read daily email in Columbus. Your full screen ad in the 614NOW email will put your brand face-to-face with 91,000+ local consumers. The huge, full width 600 X 500 JPG or GIF and new call to action box will run for 4 consecutive weeks on Tuesdays around 2-2:30 p.m. and will appear in the top half of the email. 614NOW emails have a 16.1% average open rate with subscribers who are 77% ages 25-54, 52% female and 48% male. Four available.



**Facebook Advertising with Ohio Magazine:** Facebook ads will run across all devices for one month to your selected target audience and geographic location. Partner can choose from the following goals: Build awareness, clicks to website or landing page, likes to Facebook page or lead generation. Results will vary based on partner goals. Partner can pick the month of ad flight and will provide images or video for ad creation. Four available.