

BRAND MEDIA / MESSAGING	JANUARY				FEBRUARY				MARCH				APRIL				MAY				JUNE				JULY				AUGUST				SEPTEMBER				OCTOBER				NOVEMBER				DECEMBER											
	28	4	11	18	25	1	8	15	22	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20				
BROADCAST/CTV																																																								
LINEAR TV																																																								
Cable Only																																																								
All Tier 1 Markets + Cleve/Columbus	50				50				50				50				50				50				50				50				50				50				50				50				50				50			
Cable Only																																																								
All Tier 1 Markets (minus Philly/Baltimore)	50																								50																															
CTV																																																								
All Tier 1 Markets + Cleve/Columbus	[Bar chart showing CTV spots across months]																																																							
DIGITAL MEDIA																																																								
DIGITAL DISPLAY																																																								
Adara	[Bar chart]																																																							
Trip Advisor	[Bar chart]																																																							
Sajem	[Bar chart]																																																							
Pandora	[Bar chart]																																																							
Vistagraphics	[Bar chart]																																																							
Valassis (Email Test Partner)	[Bar chart]																																																							
Ad-Serving (AdSense/IAS)	[Bar chart]																																																							
CONTENT PARTNERSHIPS																																																								
CONTENT PARTNERSHIPS																																																								
GOLF.com	[Bar chart]																																																							
GOLF.com Fall Extension	[Bar chart]																																																							
National Geographic	[Bar chart]																																																							
Food & Beverage (Placeholder)	[Bar chart]																																																							
PPC / PAID SOCIAL MEDIA																																																								
PPC (PAID SEARCH)	[Bar chart]																																																							
PAID SOCIAL																																																								
Facebook/Instagram (Traffic Driving Campaign)	[Bar chart]																																																							
Facebook/Instagram (Follower Growth Campaign)	[Bar chart]																																																							
EDUCATION CAMPAIGN																																																								
SHORT TERM																																																								
School Family Media	[Bar chart]																																																							
DV360 (Programmatic)	[Bar chart]																																																							
CP Programmatic Fee	[Bar chart]																																																							
Facebook/Instagram (Traffic Driving Campaign)	[Bar chart]																																																							
BLOG CONTENT																																																								
InPowered	[Bar chart]																																																							
StoryGize	[Bar chart]																																																							
InPowered (Incremental)	[Bar chart]																																																							
INFLUENCER																																																								
Influencer	[Bar chart]																																																							
LOCAL SHOP/DINE CAMPAIGN																																																								
Virginia Media (Virginia Gazette/Daily Press)	[Bar chart]																																																							
Facebook/Instagram (Traffic Driving Campaign)	[Bar chart]																																																							
INCREMENTAL PUSHSPRING CAMPAIGN																																																								
DV360 (Programmatic)	[Bar chart]																																																							
CP Programmatic Fee	[Bar chart]																																																							
Ad-Serving (AdSense/IAS)	[Bar chart]																																																							
MISC. COMMITMENTS																																																								
Pure Silk Sponsorship	[Bar chart]																																																							
Eastcoast Gateway Visitor Center	[Bar chart]																																																							
goWilliamsburg - Print/Online (2021)	[Bar chart]																																																							
CRUSA - (2021)	[Bar chart]																																																							
Virginia Tourism Guide - (2021)	[Bar chart]																																																							
VRTLA Travel Guide (2021)	[Bar chart]																																																							
Coastal Virginia: Holiday Edition (2021)	[Bar chart]																																																							
CO-OP PROGRAM																																																								
Adara	[Bar chart]																																																							
Trip Advisor	[Bar chart]																																																							