Visit WILLIAMSBURG JAMESTOWN ▼ YORKTOWN

Williamsburg Tourism Council
FY21 Master Media Flowchart
Updated: 6.21.21

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 + Clev/Columbus						50	50	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	50			50	50	50											
CTV																																																	
All Teir 1 Markets + Clev/Columbus																																																	
DIGITAL MEDIA																																																	
DIGITAL DISPLAY																																																	
Adara																																																	
Trip Advisor																																																	
Sojern																																																	
Pandora																																																	
Vistagraphics												Initial Drop	Re-Drop																																					
Valassis (Email Test Partner)																																																	
Ad-Serving (AdSwerve/IAS)																																																	
CONTENT PARTNERSHIPS																																																	
CONTENT PARTNERSHIPS																																																	
GOLF.com																																																	
GOLF.com Fall Extension																																																	
National Geographic																																																	
Food & Beverage (Placeholder)																																																	
PPC / PAID SOCIAL MEDIA																																																	
PPC (PAID SEARCH)																																																	
PAID SOCIAL																																																	
Facebook/Instagram (Traffic Driving Campaign)																																																	
Facebook/Instagram (Follower Growth Campaign)																																																	
EDUCATION CAMPAIGN																																																	
SHORT TERM																																																	
School Family Media																																																	
DV360 (Programmatic)																																																	
CP Programmatic Fee																																																	
Facebook/Instagram (Traffic Driving Campaign)																																																	
BLOG CONTENT																																																	
InPowered																																																	
StoryGize																																																	
InPowered (Incremental)																																																	
INFLUENCER																																																	
Influencer																																																	
LOCAL SHOP/DINE CAMPAIGN																																																	
Virginia Media (Virginia Gazette/Daily Press)																																																	
Facebook/Instagram (Traffic Driving Campaign)																																																	
INCREMENTAL PUSHSPRING CAMPAIGN																																																	
DV360 (Programmatic)																																																	
CP Programmatic Fee																																																	
Ad-Serving (AdSwerve/IAS)																																																	
MISC. COMMITMENTS																																																	
Pure Silk Spnosorship																																																	
Eastcoast Gateway Visitor Center																																																	
goWilliamsburg - Print/Online (2021)																																																	
CRUSA - (2021)																																																	
Virginia Tourism Guide - (2021)																																																	
VRTLA Travel Guide (2021)																																																	
CO-OP PROGRAM																																																	
Adara																		American Revolution					Jamestown Settlement				American Revolution																						
Trip Advisor																																																	