

Cooperative Marketing Program Overview

The Visit Williamsburg Cooperative Marketing Program is designed to drive visitation across the region by offering industry partners the opportunity to leverage Visit Williamsburg's annual media investment. The program allows participants to double the impact of their marketing investment with a 1:1 matching funds program in partnership with four leading travel and tourism digital media partners.

Program Goals

- Increase destination visitation and overnight stays
 - Amplify a consistent brand presence
- Extend partner advertising budgets to maximize share of voice

Visit Williamsburg Provides:

1:1 match on
media investment

Creative template
for digital ad units

Local Partner Provides:

Media investment
of \$2,500–\$25,000

Final creative files per
media vendor's specifications

Media Vendor Provides:

Custom advertising packages based
on multiple investment levels

Performance reporting

Invoice management
(automatically split between
partner and Visit Williamsburg)

How to Participate

- Any tourism-related business, association, government entity, or organization physically located within the City of Williamsburg, James City County, or York County can participate
- Participating businesses must offer tourism services including: attractions, activities, tours, dining, brick-and-mortar retail shops, or accommodations
- To qualify for investment match, ad creative must utilize supplied digital advertising templates, Visit Williamsburg logo, partner logo, and partner imagery
- Ad units must drive to the business' listing on visitwilliamsburg.com or its' own website (provided that pixel targeting can be placed for tracking purposes)
- Funds are available on a first-come, first-served basis; once budget is exhausted no additional funds will be available
- To participate:
 - Contact the media partner directly to discuss media packages
 - For advertising templates, contact WTCBrand@connellypartners.com
 - Creative files need to be submitted and approved by Visit Williamsburg before submitting to the media partner



Tripadvisor Package Options

Contact: Mallory Smith, (207) 837-9220, msmith@tripadvisor.com

| \$2,500 Investment | | |
|---|----------------|---|
| Virginia + regional travel intenders from drive markets via Tripadvisor.com | 200,000 imp. | \$2,500 Partner Investment \$2,500 Match |
| Run of site via Tripadvisor.com | 100,000 imp. | \$2,500 Bonus Value |
| | 300,000 imp. | \$7,500 Total Value |
| \$5,000 Investment | | |
| Virginia + regional travel intenders from drive markets via Tripadvisor.com | 400,000 imp. | \$5,000 Partner Investment \$5,000 Match |
| Run of site via Tripadvisor.com | 200,000 imp. | \$5,000 Bonus Value |
| | 600,000 imp. | \$15,000 Total Value |
| \$10,000 Investment | | |
| Virginia + regional travel intenders from drive markets via Tripadvisor.com | 800,000 imp. | \$10,000 Partner Investment \$10,000 Match |
| Run of site via Tripadvisor.com | 400,000 imp. | \$10,000 Bonus Value |
| | 1,200,000 imp. | \$30,000 Total Value |
| \$25,000 Investment | | |
| Virginia + regional travel intenders from drive markets via Tripadvisor.com plus ROVE - offsite (optional) | 4,000,000 imp. | \$25,000 Partner Investment \$25,000 Match |
| Run of site via Tripadvisor.com | 1,000,000 imp. | \$25,000 Bonus Value |
| | 5,000,000 imp. | \$75,000 Total Value |



ADARA Package Options

Contact: Mark Preston, (617) 999-2037, mark.preston@adara.com

| \$5,000 Investment | | |
|--|----------------|---|
| In-market leisure drive markets, weekend getaways, and extended vacations Travelers searching for Williamsburg and Virginia and haven't yet booked their trip | 1,528,571 imp. | \$5,000 Partner Investment \$5,000 Matching Investment |
| | | \$10,000 Total Value |
| \$10,000 Investment | | |
| In-market leisure drive markets, weekend getaways, and extended vacations Travelers searching for Williamsburg and Virginia and haven't yet booked their trip | 3,157,143 imp. | \$10,000 Partner Investment \$10,000 Matching Investment |
| | | \$20,000 Total Value |



Sojern Package Options

Three-month minimum contract required.

Contact: Todd Schechter, (404) 216-2103, todd.schechter@sojern.com

| \$1,500 Investment | | |
|--|----------------|--|
| In-market for Williamsburg and regional travel | 400,000 imp. | \$1,500 Partner Investment \$1,500 Matching Investment |
| ROS on Sojern network | 200,000 imp. | \$1,500 Bonus Value |
| | 600,000 imp. | \$4,500 Total Value |
| \$7,500 Investment | | |
| In-market for Williamsburg and regional travel | 2,000,000 imp. | \$7,500 Partner Investment, \$7,500 Matching Investment |
| ROS on Sojern network | 1,000,000 imp. | \$7,500 bonus value |
| | 3,000,000 imp. | \$22,500 Total Value |
| \$15,000 Investment | | |
| In-market for Williamsburg and regional travel | 4,000,000 imp. | \$15,000 Partner Investment, \$15,000 Matching Investment |
| ROS on Sojern network | 2,000,000 imp. | \$15,000 bonus value |
| | 6,000,000 imp. | \$45,000 Total Value |



VistaGraphics Package Options

Contact: Eileen Sperry, (757) 773-4075, eileen@vgnet.com

| \$5,000 Investment | | |
|---|---|---|
| Targeting available by: geo market, age, household income, interests in outdoors, history, amusement, family vs. no children | 420,000 consumer emails Series of two deployments over 1-2 months | \$5,000 Partner Investment \$5,000 Matching Investment |
| | | \$10,000 Total Value |
| \$10,000 Investment | | |
| Targeting available by: geo market, age, household income, interests in outdoors, history, amusement, family vs. no children | 840,000 consumer emails Series of four deployments over 2 months | \$10,000 Partner Investment \$10,000 Matching Investment |
| | | \$20,000 Total Value |
| \$15,000 Investment | | |
| Targeting available by: geo market, age, household income, interests in outdoors, history, amusement, family vs. no children | 1,260,000 consumer emails Series of six deployments over 4-6 months | \$15,000 Partner Investment \$15,000 Matching Investment |
| | | \$30,000 Total Value |
| \$25,000 Investment | | |
| Targeting available by: geo market, age, household income, interests in outdoors, history, amusement, family vs. no children | 2,100,000 consumer emails Series of ten deployments Over 4-6 months | \$25,000 Partner Investment \$25,000 Matching Investment |
| | | \$50,000 Total Value |

Cooperative Marketing Program Digital Display Ad Specifications Sheet

for use with Tripadvisor, ADARA, and Sojern packages

Required Banner Sizes:

- 300 x 600
- 728 x 90
- 320 x 50
- 300 x 250

Image:

Up to 200 KB initial load. Contact media vendor for any further details.

Headline:

Montserrat (OTF) **Bold**

Lowercase only.

Approximately 16–20 pixels.

Replace first word only with a word of your choosing or pick one from our list of examples.

Logos:

WTC logo must be present on all banners. Partner logo must be of equal or lesser size. Make sure logos are easy to read. Apply gradient to background for added visibility.

CTA Button:

Call-to-action button may be customized as needed.



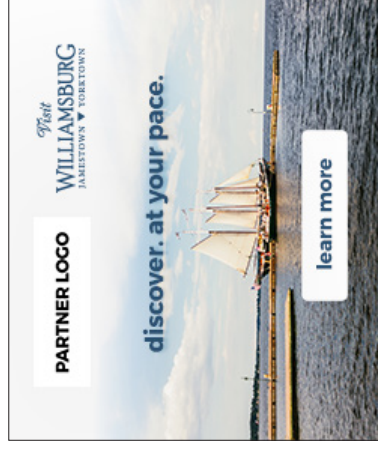
300 X 600 PIXELS

Examples:

| | |
|-----------------------|---------------------------|
| putt. at your pace. | experience. at your pace. |
| paddle. at your pace. | uncover. at your pace. |
| cruise. at your pace. | discover. at your pace. |
| fly. at your pace. | cheers. at your pace. |
| race. at your pace. | devour. at your pace. |
| soar. at your pace. | sip. at your pace. |



320 X 50 PIXELS



300 X 250 PIXELS



728 X 90 PIXELS

Cooperative Marketing Program Email Specifications Sheet

for use with VistaGraphics packages

Logo:

Provide one-color logo in .jpg format; logo will be sized to be equal to WTC logo.

Image:

Provide (1) image
600px x 690px @ 72 dpi

Copy:

Provide headline and 50-200 words of body copy and url for CTA button.

Headline Examples:

- putt. at your pace.**
- paddle. at your pace.**
- cruise. at your pace.**
- fly. at your pace.**
- race. at your pace.**
- soar. at your pace.**
- experience. at your pace.**
- uncover. at your pace.**
- discover. at your pace.**
- cheers. at your pace.**
- devour. at your pace.**
- sip. at your pace.**

Upon submission of content, VistaGraphics will provide HTML email for approval prior to deployment.

