

# 2019-20 Leisure Marketing Co-ops



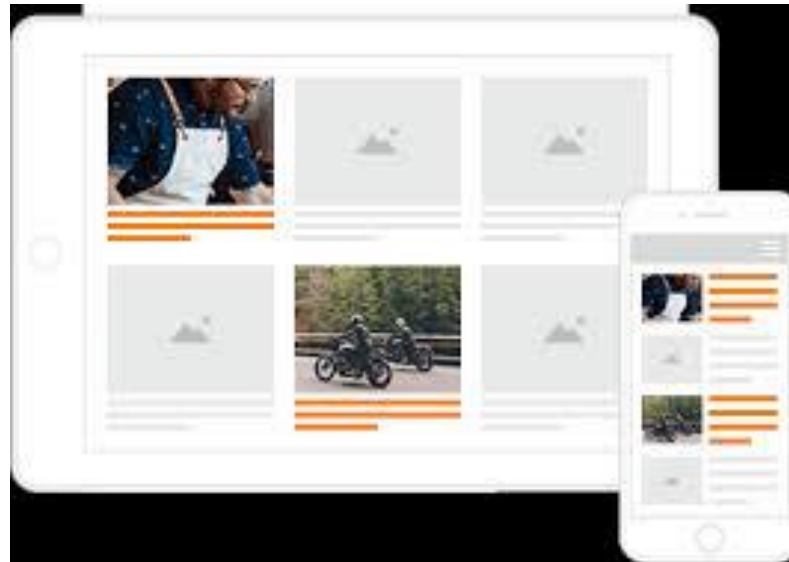
# OPPORTUNITIES

Media Partner/Format	Investment	Available Slots	Time Frame
Native Static Ads	\$625/Month	8x a Month	September - April
Facebook Ads	\$350/Month	8x a Month	September - April
Trip Advisor Banner Ads	\$500/Month	5x a Month	September - May
Expedia Banner Ads	\$1,000	10x Total	January - February

**\*\*See subsequent pages for details**

# NATIVE STATIC ADS

**GOAL:** Use Native content (static image & copy) to drive engagement back to partner's websites. Use 1<sup>st</sup> & 3<sup>rd</sup> Party data to accurately target the desired audience.



Monthly Investment	Estimated Page Visits
\$625	500-700

# FACEBOOK STATIC ADS

**GOAL:** Use Facebook's 1<sup>st</sup> Party data to drive engagement on the top global social network. Run across all formats, including Instagram and Messenger.



Monthly Investment	Estimated Page Visits
\$350	250-500

# TRIP ADVISOR BANNER ADS

**GOAL:** Reach active travel planners on Trip Advisor with banner ads. Target both relevant content and the competitive set.

The screenshot displays a search results page on Trip Advisor. On the left, there are two hotel listings: one for Hilton with a 'PAY LESS & GET MORE BOOK ONLY AT HILTON.COM' banner, and another for Carmel Mission Inn with a '-25% less than usual' badge. The main content area features a banner for the Monterey Bay National Marine Sanctuary Exploration Center, which includes a 'Certificate of Excellence' badge, a price of \$22, and a 'View Deal' button. Below the banner are review highlights and a gallery of photos of the building. A 'The New York Times' subscription banner is also visible.

Monthly Investment	Estimated Impressions
\$500	30,000

# EXPEDIA HOTEL PUSH

**GOAL:** Target people booking hotels/activities on Expedia during the shoulder season with banner ads.

The screenshot shows an Expedia search results page for Monterey. At the top, there are sorting options: 'Sort by: Summer Deals, Price, Expedia Picks, Top Trending'. A notification banner states '84% booked' and 'Monterey hotels are in high demand on your dates'. Below this, there are three activity listings:

- 4 Hour Summer Whale Watch** by Discovery Whale Watch, Monterey. Price: \$51 per adult. Rating: 4.8 of 5 (28 reviews). Includes 'Free cancellation available'.
- Monterey, Carmel & Pacific Coast Highway - Full Day Tour** by Gray Line San Francisco, Monterey. Price: \$89 per adult. Rating: 4.3 of 5 (56 reviews). Includes 'Free cancellation available'.

In the center, a yellow Hertz banner reads: 'Earn a free day on your next weekly rental.' To the right, there are three hotel listings:

- Hotel Abrego**, Munras Avenue. Price: \$319 per night. Rating: 4.3/5 Excellent (2,140 reviews). Includes 'Free Cancellation' and 'Reserve now, pay later'.
- Portola Hotel & Spa at Monterey Bay**, Downtown Monterey. Price: \$341 per night (10% off from \$379). Rating: 4.2/5 Very Good (3,566 reviews).
- Lovers Point Inn**, Pacific Grove. Price: \$209 per night (Lower price available). Rating: 3.5/5 Good (1,995 reviews). Includes 'Breakfast Included' and 'Free Cancellation'.

On the far right, there is a vertical banner for Days Inn by Wyndham with the text 'Stay 1 Night, Save \$5' and a 'BOOK NOW' button.

Monthly Investment	Estimated Impressions
\$1000	100,000

# 2019-20 Group Marketing Co-ops



# OPPORTUNITIES

Media Partner/Format	Investment	Available Slots	Time Frame
Facebook Stand-alone Ads	\$450/Month	4x a Month	November - March
LinkedIn Content Ads	\$375/Month	8x a Month	November, February, May
Smart Meetings Carousel	\$1,000	8x Total	March
E-Blast Mention	\$450	5x a Drop	November, February, June
Northstar Remarketing	\$500	7x a Month	December - February
CalSAE Banners	\$300	9x a Month	January - April

**\*\*See subsequent pages for details**



# FACEBOOK STATIC ADS

**GOAL:** Use Facebook's 1<sup>st</sup> Party data to drive engagement on the top global social network. Run across all formats, including Instagram and Messenger



Monthly Investment	Estimated Engagements
\$450	100-200

# LINKEDIN CONTENT ADS

**GOAL:** Target planners through LinkedIn, with content In-Feed ads.

**SugarCRM**  
27,048 followers  
Promoted

Digital transformation is disrupting the way businesses interact with their customers. Download our guide to learn how Sugar® can help guide your business.

**The Essential Guide to CRM**

DOWNLOAD NOW

Download The 2019 Buyer's Guide  
info.sugarcrm.com

Sign Up

25 • 1 Comment

**DocuSign**  
77,345 followers  
Promoted

eSignature helps simplify the way you work.

**DocuSign**

Be a **signaler** of change.

Read the ebook >

Less complication. More completion.  
docuSign.com

Download

Monthly Investment	Estimated Engagements
\$375	50-100

# SMART MEETINGS CAROUSEL

**GOAL:** Showcase different venues and spaces in Monterey County through a sponsored carousel on Smart Meetings. Targets Corporate planners.

FEATURED GALLERY



## Sneak Peek at Disney's Coronado Springs Resort Expansion

BY PAIGE FEIGENBAUM ON JANUARY 29, 2018



Who's the leader of the meeting? Y-O-U! Get your "ears" ready for the expansion at Disney's

Monthly Investment

\$1,000


Estimated Impressions

N/A

# EBLAST MENTION

**GOAL:** Reach a highly targeted planner audience through e-blasts. Expected open rates are higher than industry standard.

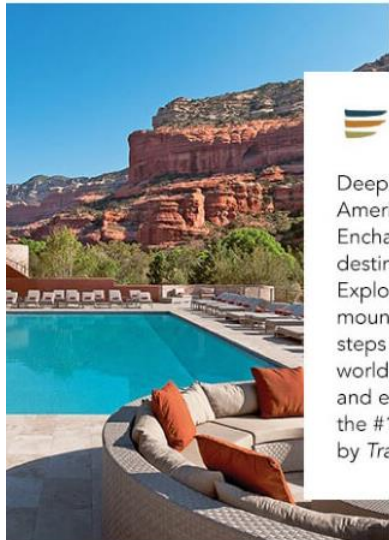
Groups get rewarded at Cambria Hotel Houston Downtown Convention Center. [View this email in your browser](#)



Meetings just got more rewarding in Houston.

**CAMBRIA**  
hotels

At Cambria® Hotel Houston Downtown Convention Center, we know time truly is the greatest luxury, so we've made meeting planning even easier – and more rewarding. For a limited-time, you can indulge in exclusive rewards for your group travel and meetings in Downtown Houston - and **earn 12% commission!**



**ENCHANTMENT**  
RESORT

Deeply connected in Native American culture and the arts, Enchantment Resort is a destination beyond compare. Explore Sedona's renowned mountain biking and hiking trails steps from your casita, enjoy world-class culinary experiences and exclusive access to Mii amo, the #1 Domestic Destination Spa by *Travel + Leisure*.

Monthly Investment

\$450

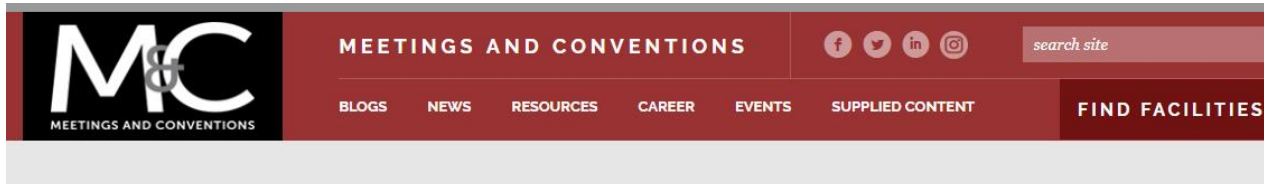
Estimated Engagements

28% Open Rate

\*Examples of Formatting

# NORTHSTAR REMARKETING

**GOAL:** Target Northstar Media Groups Corporate planner pool and retarget with partner creative.



HOME / THE HOTEL INSIDER

Two Hotels Roll Out Guest-Room Tablets and In-House Social Networks

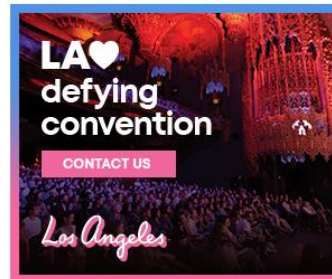
by Cheryl-Anne Sturken | November 6, 2018

How two properties are playing the technology card to cater to customers.

Nashville to Get Country's First Tri-Branded Marriott Hotel

by Cheryl-Anne Sturken | November 1, 2018

New property comprises an AC hotel, a Residence Hill and a SpringHill Suites.



space, and

the hotel  
in some 16  
Coachella valley

**Less-is-more Approach for Guests**

Trends also include more indigenous treatments, connecting to nature and, of course, ever-advancing technology.

The Lone Star State's southern cities have what it takes to grab your group and keep participants happy.



Monthly Investment	Estimated Impressions
\$500	25,000


# CALSAE BANNER ADS

**GOAL:** Reach California Association planners through targeted banners on CALSAE and affiliate sites.

[Connect](#) [Resources](#) [Members](#)


Your life and career experiences have brought you to the association profession. Who better to help you than a collection of experts and peers who have lived the association life? Through CalSAE, you'll advance together...not just in your professional life, but personally too.

Start connecting!

 **Nathan Ridnouer, CAE**  
Vice President, Councils & Membership  
Specialty Equipment Market Association (SEMA)  
CalSAE Board Chair

[Search Members](#)  
[Join Communities](#)  
[Find a Service Provider](#)  
[Contact CalSAE](#)

[Join CalSAE](#)  
[Find a Service Provider](#)  
[Register for an Event](#)  
[Purchase a Product](#)  
[Support CalSAE](#)



Monthly Investment	Estimated Impressions
\$300	15,000