



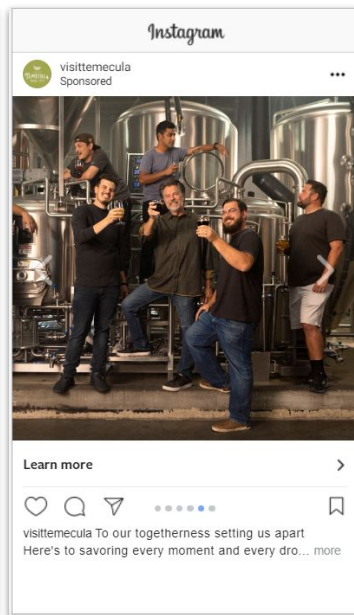
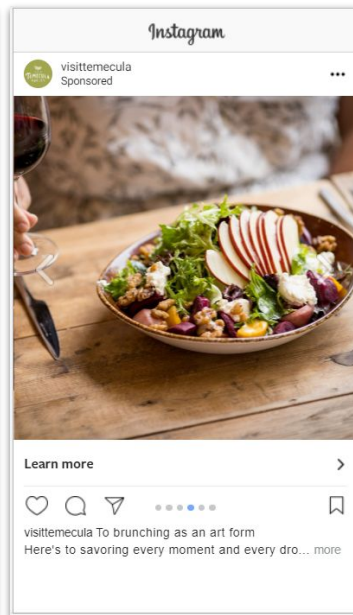
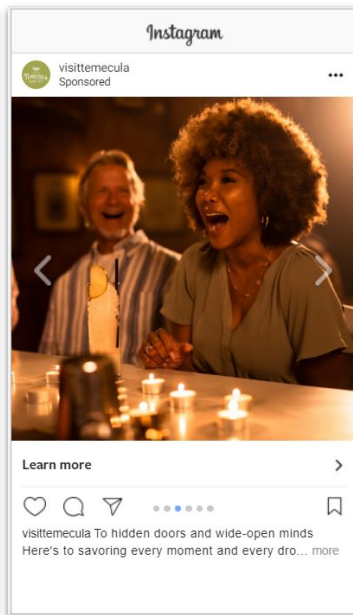
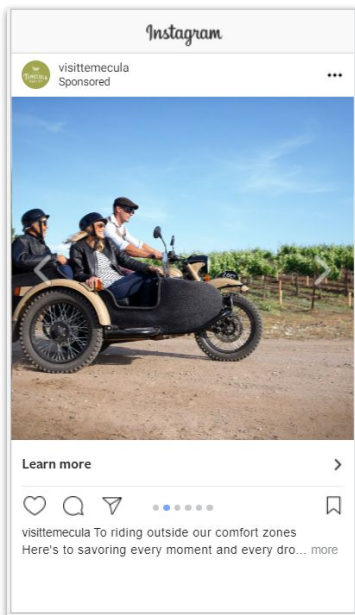
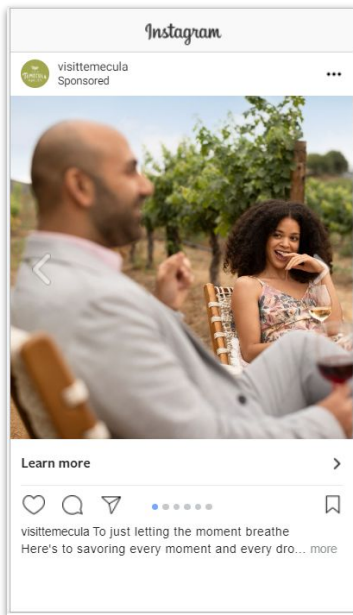
# Media Co-Op Opportunities

January 26, 2022



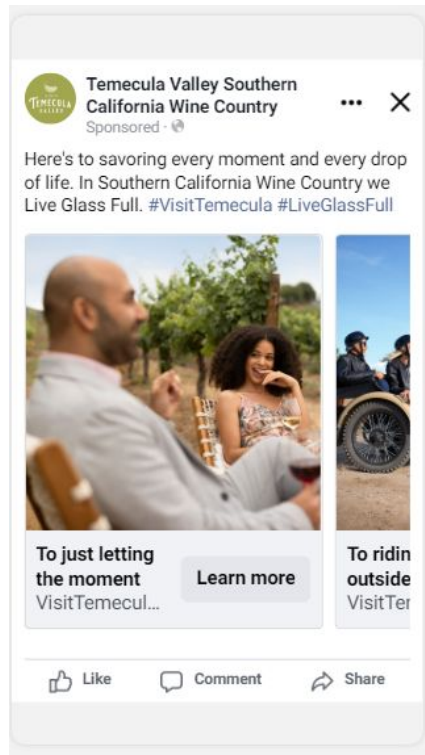
# Facebook/Instagram Co-Op

# Facebook/Instagram - 5 cards carousel



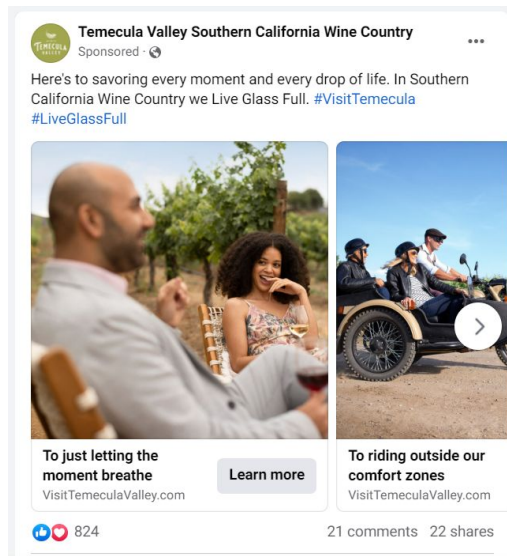
# Facebook/Instagram - 5 cards carousel

- 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 2022 Carousel CTR was 1.21%, exceeding the industry average of 0.90%
- Carousel Dates/Themes:
  - April: Outdoor/Recreation Theme
  - May: Craft Beer Theme
  - October: Fall Theme
  - December: Temecula Chilled Theme
- Max # of Partners: 4, each will be rotated weekly between position 2-5 to ensure equal exposure in each carousel spot.
- 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



# Facebook/Instagram: Specs & Deadlines

- In collaboration with VTV, Greenhaus will be writing the copy and selecting images for the carousel
- Every partner will have 1 Image + Headline + Description + Destination URL that directs to partner site
- Partner to provide destination URL
- Carousel Dates & Reservation Deadlines:
  - April: reservation needed by 3/1
  - May: reservation needed by 4/3
  - October: reservation needed by 9/1
  - December: reservation needed by 11/1
- Payment reserves the spot



# VCA eBlast Co-Op

# VCA Co-Op - eBlast

- Distribution: 200K US Opt-In Subscribers of the Visit California Newsletter. Our average open rate is 45%, exceeding the industry average of 20.4%
- Once the email is open, we average a 2.81% CTR to the VTV website. (2.25% is the industry benchmark).
  - The Header position averages 35% of all clicks, while
  - Position 1 averages 20%
  - Position 2-4 averages 13%
  - Last position averages 7%
- eBlast Dates & Themes:
  - 9/26: Wine country (wineries, tours, restaurants)
  - 10/24: Old Town (restaurant/bar, theater/entertainment)
  - 11/21: All culinary
  - 12/12 - Temecula Chilled
- Max # of Partners: 5
- 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 position: Visit Temecula Valley \$4,770
  - 1st position: \$1,500
  - 2nd-4th: \$1,000
  - 5th position: \$500

header

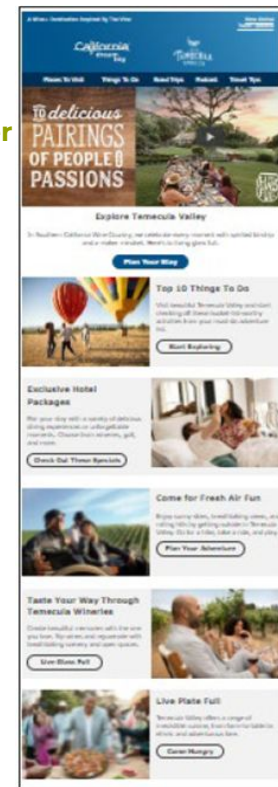
#1

#2

#3

#4

#5



## Benchmarks:

- CTR: 2.25%
- Open Rate: 20.44%

# VCA Co-Op: Specs & Deadlines

- In collaboration with VTV, Greenhaus will be writing the content and selecting images for the email
- Every partner will have 1 Image + Headline + Description + Call to Action Link + Destination URL that directs to partner site
- eBlast Dates and Reservation Deadlines
  - o 9/26 drop: reservation needed by 8/18
  - o 10/24 drop: reservation needed by 9/12
  - o 11/21 drop: reservation needed by 10/6
  - o 12/12 drop: reservation needed by 11/30
- Payment reserves the spot

## Holiday Sightseeing

See Temecula's festive best. Glittering Old Town lights, glowing wineries, and even gingerbread villages.

**Let's Explore**

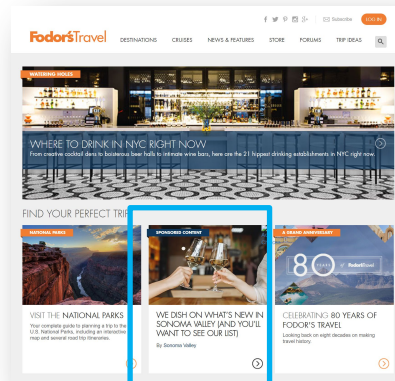




# Nativo Co-Op

# Nativo Overview

- Storytelling platform where advertisers distribute brand stories at scale while gaining more insights about our content than anywhere else.
- Native articles bring a destination to life and increase engagement within trusted publisher environments.
- Article is hosted in premium lifestyle and endemic sites (Travel+Leisure, Frommers, Food & Wine, Saveur), allowing for natural content consumption in environments consumers are already engaged with.
- Over 3,500 trusted content sites
- Targeted Native, Display, and Social ads will drive traffic to the native article
- Article can house images and videos that can click through to multiple landing pages



**TRAVEL+  
LEISURE**

*Pens & Patron*

**thrillist**

**POPSUGAR.**

**Fodor'sTravel**

**EATER**

# Nativo Co-Op

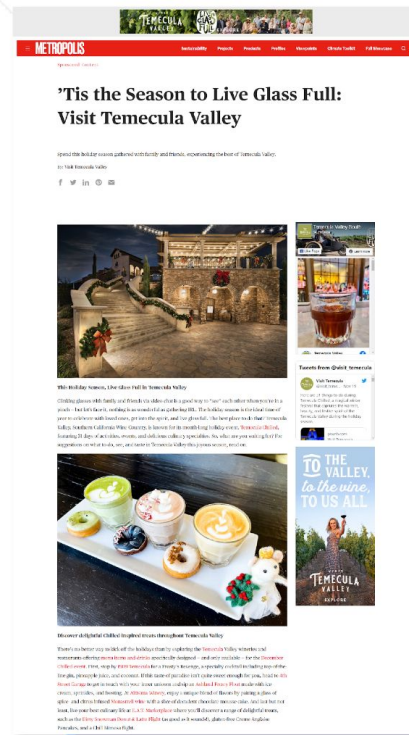
- In 2022, users spent on average a full minute reading our articles, which had an ATOC (Average Time on Content) of 50% above benchmark. Average Click Through Rate on the articles was 2.74%.
- Markets: California (NorCal and Central CA DMAs only), Seattle/Tacoma, New York, Miami, DC, Dallas, Houston, Chicago, Phoenix, Las Vegas, Ontario & British Columbia CANADA
- Max # of Partners: 3
- Dates & Themes:
  - March/April: Sustainability
  - May/June: Live Entertainment
  - Sept/October: Wine Country
  - Nov/December: Places to gather in Temecula Valley (lodging focus).
- 1 Article Value: \$43,125 - 2,500,000 impressions with an average of 8,000 article page views
  - 1st position: Visit Temecula Valley \$33,125
  - 2nd position: \$5,000
  - 3rd position: \$3,500
  - 4th position: \$1,500



Sponsored Content

## 'Tis the Season to Live Glass Full: Visit Temecula Valley

Spend this holiday season gathered with family and friends, experiencing the best of Temecula Valley.


Experience Temecula Valley's culinary delights and culinary scene

For Temecula Valley residents, it's the season to live glass full. The month of December is the best time to visit Temecula Valley, offering the most scenic views of the valley and the best weather. The month of December is the best time to visit Temecula Valley, offering the most scenic views of the valley and the best weather.



Relax and unwind in Southern California wine country

After a long day of driving, touring, and exploring, it's time to relax. The best way to relax is to enjoy a glass of wine. The best way to relax is to enjoy a glass of wine. The best way to relax is to enjoy a glass of wine.



Plan Your Joy-Fully Chilled Holiday

Discover Temecula Valley

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# Nativo Co-Op

- In collaboration with VTV, Greenhaus will be curating the article with Nativo.
- Every partner will have 1 Image + Description with multiple links to partner site.
- Dates and Reservation Deadlines:
  - o March/April: reservation needed by 2/10
  - o May/June: reservation needed by 3/27
  - o Sept/October: reservation needed by 7/24
  - o Nov/December: reservation needed by 9/25
- Payment reserves the spot

## Next Steps

- Contact Annette to reserve your spot
- All co-op payments will be handled by VTV

# Thank You