



2018-19 MCCVB Member Co-Op Advertising Opportunities

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MCCVB CO-OP BENEFITS

CONVENIENCE

- Members don't have to research where their media budgets are best spent because we've done the work for you!
- Your partnership with the MCCVB allows access to media research tools which were essential in creating the destination's overall media plan and co-op opportunities.
- The MCCVB will also collect member assets and work with our agency to build the custom creative on your behalf.

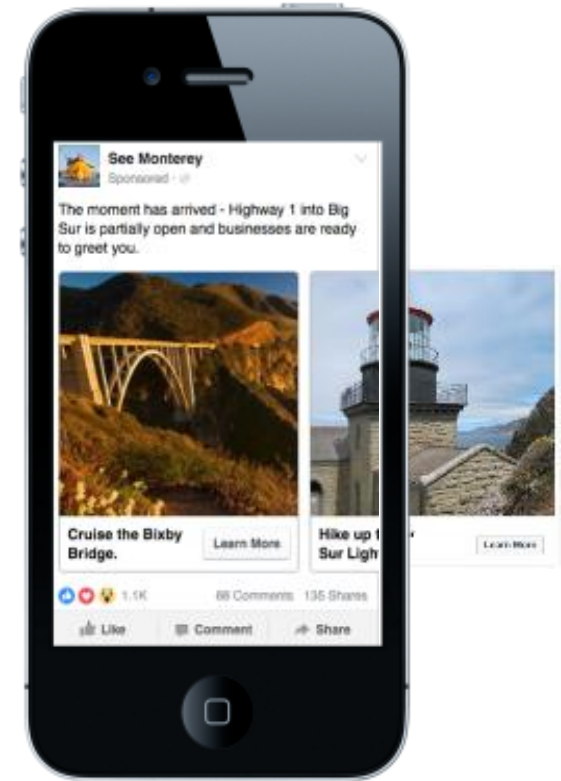
HUGE SAVINGS

- Advertising programs can be costly. By participating in MCCVB co-op opportunities, there is a much lower investment because the MCCVB covers a majority of the cost.
- On average, MCCVB is covering 50%-80% of the media cost in order to allow members the opportunity to participate at a lower budget level.



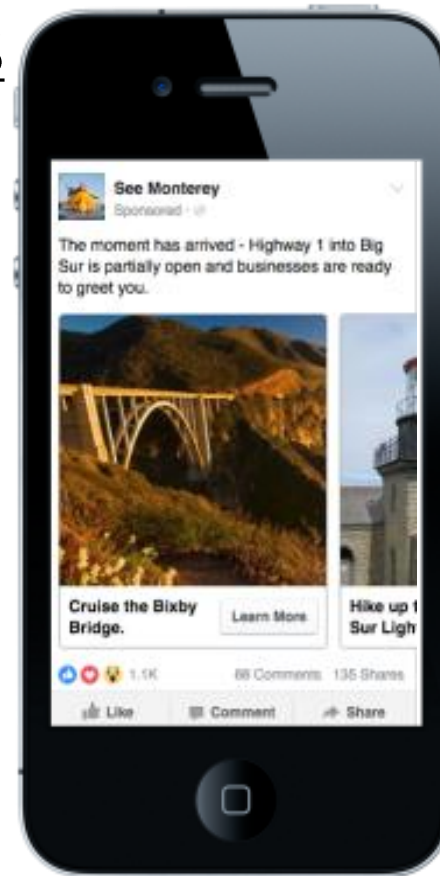
2018-19 LEISURE OPPORTUNITIES

- Facebook Carousel Ads
- Paid Advertorials on Regional News Sites
- Travel eBlasts
- SeeMonterey.com eBlasts
- International opportunity with Bonotel



FACEBOOK CAROUSEL ADS

- **What:** Showcase your business and retail offers on Facebook utilizing MCCVB's custom targeting to generate Facebook engagements and website referrals.
- **Who:** Potential visitors interested in Monterey County.
- **Where:** Ad will be launched on SeeMonterey's Facebook account and live on the user's newsfeed.
- **Goal:** To drive an interested audience to click-through to partner websites.
- **Estimated Impressions:** 100,000 per month.
- **When:**
 - October
 - Reserve by 9/5
 - Materials due by 9/14
 - May
 - Reserve by 3/15
 - Materials due by 3/22



- Cost: \$400 per month
- **Assets Needed:** 20 characters, image (600 x 600) and link to business website landing page.



PAID ADVERTORIALS ON REGIONAL NEWS SITES - PRINT

- **What:** Get featured in a print advertorial with prominent regional news publisher, San Francisco Chronicle.
- **Who:** Those interested in traveling to Monterey County who are consuming news content in the San Francisco drive market area.
- **Where:** San Francisco Chronicle with a co-op section showcasing partners.
- **Goal:** Distribution and brand awareness, not a generator for web visitation.
- **Estimated Impressions:** 6,250
- **When:** March 2018
 - Reserve by 1/10/19
 - Materials due 1/15/19



- **Cost:** \$400
- **Assets Needed:** Business name, brief description/offer up to 25 words, high resolution image and website URL.



PAID ADVERTORIALS ON REGIONAL NEWS SITES - DIGITAL

- **What:** Get featured in a paid online advertorial with a prominent regional news publisher, SFGate.com. Digital articles look and feel native to the page and builds awareness to a large audience.
- **Who:** Those interested in traveling to Monterey County who are consuming news content in the San Francisco drive market area.
- **Where:** SFGate.com with a mention of the co-op partner and a link to their site.
- **Goal:** Time spent on the article and distribution of the article via social channels, not a generator for click-throughs.
- **Estimated Impressions:** 6,250
- **When:** April 2019
 - Reserve by 10th (or business day preceding) of month prior.
 - Materials due by 20th (or business day preceding) of month prior.



- **How Much:** \$250
- **Assets Needed:** Business name and direct link to website. Specific content and images supplied by the partner are not included in this placement, however each partner will be woven in to the article by the author.



TRAVEL EBLAST

- **What:** Get featured in a paid placement in a targeted eBlast. eTarget Media has the ability to micro-target our desired audience through targeted email lists, containing information on more than 150 million consumers and 15 million businesses.
- **Who:** Dedicated email targeted to residents in California who are either luxury travelers, outdoor enthusiasts, frequent weekend getaway travelers, or spa/holistic travel enthusiasts.
- **Where:** Each partner will receive a 'pod' in an email similar to the screenshot with a click through URL and call to action. Offer copy is strongly recommended.
- **Goal:** Driving clicks back to member sites.
- **Estimated Impressions:** 1,000,000
- **When:** November 2018 and April 2019
 - Reserve by 10th (or business day preceding) of prior month.
 - Materials due by 20th (or business day preceding) of prior month.

CARMEL MISSION INN
Stylish, sophisticated and affordable. Its convenient central location, recently refined boutique-style guestrooms and friendly, gracious service provide our guests with an outstanding value on the Monterey Peninsula!
www.carmelmissioninn.com

INTERCONTINENTAL THE CLEMENT® MONTEREY
The Clement® Monterey is a 208-room luxury hotel in the heart of lively and historic Cannery Row. Situated on the Monterey Bay National Marine Sanctuary, the hotel overlooks the Monterey Bay, next to the world-renowned Monterey Bay Aquarium.
www.ihgtheclementmonterey.com

L' AUBERGE CARMEL
L'Auberge Carmel is a full-service Relais & Châteaux property located in the heart of Carmel-by-the-Sea, blocks from the famed Carmel Beach. Originally built in 1928, this historic hotel is known for its graceful architecture, personalized guest services, European style and elegance. Individually designed guest rooms feature the finest fabrics and linens and enlarged bath areas with radiant floor heating.
www.laubergecarmel.com

Fall Speed Ahead

CHARGE FALL SPEED AHEAD TO MONTEREY THIS SEASON

While the rest of the world is slowing down for fall, Monterey County is gearing up. That means some of the country's most spectacular culinary events, auto races and golf tournaments. So whether you're looking for outdoor adventures on Big Sur, a wine-tasting excursion in Carmel Valley, sunset picnics on Carmel Beach or something in between, Monterey is the fall has it all. Not sure where to start? Take our travel personality quiz and enter to win a prize package including a two-night stay, exciting activities and a culinary journey unlike anywhere else.

MONTEREY
Grab life by the moments!

PLAN YOUR TRIP

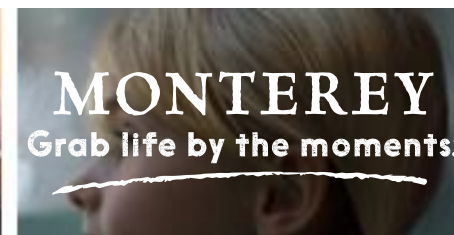
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www.laubergecarmel.com

BIG SUR • CARMEL-BY-THE-SEA • CARMEL VALLEY • DEL MAR • MARINA • MONTEREY • MOSS LANDING • PACIFIC GROVE • PEBBLE BEACH • SALINAS • SALINAS VALLEY • SAND CITY • SEASIDE

- **Cost:** \$350
- **Assets Needed:** Photo, name of business, offer/message, and URL link.



SEEMONTEREY.COM EBLAST

- **What:** Showcase your business in the MCCVB's monthly visitor newsletter which welcomes advertisements from Monterey County's tourism-related businesses.
- **Who:** Over 50,000 potential travelers who have opted-in to receive monthly eNewsletters from SeeMonterey.com.
- **Where:** Each partner will receive an image, 50 words and a hyperlink in our newsletter.
- **Goal:** Driving clicks back to partners' sites.
- **Estimated Impressions:** 50,000
- **When:** Monthly
 - Reserve by the 1st of every month.
 - Materials due by the 10th every month.
- **Cost:** \$300
- **Assets Needed:** Photo, name of business, offer/message, and URL link.

MONTEREY
Monterey County Convention
& Visitors Bureau

Newsletter | November 2014

THE PRETTIEST FALL COLOR. JUST MIGHT BE
PINOT NOIR.

#GrabYourMoment
Share our fall photos and enter for a chance to
win a trip to Monterey!

[VIEW GALLERY](#)

***GrabYourMoment and Enter to Win a Trip to Monterey!**
Enter for a chance to win an incredible fall getaway to Monterey, including a two-night stay at Quail Lodge, \$500 toward travel expenses, tickets to the Monterey Bay Aquarium, dining credits at amazing restaurants, kayak rentals, a Camel Foot Tour, and much more!

[Read More](#)

A Food Tour through Marina, CA
Marina is home to iconic sandy beaches, CSU Monterey Bay and the mountain biking mecca that is Port Of National Monument. But did you know it is also a local's haven for great food as great places slightly off of Highway One lies the City of Marina where you are guaranteed to find an eatery to suit any palate.

[Read More](#)

On a Mission to Soledad: Mission Nuestra Senora de la Soledad
Mission Nuestra Senora de la Soledad (or Soledad Mission for short) is just one of the three missions in Monterey County and the new east that is if you think 1791 is new. Set back in the scenic Salinas Valley this is historical must stop!

[Read More](#)

Mummenschanz at the Sunset Center on November 1st
Sunset Center is excited to present Mummenschanz 40th Anniversary Tour on Saturday, November 1st at 8PM with tickets starting at \$39. To purchase tickets for this one-of-a-kind, family-friendly performance, please contact the Box Office at (311) 620-2046, or go online to www.sunsetcenter.org.



BONOTEL INTERNATIONAL EBLAST

****ONLY AVAILABLE TO BONOTEL MEMBERS****

- **What:** Showcase your business as a featured property in an eBlast dedicated to Monterey County.
- **Who:** International tour operators.
- **Where:** A pod in a dedicated eBlast being sent to international tour operators.
- **Goal:** Driving clicks back to partner sites.
- **When:** December
 - Reserve by 10/01/18
 - Materials due 10/10/18
- **Cost:** \$400
- **Assets Needed:** Photo, name of business, 1-2 sentences of copy and URL.



SPECIAL OFFERS IN MONTEREY COUNTY

Book by December 30, 2017 & receive discounted rates or special offers!

Ventana Inn and Spa
10% OFF!
Travel Now - March 31, 2018

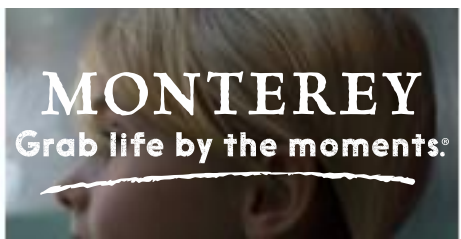


Carmel Valley Ranch
10% OFF!
Travel Now - March 31, 2018



2018-19 GROUP OPPORTUNITIES

- Facebook Carousel Ads
- Sponsored Content on LinkedIn
- Paid Advertorials on Meetings Sites
- Meetings eBlasts

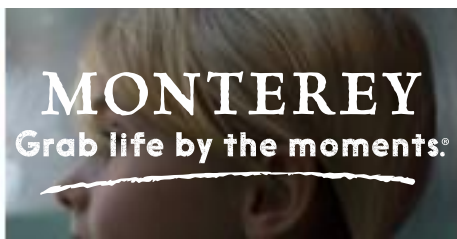


FACEBOOK CAROUSEL ADS

- **What:** Showcase your business and group offerings on Facebook utilizing MCCVB's custom targeting to generate Facebook engagements and website referrals.
- **Who:** Custom audiences from Monterey's group databases and group website retargeting.
- **Where:** Ad will be launched on SeeMonterey's Facebook account and live on the user's newsfeed.
- **Goal:** To drive an interested audience to click-through to partner websites.
- **Estimated Impressions:** 50,000 per month.
- **When:** October, November, March and April
 - Reserve by 10th (or business day preceding) of month prior.
 - Materials due by 20th (or business day preceding) of month prior.

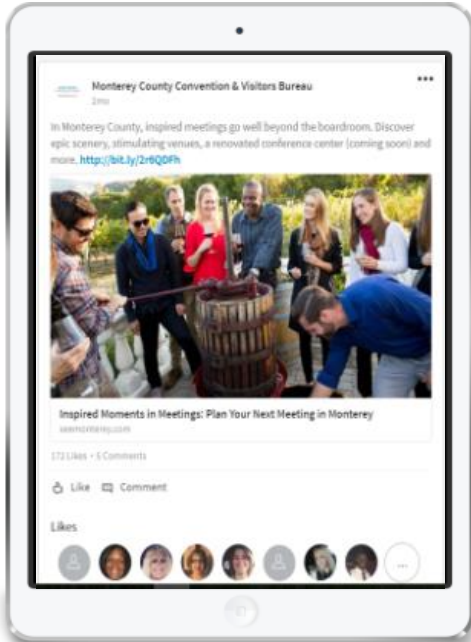


- **Cost:** \$400 per month.
- **Assets Needed:** 20 characters, image (600 x 600) and link to business website landing page.



SPONSORED CONTENT ON LINKEDIN

- **What:** Get featured in sponsored content that will appear in LinkedIn's newsfeed across all devices. This will look and feel native to the page rather than a paid advertisement making for a more impactful presence.
- **Who:** Professionals with job titles on LinkedIn related to meeting planning.
- **Where:** Sponsored content placed within the LinkedIn newsfeed.
- **Goal:** Reaching LinkedIn audiences and driving qualified users to partner sites.
- **Estimated Impressions:** 5,000
- **When:** November, February, March and April
 - Reserve by 10th (or business day preceding) of month prior.
 - Materials due by 20th (or business day preceding) of month prior.

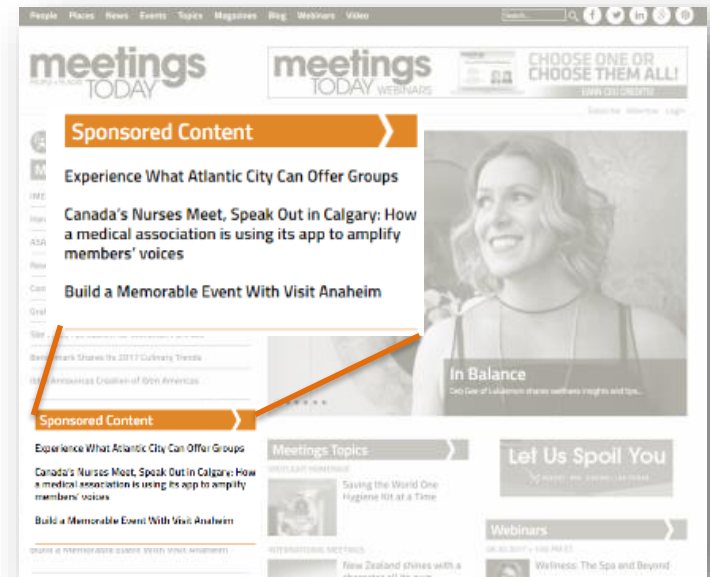


- **Cost:** \$350 per month.
- **Assets Needed:** 150 characters including URL, image (600 x 600) and link to business website landing page.



PAID ADVERTORIALS ON MEETING SITES

- **What:** Get featured in a paid advertorial article that will appear on relevant websites such as Meetings & Conventions, Meetings Today, PCMA, etc. These articles look and feel native to the page rather than a paid advertisement making for a more impactful presence.
- **Who:** Meeting professionals who have indicated planning in the past or future events on the west coast.
- **Where:** Native article placed with in the meeting endemic site.
- **Goal:** Time spent on the article and distribution of the article social channels.
- **Estimated Impressions:** 1,000
- **When:** November 2018 and January 2019
 - Reserve by 10th (or business day preceding) of month prior.
 - Materials due by 20th (or business day preceding) of month prior.




- **Cost:** \$250 per month.
- **Assets Needed:** Business name and direct link to website. Specific content and images supplied by the partner are not included in this placement, however each partner will be woven in to the article by the author.



MEETING PLANNERS EBLAST


- **What:** Showcase your business as a featured property in an email dedicated to Monterey targeting meeting planners.
- **Who:** Meeting planners located on the west coast.
- **Where:** A pod in a dedicated email being sent to a targeted meeting planner database.
- **Goal:** Driving clicks back to partner sites.
- **Estimated Impressions:** 1,000
- **When:** November
 - Reserve by 10/10/18
 - Materials due 10/19/18
- **How Much:** \$300 per month
- **Assets Needed:** Photo, name of business, offer/message, and URL link.

PLACES TO STAY




Carmel Mission Inn offers an outstanding value on the Monterey Peninsula, complete with a convenient central location, recently refined boutique-style guest rooms and friendly, gracious service.

[BOOK NOW](#)



Portola Hotel & Spa at Monterey Bay is the only LEED® Certified hotel on California's Central Coast. Boasting 379 guest rooms, 60,000 square feet of meeting space with the adjacent newly renovated Monterey Conference Center, abundant outdoor space ideal for team-building, events and more!

[BOOK NOW](#)



Overlooking Monterey Bay, next door to the Monterey Bay Aquarium and in the heart of historic Cannery Row, InterContinental The Clement Monterey offers magnificent panoramic coastal views and luxurious interior décor.

[BOOK NOW](#)

MONTEREY
Inspired moments in meetings

FIND INSPIRATION OUTSIDE THE BOARDROOM



Monterey County knows a thing or two when it comes to inspiration. We always have, whether it's hosting the first-ever TED conference or the grand opening of our newly renovated 60,000-square-foot Monterey Conference Center. But it's the breathtaking scenery beyond the boardroom where Monterey County really shines. From Big Sur and the scenic 17-Mile Drive to Carmel Valley Vineyards and the rolling fields of Salinas, it's easy to see how Monterey County will send your attendees home feeling invigorated, enlightened and ready to grab life by the reins.

Ready to get inspired?
See why Monterey County is right for your next meeting.


[PLAN YOUR MEETING](#)

A NEW ERA OF INSPIRATION

A destination world-renowned for inspiration now has an equally inspired venue to match! Introducing the newly renovated Monterey Conference Center, which is now open.


[LEARN MORE](#)

PLACES TO STAY



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AT-A-GLANCE

Leisure Co-Ops

<u>Option</u>	<u>Opportunity</u>	<u>Run Date(s)</u>	<u>Space Deadline</u>	<u>Price</u>
1	Facebook Carousel Ads	October May	9/5/18 3/15/19	\$400/Month
2	Print- Paid Advertorials on Regional News Site (SF Chronicle)	March	1/10/19	\$400/Month
3	Digital- Paid Advertorials on Regional News Sites	April	3/8/19	\$250/Month
4	Travel eBlast	November April	10/10/18 3/8/19	\$350/Month
5	SeeMonterey.com eBlast	Monthly	1 st of month prior or preceding business day	\$300/Month
6	Bonotel International	December	10/10/2018	\$400/Month



AT-A-GLANCE

Group Co-Ops

<u>Option</u>	<u>Opportunity</u>	<u>Run Date(s)</u>	<u>Space Deadline</u>	<u>Price</u>
7	Facebook Carousel Ads	October November March April	9/10/18 10/10/18 2/8/19 3/8/19	\$400/Month
8	Sponsored Content on LinkedIn	November February March April	10/10/18 1/10/19 2/8/19 3/8/19	\$350/Month
9	Paid Advertorials on Meetings Sites	November January	10/10/18 12/10/18	\$250/Month
10	Meeting Planner eBlast	November	10/10/18	\$300/Month



BEST PRACTICES

For Effective Co-Op Ads

HEADLINE:

- Use to grab the user's attention.
 - "Voted #1 Resort for 5 years running!"

MESSAGING:

- Compelling, clear offer or unique aspect of business.
 - "4th night free!"
 - "5 miles of exclusive beach access"

Book now and save \$200

vs.

Fourth Night Free and \$100 Resort Credit

CALL TO ACTION (CTA):

- Timely, strong call to action with a deadline for the desired action
 - "Offer ends Friday. Call today! "

CLICK THROUGH:

- Provide a relevant URL link to offer/page where you want customers to land on your website.
 - Meetings, Events, etc.



BEST PRACTICES

Choose Engaging Images



SIGN UP NOW!

www.SeeMonterey.com/MemberAds

Questions? Call us at 831-657-6422 or email
Marketing@SeeMonterey.com

NOTE: All placements are on a first come, first served basis. The co-op participation rate is for one (1) placement within a purchased digital advertisement. Each organization is allowed one (1) placement per opportunity unless otherwise noted.

Payment of the marketing co-op rate is payable by payment due date and member's individual commitment is non-cancellable. Co-op opportunities are subject to change. If MCCVB must cancel prior to committing payment to media, the MCCVB will refund partner's payment. If cancelled for any reason after payment, partner will not be refunded.

All member levels except directory listings are eligible to participate in all advertising co-ops.

