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Williamsburg Tourism Council
FY20 Master Media Flowchart
Updated: 11.16.20

Initial Buy Media
Bridge Media
Relaunch
Partner Extension, Current LAYP Creative
Incremental Budget

BRAND MESSAGING / MESSAGING	FEBRUARY				MARCH					APRIL					MAY					JUNE					JULY					AUGUST				SEPTEMBER					OCTOBER				NOVEMBER				DECEMBER			
	27	3	10	17	24	2	9	16							27	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21
BROADCAST MEDIA																																																
LINEAR TV																																																
Cleveland, Columbus																				25	125	125	100	100				100	100	100																					
Washington DC, Charlottesville, Harrisonburg, Roanoke-Lynchburg															50	50	50	50		25	50	50	50	50			50	50	50	50		50	50	50	50		50	50	50	50		50	50	50	50					
Charlotte, Philadelphia, Baltimore, Raleigh-Durham, Salisbury, Greenville-New Bern-Washington																				25	50	50	50	50				50	50	50																					
Baltimore, Philadelphia																																						50	50	50	50								
CTV/OTT																																																
Washington DC, Charlottesville, Harrisonburg, Roanoke-Lynchburg																																																
Charlotte, Philadelphia, Baltimore, Raleigh-Durham, Salisbury, Greenville-New Bern-Washington, Cleveland, Columbus)																																																
DIGITAL MEDIA																																																
DIGITAL DISPLAY/VIDEO																																																
Adara																																																
Trip Advisor																																																
Undertone																																																
Pandora																																																
Verizon																																																
Vistagraphics (e-mail)																																																
DV360 (Programmatic)																																																
CP Programmatic Fee																																																
Blis (Mobile-location Partner)																																																
Triplelift (Native Content Distribution)																																																
Division D (Dedicated Digital Video Distribution)																																																
GOLF Content Exporation																																																
National Geographic 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)																																																
Pixability (YouTube)																																																
EDUCATION CAMPAIGN INCREMENTAL																																																
SHORT TERM																																																
School Family Media																																																
DV360 (Programmatic)																																																
CP Programmatic Fee																																																
Facebook/Instagram (Traffic Driving Campaign)																																																
LONG TERM (TBD)																																																
BLOG CONTENT INCREMENTAL																																																
InPowered																																																
StoryGlee																																																
INFLUENCER																																																
INFLUENCER CONTENT																																																
MISC. ONGOING COMMITMENTS																																																
Co-Op Opportunities																																																
VRLTA Travel Guide (2020)																																																
East Coast Gateway Welcome Center (2020 - 2021)																																																
Coastal Virginia - COVID-19 (Email/Print)																																																
Virginia Media - Local Print Execution for National Travel & Tourism Week																																																
Full Page - Virginia Gazette															5/2																																			
Digital - Virginia Gazette															5/2	5/6																																	
Full Page - Daily Press															5/3																																			
Digital - Daily Press															5/3	5/6																																	
Virginia Media - Local Print (Restaurant/Local Biz Support)																																																
Coastal Virginia Magazine: 2020 Holiday Edition																																																
2021 Renewal Commitments																																																
goWilliamsburg - Print/Online (2021)																																																
CRUSA - (2021)																																																
Virginia Tourism Guide - (2021)																																																
VRTLA Travel Guide (2021)																																																

50 50 50 50 | 25 50 50 50 50 | 50 50 50 50 | 50 50 50 50 | 50 50 50 50 | 50 50 50 50 | 50 50 50 50

INITIAL DROP | RE-DROP TO OPENS | FULL DROP | INITIAL DROP | RE-DROP TO OPENS | FULL DROP

2020 TEASER