

BRAND MEDIA / MESSAGING	JANUARY					FEBRUARY					MARCH					APRIL					MAY					JUNE					JULY					AUGUST					SEPTEMBER					OCTOBER					NOVEMBER					DECEMBER				
	2	9	16	23	30	6	13	20	27	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	11								
<b>BRIDGES</b>																																																												
<b>LINEAR TV</b>																																																												
*Washington, D.C., Baltimore, Philadelphia, Pittsburgh, Boston, Cleveland, Columbus, Charlotte, Raleigh-Durham, Harrisburg, Charlottesville, Roanoke, Salisbury, Greenville-New Bern*																																																												
	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50																						
	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75																						
<b>OUT OF HOME</b>																																																												
<b>NPRP Media</b>																																																												
[Bar chart showing activity from Jan 16 to Apr 16]																																																												
<b>CTV</b>																																																												
Tremor																																																												
Roku																																																												
<b>DIGITAL MEDIA</b>																																																												
Trip Advisor																																																												
Sajem																																																												
Pandora																																																												
Stitcher																																																												
inPoweret																																																												
Vistagraphics Email																																																												
Stackadpot																																																												
GumGum																																																												
Adara																																																												
Priceline																																																												
Smartless																																																												
Ad-Serving (AdServer)																																																												
Ad-Serving (Integral Ad Science)																																																												
<b>PPC / PAID SOCIAL MEDIA</b>																																																												
<b>PAID SOCIAL</b>																																																												
Facebook/Instagram																																																												
TikTok																																																												
<b>PPC (PAID SEARCH)</b>																																																												
<b>INFLUENCER</b>																																																												
Influencer Program																																																												
<b>CONTENT PARTNERSHIPS</b>																																																												
Partners TBD (Placeholder)																																																												
<b>CO-OP PROGRAM</b>																																																												
<b>Vistagraphics</b>																																																												
Colonial Williamsburg																																																												
York Tourism County																																																												
Williamsburg Campground																																																												
Hotels of Colonial Williamsburg																																																												
Jamestown Yorktown Foundation																																																												
<b>TripAdvisor</b>																																																												
Colonial Williamsburg																																																												
<b>ANNUAL RENEWALS (Print)</b>																																																												
CRUSA International Marketing Program (TBD)																																																												
Vistagraphics Print (goWilliamsburg, VRITA, Coastal Virginia)																																																												
Leisure Media (Virginia Travel Guide) (TBD)																																																												
Group Travel Leader																																																												
American Bus Association																																																												
Travel South																																																												
Convention South																																																												
SportsEvents (Kenilworth)																																																												
Premier Travel Media Sport Guide																																																												
<b>Misc Digital Extras</b>																																																												
Williamsburg Live																																																												
WY Daily																																																												