

- Initial Buy Media
- Bridge Media
- Relaunch
- July Expansion
- Local Placeholder

BRAND MEDIA / MESSAGING	MAY					JUNE						JULY						AUGUST						SEPTEMBER					
	27	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21							
BROADCAST MEDIA																													
LINEAR TV																													
Cleveland, Columbus																													
Washington DC, Charlottesville, Harrisonburg, Roanoke-Lynchburg																													
Charlotte, Philadelphia, Baltimore, Raleigh-Durham, Salisbury, Greenville-New Bern-Washington																													
New York (Placeholder)																													
CTV/OTT																													
Washington DC, Charlottesville, Harrisonburg, Roanoke-Lynchburg																													
Charlotte, Philadelphia, Baltimore, Raleigh-Durham, Salisbury, Greenville-New Bern-Washington, Cleveland, Columbus, New York (Placeholder)																													
DIGITAL MEDIA																													
DIGITAL DISPLAY/VIDEO																													
Adora																													
Trip Advisor																													
Undertone																													
Pandora																													
Verizon																													
Vistagraphics (e-mail)																													
DV360 (Programmatic)																													
CP Programmatic Fee																													
Bills (Mobile-First Partner)																													
TripleJt (Native Content Distribution)																													
Division D (Dedicated Digital Video Distribution)																													
Content Partner Exploration																													
PPC / PAID SOCIAL MEDIA																													
PPC (PAID SEARCH)																													
PAID SOCIAL																													
Facebook/Instagram (Traffic Driving Campaign)																													
Facebook/Instagram (Video Views - Inspirational Video)																													
Facebook/Instagram (Engagement/Boosted Content)																													
Pinterest																													
Pixelability (YouTube)																													
INFLUENCER																													
INFLUENCER CONTENT																													
MISC. ONGOING COMMITMENTS																													
Co-Op Opportunities																													
VRTA Travel Guide																													
East Coast Gateway Welcome Center																													
goWilliamsburg																													
Coastal Virginia - COVID-19 Email/Print																													
Virginia Media - Local Print Execution for National Travel & Tourism Week																													
Full Page - Virginia Gazette																													
Digital - Virginia Gazette																													
Full Page - Daily Press																													
Digital - Daily Press																													
Local Print (Restrooms/Local Biz Support)																													