



VTC & Google– Search Engine Marketing Co-Op Program

In an effort to assist in the promotion of the State’s DMO’s and other qualified attractions, VTC is happy to announce a Co-Op program designed to help fund the Search Engine Marketing campaigns actively being executed by the State’s marketing partners.

This program is designed to provide maximum flexibility for each partner’s specific marketing needs. Partners can design and manage their SEM campaigns through any means they deem appropriate, and any strategic approach they deem effective.

With this program the Virginia Tourism Corporation will reimburse all participants **25%** against all **qualified Search Engine Marketing Spend**, up to a **maximum of \$25,000 per the VTC 2017-18 fiscal year (through June, 2018)**.

Qualification Parameters

- Application submitted and approved by the Martin Agency (TMA) prior to campaign start
- Ads must run on the Google Search Network only (Google Content Network is excluded)
- Search ad link (landing page) must include the Virginia is for Lovers logo (at least 250 pixels tall or 250 pixels wide), or a 250 character promotional text summary about Virginia, with hyper-link.
- Landing page must contain a link to www.virginia.org (Link can be embedded into logo image)

Documentation

The following documents must be submitted to TMA in order to collect re-imbusement:

- Ad Delivery report showing ad unit(s) or campaign(s) run and corresponding click volume and cost associated to ad/landing page
 - Screenshot(s) of Google Client Center showing run dates, ad unit(s) or campaign(s), click volume and total cost accepted
- URL(s) of landing page(s) used against ad(s)
 - If URLs vary by ad unit(s) or campaign(s), please provide all and label accordingly

Reimbursement Process

Each quarter partners will provide proof of performance the month preceding end of quarter.

Reimbursement will be made on a quarterly basis. All reimbursement claim forms and associated documentation must be received by the last day of the month preceding the end of the calendar quarter. Documentation will be reviewed and verified by TMA the following month.

- Q1 2018- January – March- deadline is April 30; reimbursement made to partners by May 31, 2018
- Q2 2018- April – June- deadline is July 31; reimbursement made to partners by August 31, 2018
- Q3 2018 – July – September – deadline is October 31; reimbursement made to partners by November 30, 2018
- Q4 2018 – October – December- deadline is January 31; reimbursement made to partners by February 28, 2019

Enrollment

- As this is a pilot program, enrollment is on a first come-first serve basis



Virginia Tourism Corporation
2018 Google AdWords
Co-op Application

Please complete this form and submit to Alex Ender alex.ender@martinagency.com and Kerry McNally Kerry.McNally@martinagency.com.

Contact Information

Name	
Company Name	
Street Address	
City ST ZIP Code	
Work Phone	
E-Mail Address	
Submission Date	
Total Annual Google Budget	
Total Qualifying Budget Request- Up to \$25,000	

Qualifying Landing Pages (list all pages traffic will be driving to that has the VIFL logo)

For Office Use Only

Approved Reimbursement Amount	
Date Approved	
Approved By	
Approval Signature	
Title	
E-Mail Address	