

FY25 Co-Op Program Overview

VIRGINIA IS FOR LO^{VE}RS

	 Meta	 LEISURE MEDIA360	 BLUE RIDGE outdoors MAGAZINE	 Tripadvisor	 ADARA	 SOJERN	 storygize
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	50% Reimbursement on Facebook and Instagram promoted posts and ads \$25,000 max. reimbursement	Banner Ads \$2,990 minimum spend for 600k monthly Impressions Video Ads \$6,200 minimum spend for 200k monthly Impressions	Discounted Rates on print ads placed in certain issues throughout the year. Discounted Rates on digital packages. Spend Ranges Print: \$1,450 - \$7,000 Digital: \$795 - \$2,295	75% Combined Match VTC match: 50% Tripadvisor match: 25% \$5,000 min. spend Max reimbursement up to \$25,000 or \$50,000	Up to 150% Combined Match VTC match: 100% Adara match: 40-50% Offer 1 - \$10,000 150% match and monthly reporting. Offer 2 - \$25,000 140% match, CC report and website measurement report	1:1:1 Match VTC match: 100% Sojern match: 100% \$2,500 min. spend \$25,000 max spend	130% Match VTC match: 100% Storygize match: 30% \$5,000 min. spend \$25,000 max spend
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