

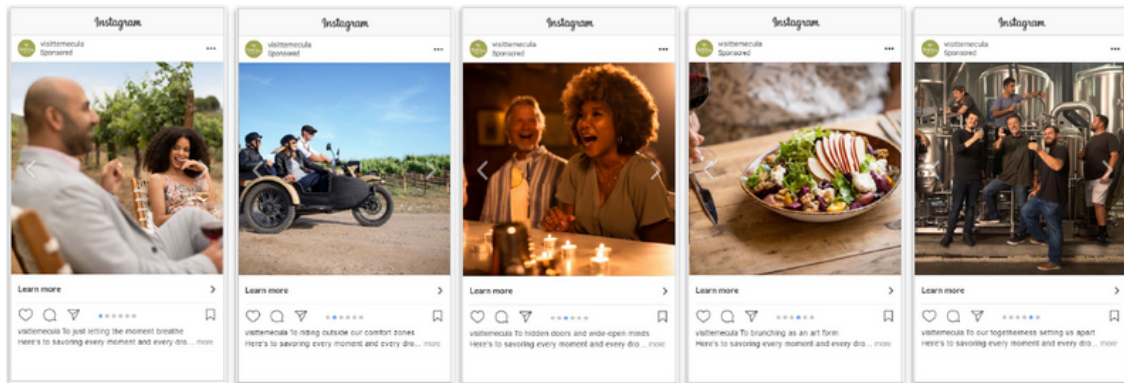


# MEDIA CO-OP OPPORTUNITIES 2024

## Facebook/Instagram 5 Card Carousel

**Markets: California (NorCal and Central CA DMAs only), Seattle/Tacoma, New York, Miami, DC, Dallas, Houston, Chicago, Phoenix, Las Vegas, Ontario & British Columbia Canada**

**VTV's overall Facebook/Instagram CTR was 1.96%, exceeding the industry average of 0.90%**



### **Coursel Dates/Themes:**

- **April: Events, Entertainment, Nightlife**
- **June: Outdoor, Transportation**
- **October: Fall Theme**
- **December: Temecula Chilled/Holiday Theme**

**Value: \$4,000 (Estimated 468,000 Impressions, 187,200 Reach based on 2.5 frequency average)**

**1st position always: Visit Temecula Valley \$2,000**

**2nd position: \$500**

**3rd position: \$500**

**4th position: \$500**

**5th position: \$500**

### **Carousel Dates & Reservation Deadlines:**

**April: reservation needed by 3/1**

**June: reservation needed by 5/1**

**October: reservation needed by 9/1**

**December: reservation needed by 11/1**

**Payment reserves the spot**

**Email: [Araceli @visittemeculavalley.com](mailto:Araceli@visittemeculavalley.com)**



# MEDIA CO-OP OPPORTUNITIES 2024

## Visit California eNewsletter Blast

**Distribution: 200K US Opt-In Subscribers of the Visit California Newsletter. Our average open rate is 45%, exceeding the industry average of 20.4%**

### eBlast Dates & Themes:

**2/27: Outdoor**

**6/6: Girls' Getaway**

**9/3: Wine Country (wineries, tours & transportation, restaurants, lodging)**

**10/1: Fall Festivals & Activities, Culinary**

**11/12: Temecula Chilled/Holiday**

**Value: \$9,770 to reach 200K subscribers.  
Approximately 90,000 Opened emails and  
combined total of 2,529 clicks on the email to  
corresponding click-through URLs**

**Header**

**#1**

**#3**

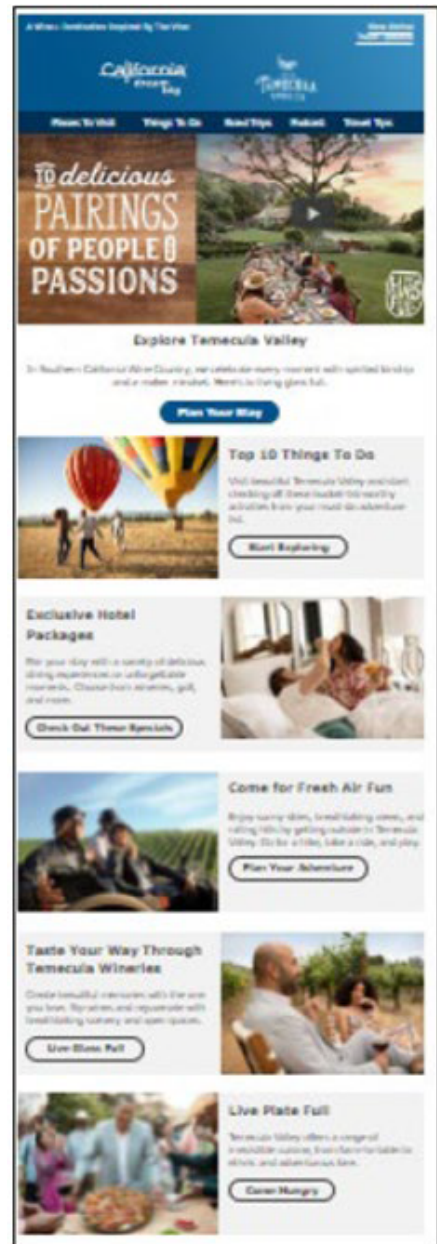
**#5**

**Header position: Visit Temecula Valley**

**1st position: \$1,500**

**2nd-4th: \$1,000**

**5th position: \$500**



**#2**

**#4**