



Williamsburg Tourism Council
 2024 Master Media Flowchart
 Updated: 11.16.23

BRAND MEDIA / MESSAGING	JANUARY				FEBRUARY				MARCH				APRIL				MAY				JUNE				JULY				AUGUST				SEPTEMBER				OCTOBER				NOVEMBER				DECEMBER										
	1	8	15	22	29	5	12	19	26	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	2	9	16	23	30		
BROADCAST																																																							
LINEAR TV																																																							
Baltimore, Boston, Charlotte, Cleveland, Columbus, New York, Philadelphia, Pittsburgh, Raleigh, Washington D.C. (15s)	50	50				50	50				50	50				50	50				50	50				50	50				50	50				50	50				50	50				50	50				50	50			
Atlanta (30s/15s)	50	50				50	50				50	50				50	50				50	50				50	50				50	50				50	50				50	50				50	50				50	50			
OUT OF HOME																																																							
NPRP Media																																																							
Boston, New York, Washington D.C, Philadelphic, Baltimore, Cleveland, Atlanta (TBD units)																																																							
CTV																																																							
Adelphic																																																							
DIGITAL MEDIA																																																							
Trip Advisor																																																							
Sojern																																																							
Pandara																																																							
Spotify																																																							
InPowered																																																							
Vistagraphics Email																																																							
StoryGize																																																							
GumGum																																																							
YouTube																																																							
Priceline																																																							
Adara																																																							
Digital Activation (TBD)																																																							
WY Daily																																																							
Ad-Serving (AdServe)																																																							
Ad-Serving (Integral Ad Science)																																																							
PPC / PAID SOCIAL MEDIA																																																							
PAID SOCIAL																																																							
Facebook/Instagram																																																							
TikTok																																																							
PPC (PAID SEARCH)																																																							
Google																																																							
INFLUENCER																																																							
Influencer Program (Timing TBD)																																																							
CONTENT PARTNERSHIPS																																																							
Essence (Timing TBD)																																																							
Travel Noir(Timing TBD)																																																							
CO-OP PROGRAM																																																							
Vistagraphics																																																							
Williamsburg Campground																																																							
York County																																																							
Placeholder for Other Partners TBD																																																							
ANNUAL RENEWALS (Print)																																																							
Vistagraphics																																																							
Measurement																																																							
Adara																																																							
Arrivaist																																																							