

FY26 Co-Op Program Overview

VIRGINIA IS FOR LOVERS®

       								
Media	Social Media	Paid Search, Display, & YouTube	Programmatic Digital Advertising	Print & Digital	Digital Content & Email	Print, Email, & Social Media	Programmatic Display & Video	Programmatic Display & Video
Purpose	Build social engagement and increase website visits by promoting your content on Facebook and Instagram.	Help drive sales, leads, or site traffic on Google's robust, multi-channel ad serving platform.	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.	Promote your content to an affluent audience that's ready to travel, dine, and shop.	Dining focused print option centered around the rising popularity of culinary experiences as a top travel motivator.	Find and target consumers looking to travel and influence them to book directly with you.	Utilize Adara's 1st party travel intent data to reach the right audience.
Benefit + Offer	25% Reimbursement on Facebook and Instagram promoted posts and ads \$25,000 combined max. reimbursement with Google Ads.	25% Reimbursement on YouTube, display, and search ads \$25,000 combined max. reimbursement with Meta.	Banner Ads \$3,150 minimum spend for 600k guaranteed Impressions Video Ads \$3,150 minimum spend for 200k gtd. Impressions Native Ads \$3,150 minimum spend for 300k gtd. Impressions	Discounted Rates on print ads placed throughout the year and two Virginia Takeover issues. Discounted Rates on digital packages. Spend Ranges Print: \$1,595 - \$7,600 Advertorials: \$900+ Digital: \$995+	Custom Article Up to 7 partners may participate in a custom article and content featuring Virginia. Spend \$2,485 per partner	Discounted Rates on print ads placed in certain issues throughout the year. Social and email components are available as packaged options. Spend Ranges Print: \$5,000 - \$9,250 * A La Carte options are also available.	1:1:1 Match VTC match: 100% Sojern match: 100% \$2,500 min. spend \$25,000 max spend	1:1:1 Match VTC match: 100% Adara match: 100% \$2,500 min. spend \$25,000 max spend
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