

# Cooperative Marketing Program

FY25-26



An aerial photograph of a coastal marsh area. A long wooden bridge spans across a body of water in the foreground. The water is dark, and two people are seen kayaking. The marsh is lush green, and a dense forest of trees lines the left side. In the background, a larger body of water is visible under a blue sky with scattered clouds.

# Cooperative Marketing Program Goals

# Visit Williamsburg isn't just our name—it's our goal

By leveraging the success of the DMO's campaign, we're consistently building the region's image by driving visitation and bolstering our economy.

The DMO's cooperative marketing program allows participants to double the impact of their marketing investment with a 1:1 match. Choose from our four leading travel and tourism digital media partners: AdGenuity, Tripadvisor, Vistar, and VistaGraphics.

Program Goals:

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

**\$107,000+**

In matching funds  
provided to  
participants since 2021.



# How the Co-op Program Works



## Visit Williamsburg (DMO) Provides

- 1:1 match on media investment



## Local Partner Provides

- Media investment of \$2,500 - \$25,000
- Final creative files per media vendor's specifications



## Media Vendor Provides

- Custom advertising packages with different investment levels
- Performance reporting
- Invoice management (automatically split between DMO & partner)

## Who Can Participate?

- You! 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.



## How Do I Qualify?

- To qualify for investment match, ad creative must utilize supplied digital advertising specifications, Visit Williamsburg co-op logo, your own logo and imagery.
- Ad units must drive to the business listing on [visitwilliamsburg.com](https://visitwilliamsburg.com) or its' own website, provided that a pixel can be placed for tracking purposes.







# Channel & Media Partner Overview

# Channel Overview

## Display

- Digital Ads of varying sizes that can be clicked on, driving traffic to your website.
- Standard IAB sizes of display banners
- Targeted to users who are travel intenders – which means they are actively in the travel planning mindset/cycle.
- Placed on premium publisher websites to ensure brand safety and drive quality traffic.
- Two different packages.
  - Retargeting based off Visit Williamsburg's site traffic
  - Premium Publisher network

## Native

- Digital ads that look Native to whatever webpage they are displaying on. Making the user experience seamless
- Targeting to users who are travel intenders
- A mid-funnel tactic focused on driving traffic to your website
- Only need an image, copy and a URL to place this ad



# Channel Overview

## Digital Out of Home

- Digital Out of Home (OOH) ads – billboards, transit, bus shelters, etc.
- Markets include Visit Williamsburg's primary markets
- Targeted to users who are travel intenders.

## Email

- Created and deployed by vendors that have access to curated lists of email addresses.
- Designed and built in HTML allowing businesses to deliver content to a targeted list of consumers.

## MEDIA PARTNER OVERVIEW

# AdGenuity – Digital Media

### Placement:

By purchasing display or native ads through AdGenuity, you will be able to tap into Visit Williamsburg's first party data and retarget people who have visited the site.

### What kind of audience can they reach?

By utilizing retargeting off the Visit Williamsburg website, this allows you to reach a very engaged/qualified travel audience who is already interested in the destination.

### Where do my ads run?

Display and Native ads run across a network of premium website where AdGenuity ensures brand safety.

### Investment Tiers (per 4-week period)

Partner Investment	DMO Match	Total Value
\$2500	\$2,500	\$5,000
\$5,000	\$5,000	\$10,000
\$10,000	\$10,000	\$20,000



# VistarMedia – Digital Out of Home

## Placement:

Allows you to purchase Digital Out of Home (OOH) units across all major companies: Outfront, Lamar, Clear Channel, etc.

## What kind of audience can they reach?

Travel intenders, OOH is a great high-level awareness tactic that allows for multiple touchpoints outside of a screen.

## Where do my ads run?

OOH ads run across billboards, transit, bus shelters, etc. Can be cherry picked depending on markets.

## Investment Tiers (per 4-week period)

Partner Investment	DMO Match	Total Value
\$5,000	\$5,000	\$10,000
\$10,000	\$10,000	\$20,000

**VISTAR**MEDIA



# Tripadvisor



## Who are they?

As the **leading network for travel planning**, they are able to reach consumers at multiple touch-points during their trip planning journey, via display ad units, and can extend reach to partner sites and social channels.

## What kind of audience can they reach?

Consumers searching for travel options and living in regional drive markets.

## Where do my ads run?

Display ads run within the TripAdvisor site.

## Investment Tiers (per 4-week period)

Partner Investment	DMO Match	Tripadvisor Match	Total Value
\$1,250*	\$1,250	\$0.00	\$2,500
\$2,500	\$2,500	\$0.00	\$5,000
\$5,000	\$5,000	\$2,500	\$12,500
\$10,000	\$10,000	\$5,000	\$25,000
\$25,000	\$25,000	\$12,500	\$62,500

\*3-month minimum

## MEDIA PARTNER OVERVIEW

# Digital Premium Publishers

### Placement:

Display ads that will run across a list of premium publisher partners such as: Conde Nast, Travel & Leisure, Vox, Hearst, Kayak, etc.

### What kind of audience can they reach?

By purchasing this co-op package, you are able to have your ads placed on premium publisher sites without the large minimum. You can reach travel intenders who are in a travel mindset.

### Where do my ads run?

Display ads run across a network of premium website where AdGenuity ensures brand safety.

### Investment Tiers (per 4-week period)

Partner Investment	DMO Match	Total Value
\$2,500	\$2,500	\$5,000
\$5,000	\$5,000	\$10,000
\$10,000	\$10,000	\$20,000

FOOD&WINE



AFAR

delish

CONDÉ NAST

TRAVEL+  
LEISURE

## MEDIA PARTNER OVERVIEW

# VistaGraphics, Inc.

### Who are they?

Email Marketing Partner based in Virginia that allows for multiple points of engagement with audiences through opt-in, compliant dedicated email program.

### What kind of audience can they reach?

Consumers who have a HHI of \$150K+, live within the key drive markets and have interest in History, Theme Parks, Golf, Domestic Travel, and Family Vacations.

### Where do my ads run?

Promotional email drops to targeted database.

## Investment Tiers

Partner Investment	DMO Match	Total Value
\$5,000	\$5,000	\$10,000
\$10,000	\$10,000	\$20,000
\$15,000	\$15,000	\$30,000
\$25,000	\$25,000	\$50,000







# Next Steps

# Next Steps for Partners

- To participate in VistaGraphics, please reach out to Eileen at [eileen@vgnet.com](mailto:eileen@vgnet.com)
- To participate in any of the other opportunities, please reach out to [VisitWilliamsburgCoOp@milespartnership.com](mailto:VisitWilliamsburgCoOp@milespartnership.com)



# Thank you!

