



Williamsburg Tourism Council
 2022 Master Media Flowchart
 Updated: 12.29.21

BRAND MEDIA / MESSAGING	JANUARY			FEBRUARY			MARCH			APRIL			MAY			JUNE			JULY			AUGUST			SEPTEMBER			OCTOBER			NOVEMBER			DECEMBER																			
	27	3	10	17	24	31	7	14	21	28	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	
BROADCAST/CTV																																																					
LINEAR TV																																																					
TRADITIONAL BROADCAST																																																					
Cleveland, Columbus, Philadelphia, Baltimore, New York, Boston						50	50	50	50					50	50	50					50	50	50					50	50					50	50					50	50					50	50					50	50
CABLE PRIME ONLY																																																					
Charlotte, Raleigh-Durham, Charlottesville, Harrisonburg, Roanoke, Salisbury, Greenville-New Bern						50	50	50	50					50	50	50					50	50	50					50	50					50	50					50	50					50	50						
CTV PRIME																																																					
Cleveland, Columbus, Philadelphia, Baltimore, New York, Boston																																																					
OUT OF HOME																																																					
NPRP Media (TBD)																																																					
Cleveland, Columbus, Philadelphia, Baltimore, New York, Boston																																																					
DIGITAL MEDIA																																																					
Trip Advisor																																																					
Expedia (Timing TBD)																																																					
Epsilon																																																					
Sejern																																																					
Pandora																																																					
Vistagraphics																																																					
PushSpring/T-Mobile																																																					
Ad-Serving (AdSense/IAS)																																																					
CONTENT PARTNERSHIPS																																																					
Partner TBD (Placeholder)																																																					
PPC / PAID SOCIAL MEDIA																																																					
PAID SOCIAL																																																					
Facebook/Instagram																																																					
Nam (YouTube)																																																					
TIKTok																																																					
PPC (PAID SEARCH)																																																					
BLOG CONTENT																																																					
InPowered																																																					
INFLUENCER																																																					
Influencer Program																																																					
MISC. COMMITMENTS																																																					
Pure Silk Sponsorship (TBD)																																																					
CRUSA International Marketing Program																																																					
Virginia Travel Guide																																																					
goWilliamsburg Guide																																																					
VRLTA Guide																																																					
CO-OP PROGRAM																																																					
Partners TBD (Placeholder)																																																					