

Monterey County Convention & Visitors Bureau 20-21 Marketing Co-ops

CO-OP OPPORTUNITIES

AT-A-GLANCE

Target Audience	Opportunity	Investment	Potential Partners	Months
Leisure	Expedia	\$250/month	10	3
	Trip Advisor	\$250/month	10+	3
	Facebook	\$250/month	10+	3
Group	Northstar	\$500/month	10	2
	LinkedIn	\$250/month	2	1

A scenic view of a coastal path leading to the ocean. The path is made of wooden planks and is bordered by a wooden fence with dark rope. The background shows a sandy beach, waves, and a hazy sky. A semi-transparent white box is overlaid on the center of the image, containing the text "LEISURE CO-OPS".

LEISURE CO-OPS



MCCVB FACEBOOK CO-OP

GOAL: Use Facebook's 1st party data to drive engagement on the top global social network. This co-op will run across all formats, including Instagram and Messenger.



Estimated Impressions per Partner: 75,000

Estimated Clicks per Partner: 750

Cost: \$250

Assets Needed:

- 1200x628 image
- 150 character body copy (above the image)
- 25-50 character headline (below the image in bold)
- Name of business
- URL link


Deliverables: Facebook ad



MCCVB EXPEDIA CO-OP

GOAL: Use Facebook's 1st party data to drive engagement on the top global social network. This co-op will run across all formats, including Instagram and Messenger.

You could be seeing lower prices
With member prices, you could save 10% or more right now on thousands of properties.
Sign up, it's free Sign in




VIP Access
Hotel Abrego
Munras Avenue

4.3/5 Excellent (2,140 reviews)
Free Cancellation
Reserve now, pay later

We have 6 left at

\$319
per night




VIP Access
Portola Hotel & Spa at Monterey Bay
Downtown Monterey

4.2/5 Very Good (3,566 reviews)

10% off

~~\$379~~ **\$341**
per night



Lovers Point Inn
Pacific Grove

3.5/5 Good (1,995 reviews)
Breakfast Included
Free Cancellation

Lower price available

\$209
per night

Days Inn
BY WYNDHAM

Stay 1 Night, Save \$5

BOOK NOW

Restrictions apply.

Estimated impressions per partner: 25,000

Estimated clicks per partner: 40

Price: \$250

Assets Needed:

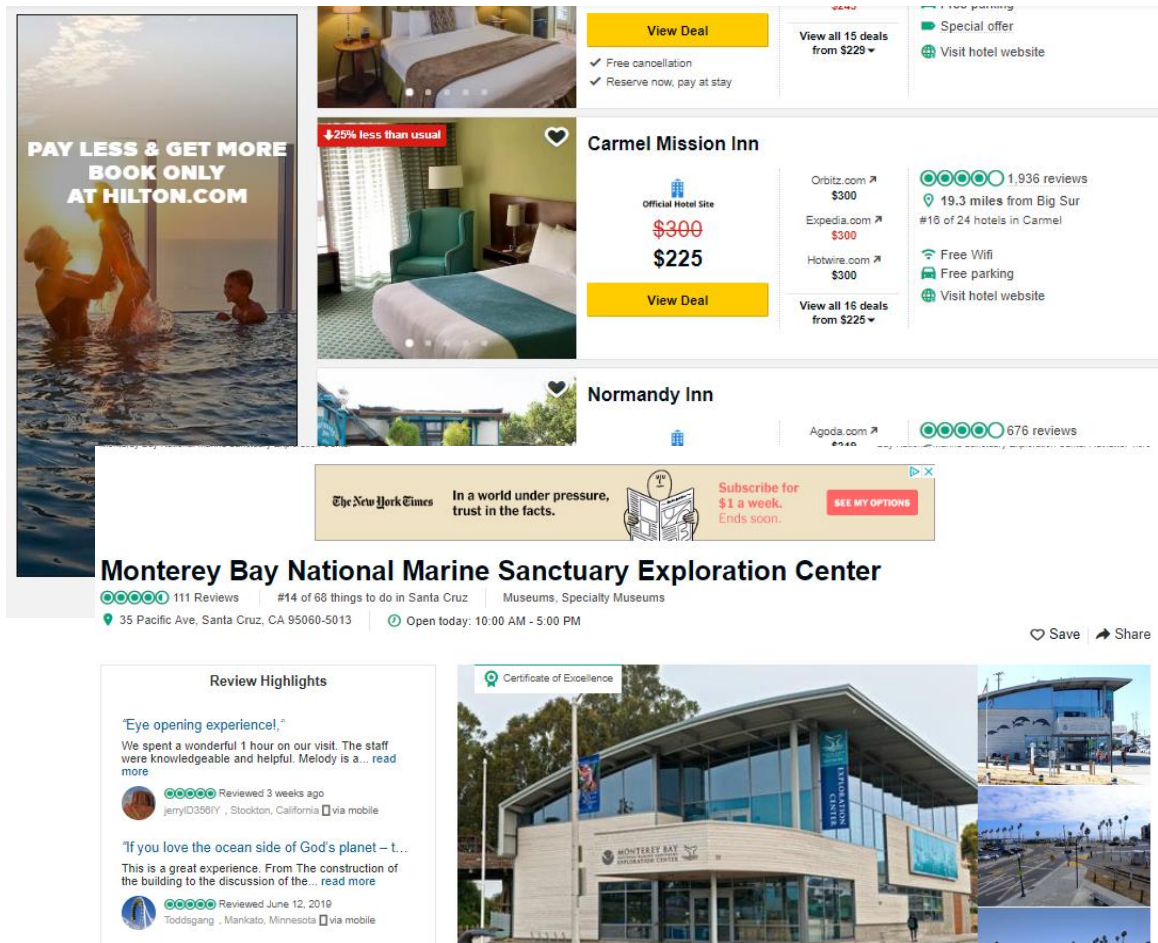
- Photo
- Name of business
- Offer/message
- URL link

Deliverables:

- Banners: 160x600, 300x250, 728x90, 320x50

MCCVB TRIP ADVISOR CO-OP

GOAL: Reach active travel planners on Trip Advisor with banner ads. This co-op will target both relevant content and the competitive set.



Monterey Bay National Marine Sanctuary Exploration Center

111 Reviews | #14 of 68 things to do in Santa Cruz | Museums, Specialty Museums

35 Pacific Ave, Santa Cruz, CA 95060-5013 | Open today: 10:00 AM - 5:00 PM

Review Highlights

"Eye opening experience!"
We spent a wonderful 1 hour on our visit. The staff were knowledgeable and helpful. Melody is a... read more

Reviewed 3 weeks ago
jerry03501Y, Stockton, California via mobile

"If you love the ocean side of God's planet - t..."
This is a great experience. From The construction of the building to the discussion of the... read more

Reviewed June 12, 2019
Toddsgang, Mankato, Minnesota via mobile

Estimated impressions per partner: 30,000

Estimated clicks per partner: 30

Cost: \$250

Assets Needed:

- Photo
- Name of business
- Offer/message
- URL link

Deliverables:

- Banners: 160x600, 300x250, 728x90, 320x50

GROUP MEETINGS CO-OPS

- COOP




MCCVB GROUP LINKEDIN CO-OP

GOAL: Target California & West Coast planners through LinkedIn, with in-feed content ads.

MONTEREY **Monterey County Convention & Visitors Bureau**
2,941 followers
Promoted

[+ Follow](#)

When it comes to meeting destinations, we know you have choices. It's time for a destination that inspires transformation. Plan your meeting today.



Don't book a meeting. Book a transformation.

seemonterey.com

[Learn more](#)

 3

Estimated impressions per partner: 50,000

Estimated clicks per partner: 50

Cost: \$250

Deliverables:

- 1200x628 image
- 150 character body copy (above the image)
- 25-50 character headline (below the image in bold)
- Name of business
- URL link

Deliverables:

- LinkedIn ad



MCCVB GROUP NORTHSTAR CO-OP

GOAL: Target corporate planners through banner creative - focusing on the West Coast

HOME / NEWS

BREAKING NEWS

Add a comment

U.S. Tourist Towns Cautiously Prepare to Welcome Visitors

by John Flesher, Associated Press | May 20, 2020

TRAVERSE CITY, Mich. (AP) - Clare Nagrant earns her living from tourism, so she's taken a beating during the coronavirus-imposed shutdown. A few months ago, she was juggling four jobs. Now she's down to one part-time gig with a distillery that stayed open by adding hand sanitizer to its product line.

Yet the 42-year-old single mom doesn't feel the usual excitement about thousands of free-spending summer visitors flocking to northern Michigan's lake country, even though its restaurants, taverns and shops are being allowed to reopen this weekend.

"I feel like I'm between a rock and a virus," Nagrant said after Gov. Gretchen Whitmer loosened restrictions on some businesses in northern Michigan, which has had far fewer COVID-19 cases than Detroit and other cities in the southern part of the state. "It's good that we can prosper again, but there's no vaccine, there's no cure, there's still people dying. I'm just going to go to work, wear gloves and masks, and be as clean and cautious as possible."

Many feel the same in the Traverse City area, one of the Midwest's premier tourist havens. It's revered for Lake Michigan beaches, cherry and apple orchards, vineyards, craft breweries, farm-to-table restaurants, miles of bike trails, and a diverse arts and culture scene.



NEWSLETTERS

☐ Meeting News

Estimated impressions per partner: 20,000

Estimated clicks per partner: 30

Cost: \$500

Assets Needed:

- Photo
- Name of business
- Offer/message
- URL link

Deliverables:

- Banners: 160x600, 300x250, 728x90, 320x50

BEST PRACTICES

FOR EFFECTIVE 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!" or "5 miles of exclusive beach access"

Book Now & Save \$200

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?

Email us: 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.