

VISIT
SAN ANTONIO

**MARKETING
CO-OP
OPPORTUNITIES**



Seasonal Digital Ad



Visit San Antonio offers Platinum, Gold and Silver Level Members exciting co-op opportunities. Your message is seamlessly integrated with Visit San Antonio's destination marketing through turn-key efforts. The Visit San Antonio team is experienced and ready to work with you in developing and executing campaigns focused on helping you meet your marketing objectives.

VISIBILITY

Get premium visibility through multiple media channels. Co-op campaigns employ digital advertising, billboards, streaming radio, e-blasts, Visit San Antonio websites and social media channels.

REACH

Supplement your marketing to impact more consumers. The 2019 paid media co-ops generated an estimated 42 million impressions (eyeball views) from paid media, with click-through rates as high as .22% for digital advertising and 2.5% for e-blasts. Industry digital benchmarks are .13% for mobile and .08% for desktop. Industry email click-through rate benchmark is 1.0-2.5%.

TURN-KEY

Take advantage of Visit San Antonio's resources for media buying, creative development, production and more. We take care of all aspects of the campaign.

REPORTING

Receive a wrap-up report of campaign results, such as impressions, clicks, click-through rates and even number of visitors as measured from device ID digital advertising.

THANKS TO THESE MEMBERS WHO HAVE RECENTLY PARTICIPATED IN OUR CO-OP PROGRAM

| | | |
|--|---|---------------------------------|
| Acenar | Fredericksburg | Omni La Mansión del Rio |
| Biga on the Banks | Galaxy Productions | Paesanos Restaurant Group |
| Chama Gaucha Brazilian Steakhouse | Hilton San Antonio Airport | Professional Images Photography |
| Cre8ad8 | Holiday Inn Riverwalk | The Quarry Golf Club |
| Culinary Institute of America | Hyatt Hotels | San Antonio Museum of Art |
| The DoSeum | Hyatt Regency Hill Country Resort & Spa | San Marcos |
| Eilan Hotel & Spa | La Quinta Inn & Suites | SeaWorld & Aquatica San Antonio |
| Embassy Suites San Antonio Riverwalk Hotel | Leisure Pass | Six Flags Fiesta Texas |
| Embassy Suites at San Antonio Brooks | Markey's | The Witte Museum |
| Emily Morgan Hotel | Marriott & Starwood Hotels | Wyndham San Antonio Riverwalk |
| Estancia del Norte | Merlin Entertainment | |
| | Natural Bridge Caverns | |

* Members as of August 1, 2019

CUSTOMIZED SOLUTIONS

Visit San Antonio offers a variety of co-op menu options but will also work with you on a customized marketing solution, including initiatives in Mexico and Canada.

Contact Sue De Lopez at suedelopez@visitsanantonio.com

SEASONAL CAMPAIGNS

Be part of four regional seasonal campaigns. Each seasonal campaign will offer five levels of participation in a multi-channel, integrated plan. Note that specific media plan details will be made available prior to each campaign.

Holidays

When else does San Antonio shine so brightly? This campaign will make sure Texas travelers, both those wanting a family holiday memory and those ready to experience San Antonio's culture, think of San Antonio first for their holiday getaway.

Spring

Spring is a favorite travel time for many types of San Antonio visitors. This campaign will not only reach those Texans looking for a family Spring Break adventure but also the traveler looking for a unique travel experience across an extended spring timeframe.

Summer

Summer is all about family fun, and San Antonio is ready to give the Texas family an exciting time. This campaign will offer a great way to capture summer vacation attention for your business.

Fall

"Off Season" travelers love to find the city's treasures. Make sure you get in front of the Texas traveler during this traditional down time.

Investment:

Visit San Antonio contributes from \$25,000 to \$50,000 for each seasonal campaign. Offerings are contingent on a minimum total investment of \$50,000 from all participating members.

Seasonal Campaign Components By Investment

| \$50,000 | \$25,000 | \$10,000 | \$5,000 | \$2,500 | Campaign Components |
|----------|----------|----------|---------|---------|---|
| ◆ | | | | | 2nd spot on VisitSanAntonio.com homepage banner* |
| ◆ | | | | | Billboards with member logos |
| ◆ | | | | | Streaming radio with references to members |
| ◆ | ◆ | | | | One special social media post specific to member, potentially a live post |
| ◆ | ◆ | | | | Digital advertising with member message and logo |
| ◆ | ◆ | ◆ | | | One member-specific Instagram post |
| ◆ | ◆ | ◆ | | | One additional email to paid targeted list |
| ◆ | ◆ | ◆ | ◆ | | One email to paid targeted list |
| ◆ | ◆ | ◆ | ◆ | ◆ | Website feature on VisitSanAntonio.com seasonal landing page; digital elements of the campaign will link to this page |
| ◆ | ◆ | ◆ | ◆ | ◆ | Standard social media posts promoting the campaign overall: 3 Facebook posts and 6 Tweets |

* If multiple members, banner image will rotate randomly

Seasonal Eblast



SAN ANTONIO

SPRING-TACULAR SAN ANTONIO

San Antonio comes alive in spring with new things for the whole family to enjoy. Experience thrills at our theme parks. Discover exhibits and artworks at our museums and galleries. Explore our great outdoors, and so much more. [Read More](#)

SIX FLAGS FIESTA TEXAS

When it comes to family fun, Six Flags Fiesta Texas has plenty of thrills. Home of the Wonder Woman Golden Lasso Coaster—the world's first single-rail coaster, exhilarating rides, live entertainment and more. [Read More](#)

THE DOSEUM

Join us this spring for The Doseum's new exhibit, How People Make Things, and celebrate that story—the people, the manufacturing processes, and the technology used to make everyday objects in our world. [Read More](#)

START EXPLORING

f t i p y

© 2019 Visit San Antonio | (800) 447-3372

To ensure delivery, please add us to your safe senders list. Visit San Antonio 203 South St. Mary's Street, Suite 200, San Antonio, Texas 78205

Seasonal Homepage Banner



Homepage Feature



WEBSITE

Leisure Website Homepage Feature

Feature your message on the VisitSanAntonio.com Homepage

- Link directly to member's website or member's page on VisitSanAntonio.com
- Visit San Antonio handles creative and production
- One featured member per month in position 4

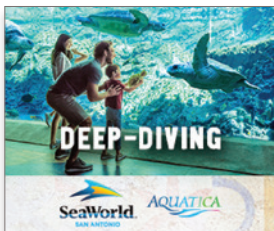
Investment:

Sept - Dec: \$5,000 per month

Jan - April: \$6,000 per month

May - Aug: \$7,000 per month

Custom Digital Advertising



DIGITAL ADVERTISING

Custom Digital Advertising

Promote your message to a targeted audience over a time span.

- Digital advertising flight customized for message and targeting
- Visit San Antonio handles media buying, creative production and deployment
- Minimum length of flight: 1 month
- One campaign per month

Investment:

Based on demographic and geo targeting, estimated minimum per campaign per month: \$10,000 - digital campaigns (including costs) may be adapted and shared among up to 4 members.

Boosted Social Media Post

Your message posted directly to Visit San Antonio social channels and then boosted to a targeted audience.

- Boosted posts customized with member messaging and targeting
- Visit San Antonio handles media buying, creative production and deployment
- Two members per month

Investment:

Based on targeting and time frame, minimum \$2,000 per month

EMAIL - LEISURE VISITOR

Custom Email – Purchased List

Send your message to a targeted group.

- Custom email to targeted, purchased list
- Targeting by geo, HHI, gender, age, behavior, etc.
- Link directly to member's website or member's page on VisitSanAntonio.com
- Visit San Antonio handles media buying, creative production and deployment
- Up to 2 emails per month available

Investment:

Based on demographic and geo targeting, estimated minimum range per email: \$3,700-\$7,500

Themed Email

Spotlight your business as part of a destination theme.

- Custom message highlighting San Antonio for one of the following themes:
 - Romance—January
 - Culinary—April
 - Family Fun—June
 - Culture—September
- Sent to purchased, Texas-targeted list
- Minimum of 3 members and up to 6 members per email
- Each member featured with image, caption and embedded link to member's website or member's page on VisitSanAntonio.com

Investment:

\$1,500 per member per email

EMAIL - MEETING PROFESSIONALS

NEW Themed Email

Spotlight your business as part of a meetings-related theme. Emails will be sent out in February, May and September to a targeted list of meeting professionals.

- Minimum of 3 members and up to 6 members per email
- Each member featured with image, caption and embedded link to member page on Meetings.VisitSanAntonio.com
- Visit San Antonio handles media buying, creative production and deployment

Investment:

\$1,500 per member per email

Custom Email – Purchased Meeting Professionals List

Send your exclusive message to a targeted group of meeting professionals.

- Custom email for one member to targeted, purchased list
- Targeting by geography, type of planners, etc.
- Visit San Antonio handles media buying, creative production and deployment
- Up to 2 emails per month available

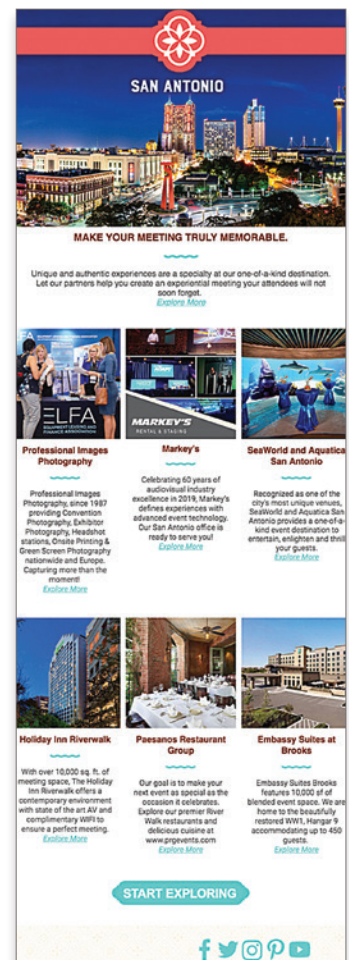
Investment:

Based on demographic and geo targeting, estimated minimum range per email: \$3,700-\$7,500

Custom Email



Themed Email





— VISIT —
SAN ANTONIO

To participate in co-op opportunities, contact:

Sue De Lopez
Marketing Director
suedelopez@visitsanantonio.com or

Stacey Carroll
Marketing Manager
Meetings & Conventions
staceycarroll@visitsanantonio.com

All co-op reservations are handled on a first come first served basis.

Note: Co-op advertising is restricted to tourism/hospitality businesses who are Platinum, Gold and Silver Level Members of Visit San Antonio. Visit San Antonio reserves the right to reject any advertising that is deemed inappropriate.

FEBRUARY 2022

