








FY25 Co-Op Program Overview

VIRGINIA IS FOR LOVERS[®]

							
Media	Social Media	Programmatic Digital Advertising	Print & Digital	Travel Endemic	Programmatic Display	Programmatic Display/Pre-roll	Programmatic Native
Purpose	Build social engagement and increase website visits by promoting your content on Facebook and Instagram.	Place banner and video ads in front of targeted audiences who are interested in travel.	Leverage a trusted voice to reach outdoor enthusiasts and adventure travelers through print, digital and social opportunities.	Place your message in front of consumers searching for travel inspiration and information on TripAdvisor.	Utilize Adara's 1st party travel intent data to reach the right audience.	Find and target consumers looking to travel and influence them to book directly with you.	Place your message in front of consumers in a native display ad which matches the publishers look and feel.
Benefit + Offer	<p>50% Reimbursement on Facebook and Instagram promoted posts and ads</p> <p>\$25,000 max. reimbursement</p>	<p>50% Match up to \$25,000.</p> <p>Banner Ads \$2,990 minimum spend for 600k monthly Impressions</p> <p>Video Ads \$6,200 minimum spend for 200k monthly Impressions</p>	<p>Discounted Rates on print ads placed in certain issues throughout the year.</p> <p>Discounted Rates on digital packages.</p> <p>Spend Ranges Print: \$1,450 - \$7,000 Digital: \$795 - \$2,295</p>	<p>75% Combined Match VTC match: 50% Tripadvisor match: 25%</p> <p>\$5,000 min. spend</p> <p>Max reimbursement up to \$25,000 or \$50,000</p>	<p>Up to 150% Combined Match VTC match: 100% Adara match: 40-50%</p> <p>Offer 1 - \$10,000 150% match and monthly reporting.</p> <p>Offer 2 - \$25,000 140% match, CC report and website measurement report</p>	<p>1:1:1 Match VTC match: 100% Sojern match: 100%</p> <p>\$2,500 min. spend \$25,000 max spend</p>	<p>130% Match VTC match: 100% Storygize match: 30%</p> <p>\$5,000 min. spend \$25,000 max spend</p>
Contact	Lindsey Norment lnorment@virginia.org Ali Zaman azaman@virginia.org	Jenny Dorsey jdorsey@leisuremedia360.com	Leah Woody leah@blueridgeoutdoors.com	Mallory Smith msmith@tripadvisor.com	Jeremy Harvey jeremy.harvey@adara.com	Todd Schechter todd.schechter@sojern.com	Stan Smith ssmith@storygize.com

Full details available on VATC.org