

**VIRGINIA**  
**IS FOR**  
**LO<sup>♥</sup>ERS**<sup>®</sup>

**FY26**  
**Industry Co-op**  
**Webinar**

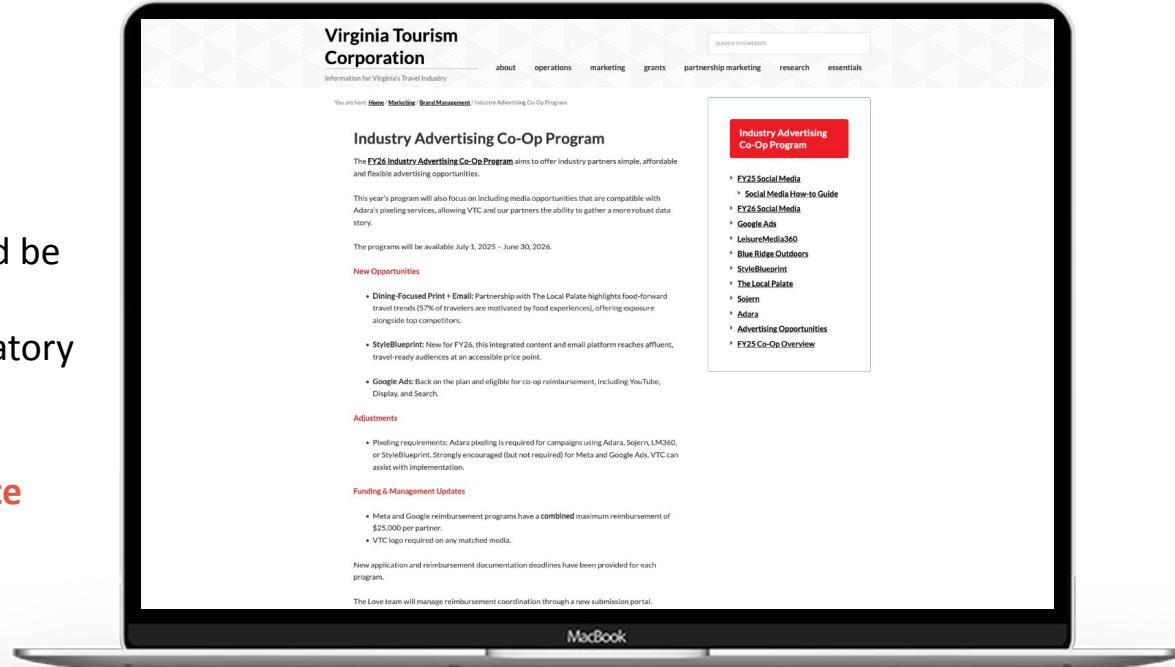
**July 2025**

# FY26 INDUSTRY ADVERTISING CO-OP



# FY26 Co-op Advertising Program

- **Value, Flexible, Simple**
- **Tell a story with the data**
  - All co-op deliverables should be pixeled whenever possible.
  - Some programs have mandatory pixeling requirements.
- **All of these programs are Separate from the Vacation Starts With VA Partner Grant.**



# FY26

## Approach

### FY25 Plan

- Meta Reimbursement
- LM360
- Blue Ridge Outdoors
- **TripAdvisor**
- Adara
- Sojern
- **Storygize**

### FY26 Plan

- Meta Reimbursement
- **Google Ads**
- LM360
- Blue Ridge Outdoors
- **StyleBlueprint**
- **The Local Palate**
- Adara
- Sojern

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- **VSWVA Partner Programs**

# SOCIAL MEDIA REIMBURSEMENT PROGRAM

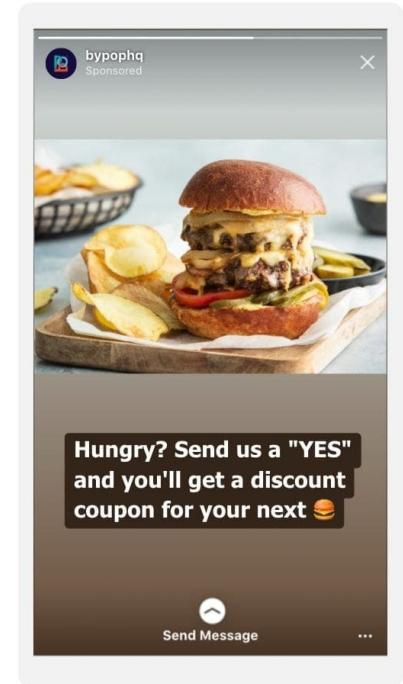


Utilize Facebook and Instagram channels to **target audiences** using visually appealing and engaging content.

Build **social engagement** and **increase website visits** by promoting relevant content such as news, updates, special offers and events.

VTC  
[coop@virginia.org](mailto:coop@virginia.org)

Love Communications  
[virginia@lovecomm.net](mailto:virginia@lovecomm.net)



# PARTNER OFFER



- Receive a **25% reimbursement** on Facebook and/or Instagram paid posts.
- **New simplified reimbursement portal will be created to make reimbursements easier!**
- Meta and Google programs have a **combined \$25,000 maximum reimbursement**.

## Advertising Parameters

- **VTC Logo or a tag to VTC accounts must appear on your ads to qualify for reimbursement.**
- When using a click-thru ad format, the landing page must include the Virginia is for Lovers® logo or promotional text summary about Virginia with hyperlink to Virginia.org.
- Include an Adara pixel on the landing page where click-thru ad formats direct

## Virginia Tourism Corporation

Information for Virginia's Travel Industry

about operations marketing grants partners

You are here: [Home](#) / FY26 META Co-Op Application

## FY26 META Co-Op Application

### Contact Information

Contact info needs to be for whomever will be receiving the reimbursement checks in the mail. If agency is submitting on partner behalf and agency should receive reimbursement, please provide agency contact info.)

CONTACT NAME(REQUIRED)

<input type="text" value="FIRST"/>	<input type="text" value="LAST"/>
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COMPANY NAME(REQUIRED)

<input type="text"/>
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MAILING ADDRESS(REQUIRED)

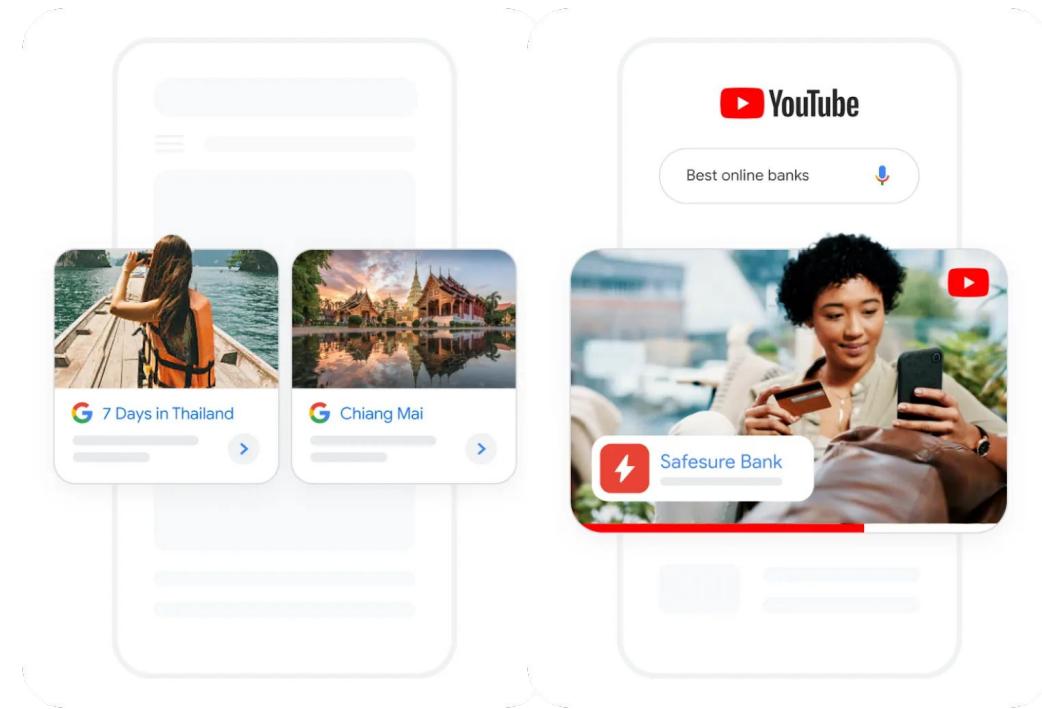
<input type="text" value="STREET ADDRESS"/>
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# GOOGLE ADS REIMBURSEMENT PROGRAM



Google Ads

Reach travelers where they're actively searching and consuming content with a Google campaign that includes Search, Display, and YouTube.



VTC  
[coop@virginia.org](mailto:coop@virginia.org)

Love Communications  
[virginia@lovecomm.net](mailto:virginia@lovecomm.net)

# PARTNER OFFER

- Receive a **25% reimbursement** on ad spend
- **New simplified reimbursement portal will be created to make reimbursements easier!**
- Meta and Google programs have a **combined \$25,000 maximum reimbursement**.

## Advertising Parameters

- Love Communications managing reimbursement process
- Adara click tracking strongly encouraged for Search and Display
  - Love Communications will coordinate implementation (requires GTM access to install the Adara tracking template)



## Virginia Tourism Corporation

Information for Virginia's Travel Industry

about operations marketing grants partner

You are here: [Home](#) / Google Co-Op Application

### Google Co-Op Application

#### Contact Information

Contact info needs to be for whomever will be receiving the reimbursement checks in the mail. If agency is submitting on partner behalf and agency should receive reimbursement, please provide agency contact info.)

CONTACT NAME(REQUIRED)

<input data-bbox="1180 631 1449 664" style="width: 140px; height: 30px;" type="text"/>	<input data-bbox="1459 631 1718 664" style="width: 140px; height: 30px;" type="text"/>
FIRST	LAST

COMPANY NAME(REQUIRED)

<input data-bbox="1180 729 1372 761" style="width: 100px; height: 30px;" type="text"/>
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MAILING ADDRESS(REQUIRED)

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STREET ADDRESS
<input data-bbox="1180 869 1718 901" style="width: 280px; height: 30px;" type="text"/>
ADDRESS LINE 2
<input data-bbox="1180 923 1718 955" style="width: 280px; height: 30px;" type="text"/>

# REIMBURSEMENT PROCESS

Reimbursements will be made on a **half-year basis**:

- **For campaigns running through July-December 2025**
  - **Reimbursement Documentation due by January 30, 2026**
  - Payments made to partners by March 2, 2026
- **For campaigns running through January-June 2026**
  - **Reimbursement Documentation due by July 31, 2026**
  - Payments made to partners by September 1, 2026
- **Required Documentation:**
  - Copy of your approved application
  - Screenshot of your ad(s) featuring a VIFL logo or account tag
  - Screenshot of your Meta/Google ads manager
- Keep an eye out on [VATC.org](http://VATC.org) for a brand new **Reimbursement Portal!**



## Virginia Tourism Corporation

Information for Virginia's Travel Industry

[about](#) [operations](#) [marketing](#) [grants](#) [partner](#)

You are here: [Home](#) / FY26 META Co-Op Application

### FY26 META Co-Op Application

#### Contact Information

Contact info needs to be for whomever will be receiving the reimbursement checks in the mail. If agency is submitting on partner behalf and agency should receive reimbursement, please provide agency contact info.)

CONTACT NAME(REQUIRED)

<input type="text" value="FIRST"/>	<input type="text" value="LAST"/>
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FIRST LAST

COMPANY NAME(REQUIRED)

<input type="text"/>
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MAILING ADDRESS(REQUIRED)

<input type="text"/>
STREET ADDRESS

## DIGITAL BANNERS & VIDEO



**Place banner, video ads, and native ads in front of  
targeted audiences who are interested in travel.**

Jenny Dorsey  
[jdorsey@leisuremedia360.com](mailto:jdorsey@leisuremedia360.com)

# PARTNER OFFER



**Programmatic digital advertising** – placing digital ads via real- time bids and optimizations – allows you to reach the right people at the right time for the right price.

## Campaign Timing:

July 2025 - October 2025 and April 2026 - June 2026

Other months available by request\*

## Pricing:

### Banner Ads

- \$3,150 for 200K guaranteed impressions

### Video Ads

- \$3,150 for 600K guaranteed impressions

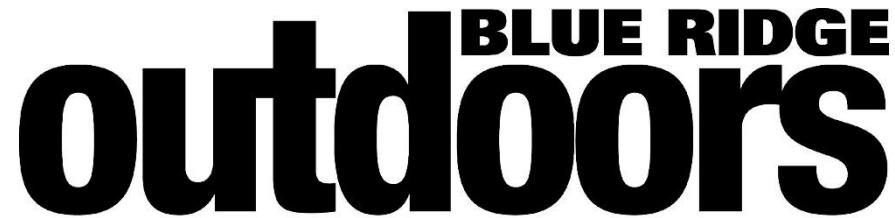
### Native Ads

- \$3,150 for 300K guaranteed impressions

## Added Value

- Detailed reporting
- Optimizations
- Re-targeting available at no extra charge
- Multiple ad sizes available
- No charge for ad production on static ads

## PRINT & DIGITAL CONTENT



Leverage a trusted voice to reach outdoor enthusiasts and adventure travelers through print, digital and social opportunities at discounted rates.

Leah Woody

[leah@blueridgeoutdoors.com](mailto:leah@blueridgeoutdoors.com)

# PARTNER OFFER

VTC is partnering with Blue Ridge Outdoors to offer exclusive rates on bundled print and digital advertising, including high-visibility takeover packages and featured placements during peak spring planning months.

## Print Inclusions:

- VTC Takeover of the Music Festivals (May 2026) and Road Trips (June 2026) issues.
- Partners receive:
  - Custom content creation by one of our professional writers in the VA Festival Guide and/or VA Road Trip Guide
  - Digital Content Flight to share content
  - Inclusion in an exclusive Virginia E-Blast (festivals and/or road trips)
  - Leads from VA Giveaway
  - ~40% Off Take Over Advertorial Packages, per issue (May & June)
    - 2-Page Advertorial Spread Package: \$8500
    - Full Page Advertorial Package: \$5300
    - Half Page Advertorial Package: \$3500
    - Quarter Page Advertorial Package: \$2495

BLUE RIDGE  
**outdoors**



# PARTNER OFFER

VTC is partnering with Blue Ridge Outdoors to offer exclusive rates on bundled print and digital advertising, including high-visibility takeover packages and featured placements during peak spring planning months.

## Print Inclusions:

- ~40% Off Stand Alone Co-op Rates for Partners available in all other issues:
  - 2 Page Spread - \$7600
  - Full Page - \$4400
  - Half Page - \$2600
  - Quarter Page - \$1595
  - Advertorial Upgrade + \$900
  - \$995 Digital Flights (E-news, Social, & Display Web combos)

BLUE RIDGE  
**outdoors**



## PRINT & DIGITAL CONTENT



a premier publication celebrating Southern food culture, you'll reach an audience of engaged, affluent travelers just as they're planning winter getaways and shoulder-season escapes.

Lauren Shillington  
[lauren@thelocalpalate.com](mailto:lauren@thelocalpalate.com)

# PARTNER OFFER

This seasonal print and digital program is designed to promote your destination during key planning windows in the winter and spring shoulder season, with strong placement in both editorial and newsletter content.

## Print Timing:

- Winter 2025 Issue
- Spring 2026 Issue

## Digital Inclusions:

- "Savor the South" email newsletters sent to 182K+ subscribers
- Partnered content featured across newsletter and Facebook posts

## Package Options:

- Package 1: Full-Page Print Ad + Newsletter Section + Facebook Post
  - Partner Rate: \$9,250
  - Total Value with VTC Match: \$13,750
- Package 2: Half-Page Print Ad + Newsletter Banner (728x90)
  - Partner Rate: \$5,000
  - Total Value with VTC Match: \$6,750



## SPONSORED DIGITAL CONTENT + EMAILS

# StyleBlueprint

FOR A LIFE OF STYLE + SUBSTANCE *delivered daily*

A trusted digital lifestyle publication with an engaged audience eager to explore destinations that offer great food, local shopping, and unique experiences.

Liza Graves

[liza.graves@blueprint.inc](mailto:liza.graves@blueprint.inc)

# PARTNER OFFER

This content-driven opportunity features your destination in beautifully written articles, emails, and social media—positioning you as a must-visit spot for eating, shopping, and exploring.

## Details

- Get featured in a custom article themed around “7 places to eat, shop, and play in Virginia”

## Digital Promotions:

- Article is supported by StyleBlueprint’s daily email and shared on Facebook, Instagram, and Pinterest.
- Partners are also placed a StyleBlueprint Sponsored Email.

## Participation details:

- 7 Partners Max
- Cost: \$2,495 per partner

# StyleBlueprint

FOR A LIFE OF STYLE + SUBSTANCE *delivered daily*

The screenshots show the layout of StyleBlueprint articles. Each article page includes a header with the site's logo and a search bar. The main content area features a large image, the article title, a byline, a publish date, and a 'SAVE' button. Below the article is a 'Share with your friends!' section with social media icons. The bottom article also includes a caption and a note about swimming holes.

**6 Small Virginia Towns We LOVE**

From posh wineries and boutique hotels to historical and modern hot spots, these small towns have something for everyone to love.

**8 Virginia Waterfalls for Your Hiking Bucket List**

From swimming holes to stunning views, these treks are a great way to get a workout in while reconnecting with the great outdoors. Add these Virginia waterfall hikes to your bucket list! Image: Facebook / Shenandoah National Park

by HEATHER BIEN

Published on May 29, 2025

SAVE

Create your free profile or log in to save this article

Share with your friends!

If you love a getaway where you can head outdoors, get your blood pumping, and take in stunning views, these waterfalls in Virginia belong on your hiking bucket list. Some of these treks even have a refreshing swimming hole waiting at the end!

# DATA DRIVEN TARGETING



Utilize Adara's 1st party travel intent data to reach the right audience with digital banner and video ads.

Jeremy Harvey

[jeremy.harvey@adara.com](mailto:jeremy.harvey@adara.com)

# PARTNER OFFER



## Display & Video 1:1:1 Match Program

This managed program is designed for destinations ready to invest in a measurable, data-rich campaign with full-service support from Adara. Campaigns must run a minimum of three months to qualify for the match.

### Display Ads

**\$2,500 minimum spend**

- Managed buy through Adara
- VTC logo required on all creative
- Adara pixeling required on all media

### Video Ads

**\$7,500 Minimum spend**

- Managed buy through Adara
- VTC logo required on all creative
- Adara pixeling required on all media

**VTC 100% Match up to \$25,000**

#### Example:

Partner spend: \$10,000

VTC 100% match: \$10,000

Adara 100% match: \$10,000

**Total Advertising Value: \$30,000**

# DIGITAL ADVERTISING



Custom marketing match program which allows partners to engage and convert potential visitors with the right message at the right moment

Todd Schechter

[todd.schechter@sojern.com](mailto:todd.schechter@sojern.com)

Brenda Armstrong

[brenda.armstrong@sojern.com](mailto:brenda.armstrong@sojern.com)

## Display & Video 1:1:1 Match Program

Work with Sojern to launch a managed campaign that combines high-performing creative with precise targeting. A three-month minimum run is required to qualify for match funding.

### Display Ads

**\$2,500 minimum spend**

- Managed buy through Sojern
- VTC logo required on all creative
- Adara pixeling required on all media

### Video Ads

**\$7,500 Minimum spend**

- Managed buy through Sojern
- VTC logo required on all creative
- Adara pixeling required on all media

**VTC 100% Match up to \$25,000**

#### Example:

Partner spend: \$10,000

VTC 100% match: \$10,000

Sojern 100% match: \$10,000

**Total Advertising Value: \$30,000**

# CO-OP PROGRAM

## OVERVIEW

	 <b>Meta</b>	 <b>Google Ads</b>	 <b>LEISURE MEDIA 360</b>	 <b>outdoors</b> MAKING A ZONE	 <b>StyleBlueprint</b> FOR A LIFE OF STYLE + SUBSTANCE enhanced daily	 <b>palate</b> FOOD CULTURE IN THE SOUTH	 <b>SOJERN</b>	 <b>ADARA</b>
<b>Media</b>	Social Media	Paid Search, Display, & YouTube	Programmatic Digital Advertising	Print & Digital	Print & Email	Print, Email, & Social Media	Programmatic Display & Video	Programmatic Display & Video
<b>Purpose</b>	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.
<b>Benefit + Offer</b>	<b>25% Reimbursement</b> on Facebook and Instagram promoted posts and ads  \$25,000 combined max. reimbursement with Google Ads.	<b>25% Reimbursement</b> on YouTube, display, and search ads  \$25,000 combined max. reimbursement with Google Ads.	<b>Banner Ads</b> \$3,150 minimum spend for 600k guaranteed Impressions  <b>Video Ads</b> \$3,150 minimum spend for 200k gtd. Impressions  <b>Native Ads</b> \$3,150 minimum spend for 300k gtd. Impressions	<b>Discounted Rates</b> on print ads placed in certain issues throughout the year. Discounted Rates on digital packages.  <b>Spend Ranges</b> Print: \$1,595 - \$7,600 Advertisers: \$900+ Digital: \$995+	<b>Custom Article</b> Up to 7 partners may participate in a custom article and content featuring Virginia.  <b>Spend</b> \$2,485 per partner	<b>Discounted Rates</b> on print ads placed in certain issues throughout the year. Social and email components are available as packaged options.  <b>Spend Ranges</b> Print: \$5,000 - \$9,250  * A La Carte options are also available.	<b>1:1:1 Match</b> VTC match: 100% Sojern match: 100%  \$2,500 min. spend \$25,000 max spend	<b>1:1:1 Match</b> VTC match: 100% Adara match: 100%  \$2,500 min. spend \$25,000 max spend
<b>Contact</b>	VTC <a href="mailto:coop@virginia.org">coop@virginia.org</a> Love Communications <a href="mailto:virginia@lovecomm.net">virginia@lovecomm.net</a>	VTC <a href="mailto:coop@virginia.org">coop@virginia.org</a> Love Communications <a href="mailto:virginia@lovecomm.net">virginia@lovecomm.net</a>	Jenny Dorsey <a href="mailto:jdorsey@leisuremedia360.com">jdorsey@leisuremedia360.com</a>	Leah Woody <a href="mailto:leah@blueridgeoutdoors.com">leah@blueridgeoutdoors.com</a>	Liza Graves <a href="mailto:liza.graves@blueprint.inc">liza.graves@blueprint.inc</a>	Lauren Shillington <a href="mailto:lauren@thelocalpalate.com">lauren@thelocalpalate.com</a>	Todd Schechter <a href="mailto:todd.schechter@sojern.com">todd.schechter@sojern.com</a> Brenda Armstrong <a href="mailto:brenda.armstrong@sojern.com">brenda.armstrong@sojern.com</a>	Jeremy Harvey <a href="mailto:jeremy.harvey@adara.com">jeremy.harvey@adara.com</a>

Full details available on [YATC.org](http://YATC.org)