
2020 CO-OP PARTNERSHIP

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Dear CVB Partner,

After another year of successful cooperative advertising campaigns, the CVB has developed exciting new opportunities in addition to continuing existing programs. These campaigns are designed to leverage your advertising budget and increase your exposure year-round, offering deep value and allowing Partners to have a much larger voice and presence in markets monetarily prohibitive otherwise.

The packages outlined in this document offer many options to fit your needs and budget. Television and billboard opportunities that drive key awareness impressions are accompanied by new digital marketing programs that address Partner feedback for programs lower down the marketing funnel, and at price points that can accommodate a range of budgets.

As you are formulating your 2020 plans, please review all of advertising opportunities the CVB has compiled for this upcoming year. Please be aware that the number of participants is limited for several of these opportunities and deadlines to sign up are noted for each specific program. We urge you to reserve your space as soon as possible in order to be included.

We look forward to discussing these options with you and answering any questions you may have.

Sincerely,

Colleen Pace
Chief Marketing Officer, Greater Palm Springs Convention & Visitors Bureau

Dana Fury
Marketing Manager, Greater Palm Springs Convention & Visitors Bureau

1

Cable Television + KTLA + Connected Television – “Summer Chill” Television Co-Op (\$25,000)

KTLA television Los Angeles, **Spectrum Cable** television and the Greater Palm Springs CVB have teamed up to offer you the ultimate advertising package aimed at reaching our key summer markets for 2020. New in 2020 is the addition of connected television, which includes over-the-top devices and applications like Apple TV, Google Chromecast, Amazon Fire, Roku, and more. Your package will include the production of a 30-second (:30) co-op spot if you are a new TV co-op partner (spot used for a minimum of 2 years). Returning co-op partners will utilize their co-op spot until the third year of participation.

Please note: Space is limited for this opportunity.

Signup Deadline

Partners without a current co-op spot need to sign up by **December 2, 2019**

\$25,000 Co-Op Package includes:**Timeframe**

May – August

Ad Spots/Impressions: Connected TV (30%) + Cable Television + KTLA (70%)**Cable TV + KTLA (70%)**

- Timeframe: May – August
- Markets: Los Angeles, San Diego, San Francisco, Las Vegas and Phoenix
- KTLA Metro Los Angeles
 - KTLA-produced :60 spot airs 84 times/ 14M total impressions
 - CVB-produced :30 spot airs 294 times/ 49.7M impressions
- Cable Drive Markets
 - 2800 spots / 25.9M total impressions

Connected TV (30%)

- Timeframe: May – August
- Markets: Co-op partner can choose any and all markets they would like to target
- Demographics: Co-op partner can choose the demographics that they would like to target
 - Examples: Age, Income, College Degree, Managerial & Higher, Own a Home
- Behavior Targets:
 - Examples: Outdoor activities, Wellness, Relax Rejuvenate, LGBT
 - These are just a few examples, co-op Partner may choose other targets
- Impressions: 22M

Production of a :30 co-op Spot

- Production coordinated by the CVB of the :30 spot will include all filming, scripting and editing, with the overall goal of working with you to integrate your personal branding and message with the CVB's national brand message.

(Note: The CVB will share the final video once approved. Color corrected video footage from the shoot is available upon request – please ask for details.)

2

Cable Television + KTLA – “Fall Chill” Television Co-Op (\$25,000)

KTLA television Los Angeles, **Spectrum Cable** television and the Greater Palm Springs CVB have teamed up to offer you the ultimate advertising package aimed at reaching our key local fall markets for 2020. New in 2020 is the addition of connected television, which includes over-the-top devices and applications like Apple TV, Google Chromecast, Amazon Fire, Roku, and more. Your package will include the production of a 30-second (:30) co-op spot if you are a new TV co-op partner (spot used for a minimum of 2 years). Returning co-op partners will utilize their co-op spot until the third year of participation.

Please note: Space is limited for this opportunity.

Signup Deadline

Partners with a current co-op spot must sign up by **May 1, 2020**.

Partners who require production will receive a customized deadline from the CVB based on production schedules.

\$25,000 Co-Op Package includes:

Timeframe

September-December

Ad Spots/Impressions - Connected TV (30%) + Cable Television + KTLA (70%)

Cable Television & KTLA (70%)

- Timeframe: September – December
- Markets: Los Angeles, San Diego, San Francisco, Las Vegas and Phoenix
- KTLA Metro Los Angeles
 - KTLA-produced :60 spot airs 84 times/ 14M total impressions
 - CVB-produced :30 spot airs 294 times/ 49.7M impressions
- Cable Drive Markets
 - 2800 spots / 25.9M total impressions
- Production of :30 television spot and :60 KTLA spot (for new co-op Partners)

Connected TV (30%)

- Timeframe: September – December
- Markets: Co-op partner can choose any and all markets they would like to target
- Demographics: Co-op partner can choose the demographics that they would like to target
 - Examples: Age, Income, College Degree, Managerial & Higher, Own a Home
- Behavior Targets:
 - Examples: Outdoor activities, Wellness, Relax Rejuvenate, LGBT
 - These are just a few examples, co-op Partner may choose other targets
- Impressions: 22M

Production of a :30 co-op Spot

- Production coordinated by the CVB of the :30 spot will include all filming, scripting and editing, with the overall goal of working with you to integrate your personal branding and message with the CVB's national brand message.

(Note: The CVB will share the final video once approved. Color corrected video footage from the shoot is available upon request – please ask for details.)

3

Cable Television + Connected TV - "Find Your Oasis" Television Co-Op

National Cable and Canadian Broadcasting Network television, along with their affiliated cable providers and the Greater Palm Springs CVB have teamed up to offer you the ultimate co-op advertising package that is both affordable and aimed at reaching your important markets, including the Local Drive, National West, National East and Canada markets. New in 2020 is the addition of connected television, which includes over-the-top devices and applications like Apple TV, Google Chromecast, Amazon Fire, Roku, and more. You are able to customize your co-op page by choosing the Season and Market. Your package will include the production of a 30-second (:30) co-op spot if you are a new TV co-op partner (spot used for a minimum of 2 years). Returning co-op partners will utilize their co-op spot until the third year of participation.

Please note: Multiple packages may be purchased. Space is limited for this opportunity.

Signup Deadline

Partners who require production will receive a customized deadline from the CVB based on production schedules.

\$25,000 Co-Op Package includes:**Choice of one season and one market**

- **Choice of Season(s)**
 - January - April
 - May - August
 - September - December
- **Choice of Market(s)**
 - **Drive:**
Los Angeles / San Diego / Phoenix / Las Vegas
 - **National West:**
Seattle / Portland / San Francisco
 - **National East:**
Chicago / New York / Minneapolis / Denver / Dallas
 - **Canada:**
Vancouver / Calgary / Edmonton / Toronto / Winnipeg

Production of a :30 co-op Spot

- Production of the :30 spot is coordinated by the CVB and will include all filming, scripting and editing, with the overall goal of working with you to integrate your personal branding and message with the CVB's national brand message.
- All CVB-produced Partner spots are required to be utilized for a minimum of (2) years.
(Note: The CVB will share the final video once approved. Color corrected video footage from the shoot is available upon request – please ask for details.)

Ad Spots/Impressions by Market

- **Drive:**
 - 400 spots x 4 markets = 1,600 per month/6,400 per season
 - Impressions: 15,097,600 per month/60,390,400 per season
- **National West:**
 - 400 spots x 3 markets = 1,200 per month/4,800 per season
 - Impressions: 11,323,200 per month/45,292,800 per season
- **National East:**
 - 400 spots x 5 markets = 2,000 per month/8,000 per season
 - Impressions: 18,872,000 per month/75,488,000 per season
- **Canada:**
 - 400 spots x 5 markets = 2,000 per month/8,000 per season
 - Impressions: 18,200,000 per month/ 72,800,000 - per season

Connected Television

- Connected television will make up approximately 30% of overall television buy. Impressions will depend on selected market.

OOH – Digital Outdoor Billboard Advertising Co-Op

The CVB has purchased digital outdoor billboards in six important markets. The CVB creative team will work with Partners to produce destination co-op billboard ads that get your message directly to key travel markets. Production will include adding your image and copy to the co-op billboard design with the overall goal of integrating your personal branding and message with the CVB's Brand message. CVB ads will be displayed in rotation with three other ads, each ad viewed 7.5 seconds with each 30-second rotation.

Note: Multiple packages may be purchased. Space is limited for this opportunity.

Signup Deadline

4 weeks prior to desired launch date

Los Angeles Metro

(ads rotate on 10 billboards in a network of 16 locations)

- 2 digital boards in each market, \$2,000:
1,240 Spots/ 2,787,010 impressions per month
- 3 digital boards in each market, \$3,000:
1,890 Spots/ 4,180,515 impressions per month
- 4 digital boards in each market, \$4,000:
2,480 Spots/ 5,574,020 Impressions per month
- Space available Jan through Dec

San Diego Metro

(ads rotate on 10 billboards in a network of 14 locations)

- 2 digital boards in each market, \$2,000:
1,240 Spots/ 984,137 impressions per month
- 3 digital boards in each market, \$3,000:
1,890 Spots/ 1,476,206 impressions per month
- 4 digital boards in each market, \$4,000:
2,480 Spots/ 1,968,274 Impressions per month
- Space available Jan through Dec

Below are examples of CVB Billboards:



San Francisco

(ads rotate on 10 billboards in a network of 30 locations)

- 2 digital boards in each market, \$2,000:
1,205 Spots/ 1,120,609 impressions per month
- 3 digital boards in each market, \$3,000:
1,808 Spots/ 1,680,914 impressions per month
- 4 digital boards in each market, \$4,000:
2,410 Spots/ 2,241,218 Impressions per month
- Space available Jan, Feb, Sep, Oct, Nov and Dec

New York Metro

(ads rotate on 10 billboards in a network of 16 locations)

- 2 digital boards in each market, \$2,000:
1,240 Spots/ 972,442 impressions per month
- 3 digital boards in each market, \$3,000:
1,890 Spots/ 1,458,663 impressions per month
- 4 digital boards in each market, \$4,000:
2,480 Spots/ 1,944,884 Impressions per month
- Space available Nov & Dec

Chicago Metro

(ads rotate on 10 billboards in a network of 16 locations)

- 2 digital boards in each market, \$2,000:
1,240 Spots/ 1,727,939 impressions per month
- 3 digital boards in each market, \$3,000:
1,890 Spots/ 2,591,909 impressions per month
- 4 digital boards in each market, \$4,000:
2,480 Spots/ 3,455,878 Impressions per month
- Space available Jan, Feb, Sep, Oct, Nov and Dec

Minneapolis

(ads rotate on 10 billboards in a network of 16 locations)

- 2 digital boards in each market, \$2,000:
710 Spots/ 2,787,010 impressions per month
- 3 digital boards in each market, \$3,000:
1,065 Spots/ 4,180,515 impressions per month
- 4 digital boards in each market, \$4,000:
1,420 Spots/ 5,574,020 Impressions per month
- Space available Oct, Nov and Dec

5 Adara Retargeting Digital Advertising Co-Op

With 190+ trusted travel brands, **Adara** is the world's top travel data co-op and has a global footprint of over 750 million monthly active travelers.

How it works:

- Adara pixel is placed on website and on ad tag.
- When a traveler views your ad or visits your website, the ADARA pixels fire. ADARA places a 3rd party cookie or records the impression / visit event.
- ADARA connects website visit(s) and advertising impressions for this cookie to travel activity across its network of first party data partners.
- View Impact reports with all travel activity connected to your digital campaigns & detailed traveler profiles

Please note: Multiple packages may be purchased. Space is limited to two (2) Partners per month for this opportunity.

Signup Deadline

6 weeks in advance of desired launch month

\$3,500 Co-Op Package includes:

Timeframe

One (1) month packages offered year-round

Deliverables

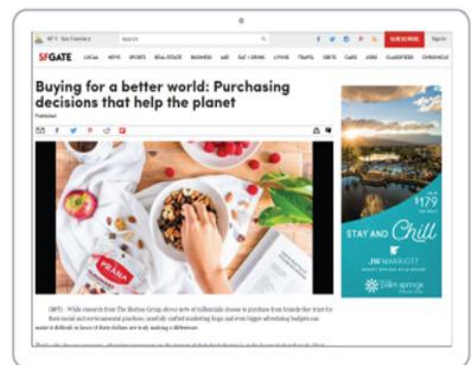
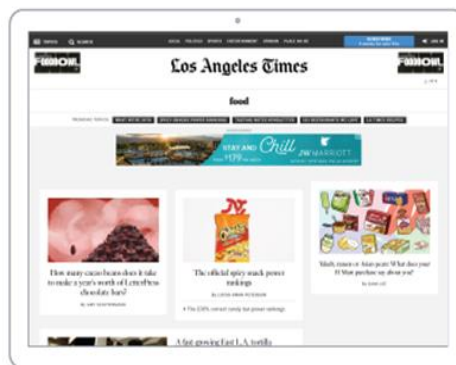
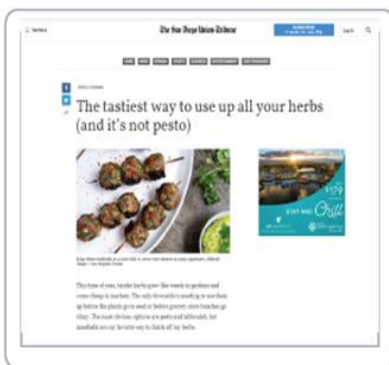
Digital display ads retargeting visitors to the CVB and Partner websites

Production

Production coordinated by the CVB of digital advertisements utilizing Partner photos, messaging, logo, and/or other assets, with the overall goal of working with you to integrate your personal branding and message with the CVB's national brand message.

Impressions by Market

Approximately 900K impressions delivered per month



6 Locale Magazine Content Advertising Co-Op

Locale is a lifestyle publication focusing on travel, food, events, shopping, and more in the Los Angeles, Orange County, San Diego, Greater Palm Springs, Las Vegas, and San Francisco markets.

Please note: Multiple packages may be purchased. Space is limited for this opportunity.

Signup Deadline

6 weeks ahead of desired launch date

\$2,500 Co-Op Package includes:

Timeframe

One (1) month packages offered year-round

Deliverables

- Custom dedicated web editorial article produced by Locale and featured on Locale's website
- Accompanying banner ads produced by the CVB
- Social media promotion of the web editorial

Production

- Production coordinated by the CVB of digital advertisements utilizing Partner photos, messaging, logo, and/or other assets, with the overall goal of working with you to integrate your personal branding and message with the CVB's national brand message.
- Production of web editorial piece by Locale coordinated by the CVB with content input and final approval from the Partner

Ad Spots/Impressions by Market

Approximately 115K impressions delivered per month

Markets

Los Angeles, Orange County, San Diego, Greater Palm Springs, Las Vegas, San Francisco

Audience

Younger Demographic – 25-44, \$150K annual income



7

Pandora Audio / Video Advertising Co-Op

Pandora is a leading music and podcast discovery platform, providing a highly-personalized listening experience to approximately 70 million users each month with its proprietary Music Genome Project® and Podcast Genome Project® technology - whether at home or on the go - through its mobile app, the web, and integrations with more than 2,000 connected products. As the largest streaming music provider in the U.S., with an industry-leading digital audio advertising platform, Pandora connects listeners with the audio entertainment they love. Unlike other large streaming music services, majority of Pandora's audience is made up of unpaid subscribers, who are still served advertisements.

Please note: Multiple packages may be purchased. Space is limited for this opportunity.

Signup Deadline

8 weeks ahead of desired launch month for Connected Home Audio Advertisement

4 weeks ahead of desired launch month for Mobile Video Advertisement*

Co-Op Package includes:**Timeframe:**

One (1) month packages offered from May – August

Deliverables

- **Connected Home :30 Audio Advertisement + Companion Banner Ad (\$3,000)**
 - :30 audio ad (fully unskippable)
 - Mobile banner ad
- **Video Plus :30 Mobile Video Advertisement (\$3,000)***
 - :30 video ad plays after station changes or song skips (first :15 seconds are unskippable)

**Video Plus Ads are only offered to CVB co-op partners with a current :30 produced television spot. Production of a new video spot for this ad unit will not be offered for summer 2020.*

Production

- Production coordinated by the CVB of the :30 audio spot will include scripting, producing, and editing with the overall goal of working with you to integrate your personal branding and message with the CVB's national brand message.

Ad Spots/Impressions by Market

Approximately 800K impressions delivered per month (Connected Home Audio Ad)

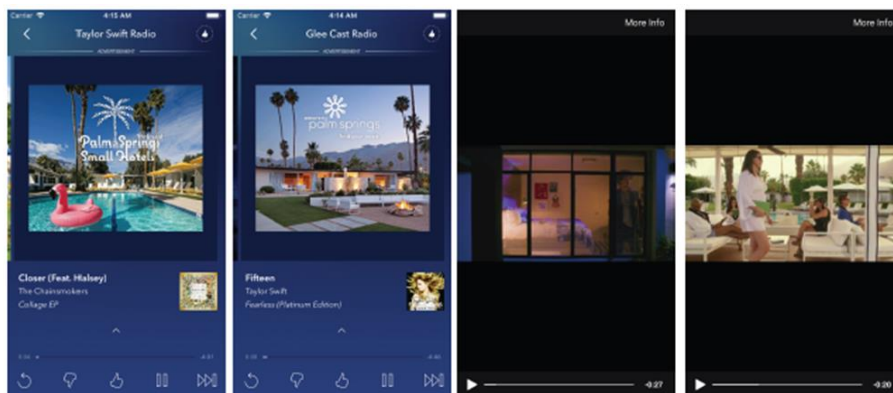
Approximately 600K impressions delivered per month (Video Plus Ad)

Markets

Drive Markets - Los Angeles, Phoenix, San Diego, San Francisco/Oakland/San Jose, Las Vegas

Audience

21-54 Age Range. Targeted advertising segments include Families, Leisure Travelers, Foodies, Millennials, LGBTQ, and more.



8

Social Media Advertising Co-Op

The CVB, in conjunction with social media agency Sparkloft, is creating a two-phase summer campaign that will raise overall awareness for Greater Palm Springs in Phase 1 and allow for Partner co-op participation in Phase 2 by featuring Partner-specific deals across Instagram, Facebook, and Pinterest.

Note: Space is limited to six (6) Partners for this opportunity.

\$5,000 Co-Op Package Includes:

Timeframe

May - July

Deliverables

- Designated Instagram Story with swipe-up link to Partner deal
- Designated Facebook image with link to Partner deal
- Designated Pinterest post with link to Partner deal
- Facebook website ad with link to Partner deal
- CVB-coordinated on-location photography at Partner location
- \$2,000 total media spend behind (1) Instagram and (2) Facebook ads running on @VisitGreaterPS accounts (\$2,000 total media spend per deal)

Production

Production coordinated by the CVB in conjunction with Sparkloft (CVB social media agency) with the overall goal of working with you to integrate your personal branding and message with the CVB's national brand message.

