









FY26 Co-Op Program Overview

VIRGINIA IS FOR LOVERS[®]

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| 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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Full details available on VATC.org