

Spring 2024 Co-op Program

9.29.23



FY24 CO-OP | Program Overview

Maryland Tourism is the official travel and tourism entity for the state of Maryland.

The Maryland Tourism co-op program serves as an opportunity for Destination Management Organizations (DMOs) in Maryland – those who promote Maryland's destinations, attract visitors, and develop a regional economy – to increase awareness while driving an incredibly qualified audience to their official channels through multichannel marketing placements.

Participation is voluntary and led independently by DMOs.



YOU'RE WELCOME

Same amazing state. A new way to celebrate it.

FY24 CO-OP | Branding

The Maryland Office of Tourism has adopted a fresh marketing campaign entitled YOU'RE WELCOME. It extends a warm invitation to potential visitors while also ensuring the beauty, culture, history and flavors of our great state remain front and center in each communication.

This shift represents an exciting time for all marketers and partners who help promote the wide range of experiences in Maryland. While it introduces a new message, it's still firmly rooted in the undeniable truth of the brand position.

FY24 CO-OP | Branding

Brand Positioning Statement

TO leisure travelers

WHO appreciate and seek out unique experiences

MARYLAND

IS where you'll create happy memories that last a lifetime.



WELCOME TO YOU'RE WELCOME.

Campaign Position

There's only one state that can offer everything that's authentically great about America. A state that offers diversely beautiful nature, rich culture and history at every turn, an unmatched range of water experiences, and world-renowned seafood. This state is Maryland, and it's here to offer a warm welcome to anyone who'd like to give our all-in-one destination a visit.

Campaign Manifesto

To the trail seekers, the ocean obsessed, the convention warriors, the family fun finders, the romantic escapers and everyone in between...welcome! And you're welcome. Because a Maryland vacation is where you have the experiences that leave you with a lifetime of memories.

YOU'RE WELCOME

FY24 CO-OP | Creative Examples







2,400 miles of scenic byways?
YOU'RE WELCOME
PLAN YOUR TRIP





Sun, sand and surf?
YOU'RE WELCOME

visitmaryland.org





Beaches for building epic memories?
YOU'RE WELCOME

PLAN YOUR TRIP

visitmaryland.org



FY24 CO-OP | Creative Examples





3,100 miles of shoreline? 142,000 acres of state parks?

YOU'RE WELCOME

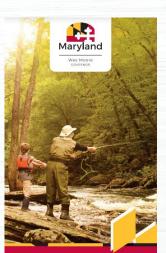
And you're welcome to see where Maryland's natural wonders take you. Maybe a beautiful wooded trail points you to a secluded fly-fishing creek. Maybe a day on the Bay leads you to an incredible seafood soot you have yet to discover.

Maryland's great outdoors is here for you to enjoy so get out there and find something new.

Plan your local getaway at visitmaryland.org.







For turning curiosity into passion?

YOU'RE WELCOME

From a Trail System Second-to-None to miles upon miles of oceanfront bliss, Maryland is an outdoor lover's dream. You're welcome to explore it all and find your next favorite activity. Planyour trip at visitmaryland.org.



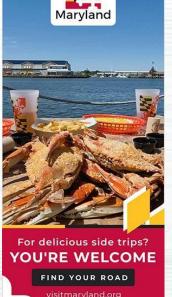
For gorgeous getaways?
YOU'RE WELCOME

FIND YOUR ROAD

visitma



For views worth sharing?
YOU'RE WELCOME
FIND YOUR ROAD





FY24 CO-OP | Use the Co-op Advertising Tool Kit



Learn about the
Cooperative Program,
Participant Checklist,
WebDAM
Photography Usage,
Ad Templates,
Anatomy, Typography,
and more!

Available on VisitMaryland WebDAM.



FY24 CO-OP MEDIA OVERVIEW

FY24 CO-OP | Planning Parameters

- Objectives
 - o Increase awareness of Maryland and DMOs as a travel destination
 - Drive leads/bookings for OTD and DMOs
- Target Audience
 - Adults 25-54, Male/Female 50/50 split, HHI \$75K-\$150K
 - Custom targeting opportunities in digital
- Geography
 - Focused distribution on drive markets

Consumers Lean On Travel Sites and Friends/Family To Advise On Travel Planning

Consumer Build
ikely to travel in the next 12 months (Somewhat/Very Likely)
lge: 25-64
IHI: \$75K - \$150K
arget Size: 30,321,000

How Long Before Traveling Do You Typically Book Your Trip	Index
3-6 months before traveling	131
Less than 3 months, but more than 1 week before traveling	121
More than 6 months before traveling	121
1 week or less before traveling	93
Travel Planning – Advised by	Index
Vrbo.com: Advised about: Fees/Travel arrangements	167
Other Internet site: Advised about: Sightseeing/Activities	154
Airbnb.com: Advised about: Fees/Travel arrangements	153
Friends/Family Recommendations: Advised about:	144
Sightseeing/Activities	
Hotels.com: Advised about: Fees/Travel arrangements	143
Expedia.com: Advised about: Fees/Travel arrangements	142
Other Internet site: Advised about: Fees/Travel	139
arrangements	
Friends/Family Recommendations: Advised about:	136
Fees/Travel arrangements	
TripAdvisor.com: Advised about: Sightseeing/Activities	134
TripAdvisor.com: Advised about: Fees/Travel arrangements	131

Source: MRI-Simmons Market-by-Market Study

Digital Plays a Key Role in Our Core Target Consumers' Attitudes & Lifestyle

Channel Usage						
	Index					
Watch traditional TV	101					
Read Newspapers	81					
Read Magazines	97					
Listen to radio	105					
Drive outdoors	103					
Use digital	103					
Use Social	107					
Digital Channel Deep Dive						
	Avg					
	Hours					
Media Usage Averages: Internet: Number of hours spent in an average						
week						
	Index					
Smartphone - Personally Have: Yes	104					
Tablets & E-Readers - Brands: NET Any Tablet	108					
Internet Video Devices For Tv - Household Owns: Any or Television Sets -	117					
Features: Net Any Set: Smart TV/Internet Connectable						
Search						
	Index					
Websites/Search Engines - Used In Last 30 Days: Google.com	107					
Yahoo.com	107					
Bing.com	97					
Mobile Phones/Tablets/E-Readers - Activities In Last 30 Days: Used a	106					
search engine						

Mobile	
	Index
Cellular Telephones - Activities: Used a mobile "App"	121
Apps have made my life so much more convenient Agree completely	108
Searched for information about a product	110
Purchased a product	113
Watched any mobile video	112
Streaming	
	Index
Any in the last 30 days	107
Hulu	116
Music Or Audio Services - Listened To Or Used In The Last 30 Days: Any	114
Podcasts - Listened to any in the last 30 days	125
Pandora	117
Spotify	113
Social	
	Index
Social media, photo or video-sharing services visited or used in the last 30	106
days: Any Social Media/Photo/Video-sharing services	
Cellular/Mobile Phones/Smartphones - Activities: Visited or used a Social	110
Media site	
Activities done using a social media, photo or video-sharing service in the	115
last 30 days: Watched a video	
YouTube	107
Facebook	111
Instagram	119
Twitter	111
TikTok	104

Source: MRI-Simmons Market-by-Market Study

FY24 CO-OP | Media Strategies

Digital

- Continue to offer matching dollars (up to \$5K per DMO) for digital given the ability to track engagement and revenue generation
 - Matching offered within the four travel platforms Adara, Expedia, Sojern and Tripadvisor
- Include a combination of travel-specific platforms and proven DMO-supported publishers
- Broaden digital opportunities in response to DMOs' requests
 - Include OTT, streaming audio, paid social, sports, custom content and custom targeting

Print

- Allocate OTD budget to those vendors that have a history of DMO participation, strong DMO interest and high Simmons index against A25-54, HHI \$75-\$150k, trips 1+/year
- Maximize efficiencies by including publications that offer regional circulation/targeting



FY23 PRINT SUMMARY / FY24 RECOMMENDATION

	FY23 OTD Print Co-op Recap/FY24 Recommendation									
		FY23 OTD	FY23 DMO	FY23 OTD	FY24 OTD					
Publication	Issue	Participation	Participation	Net Cost	Recommendation					
AAA	Mar/Apr	FP 4C, 2/3P 4C	11	\$16,900	\$16,900					
City Mags										
Cleveland	Mar-Jun	N/A	0		not included					
Philadelphia	March	N/A	6							
Pittsburgh	Apr and Jun	N/A	6							
Food Network	May/Jun	FP 4C	6							
Hearst	May	N/A	12							
Meredith	May-Jul	FP 4C	12	\$43,577	\$43,577					
Preservation	Spring	FP 4C	7	\$7,500	\$7,500					
Recreation News	May	N/A	9		not included					
Southern Living	April	FP edit, 1/2P 4C	14	\$22,902	\$22,902					
Washington Post	March	Gatefold	6	\$5,775	\$5,350					
			Net Total:	\$96,654	\$96,229					
				Budget	\$141,229					
				Digital Funds	\$45,000					

FY23 HISTORIC DIGITAL PARTICIPATION SUMMARY

Vendor/DMO	DMO Spend	OTD Match
Adara		
Harford	\$2,500	\$2,500
Somerset	\$5,000	\$5,000
Anne Arundel	\$12,500	\$5,000
Expedia		
Frederick	\$5,000	\$5,000
Alleghany	\$5,000	\$5,000
Washington (Hagerstown)	\$5,000	\$5,000
Worcester	\$5,000	\$5,000
S. dans		
Sojern	Ć4.000	¢4.000
Kent	\$4,900	\$4,900
TripAdvisor		
Prince George	\$5,000	\$5,000
FY23 Digital Total		\$42,400
FY23 Digital Budget		\$45,000
Remaining		\$2,600



FY24 CO-OP MEDIA: Digital: Travel Platforms

Adara



- · Rationale: Utilize Adara's real-time first-party search, booking and loyalty data from 370+ global travel suppliers (airlines and hotel partners) to programmatically target travelers actively searching for their next vacation. Ability to provide detailed reporting and optimization off the DMO's preferred KPIs (bookings, engagement with content, leads). Ad placements will be cross-platform display banners; other options also available (video/native content).
- Targeting: Customized to DMO's goals, consumer profile and feeder markets
- Recommended Flight Dates: Campaign to run by June 30, 2024
- Participant Deadline: March 15, 2024
- OTD Participation: Up to \$5K per DMO for OTD maximum match
- DMO Participation: \$2,500 minimum per DMO
- Program:
 - · Option 1:
 - 1 month \$7,500 | Total Estimated Impressions 937,500
 - DMO \$2,500 + \$2,500 OTD match + \$2,500 Adara match (312,500 AV impressions)
 - Display (Desktop/Mobile): 300x250, 728x90, 300x600, 160x600, 320x50 (mobile)
 - Option 2:
 - 2 month \$15,000 | Total Estimated Impressions 1,875,000
 - DMO \$5,000 + \$5,000 OTD match + \$5,000 Adara match (625,000 AV impressions)
 - Display (Desktop/Mobile): 300x250, 728x90, 300x600, 160x600, 320x50 (mobile)



Adara



Adara will provide monthly and end-of campaign reports. This performance data is unique to Adara.



Campaign Details

Client	Island Destination
Campaign	Q1 2022 Campaign
Flight Dates	1/1/22-3/31/22
Budget	\$35.000.00

Booking and ROI Peformance

Vertical	Searches	Bookings	Length of Stay	Search to Book (Days)	Book to Arrival (Days)	Average # of Travelers	Total Travelers	Total Nights	ADR	Revenue	ROI
Flight	5.196	156	7.2	14.5	116.3	2.1	323	1,129			40.46
Hotel	7.138	159	4.6	41.1	71.6	19	306	733	\$432.69	\$317.064.57	18.46
Total	12.334	315					629	1,862	\$432.69	\$317.064.57	18.46

Cummulative Performance

Insertion Order Details						Campaign Delivery					
Package	Start Date	End Date	СРМ	Impressions	Budget	Spend	Impressions	Clicks	CTR	Conversion	СРВ
New Travelers	01/05/2021	30/06/2021	\$8.00	3.125,000	\$25,000.00	\$12,245.29	1,530,661	1,596	0.10%	451	\$27.15
Comfortable Travelers	01/05/2021	30/06/2021	\$8.00	1,250,000	\$10,000.00	\$4.928.28	616,035	589	0.10%	203	\$24.28
Added Value	01/05/2021	30/06/2021	\$-	400,000	\$-	\$-	105,162	152	0.14%	34	\$-
Total				4.775.000	\$35,000.00	\$17,173.57	2,251,858	2.337	0.10%	688	\$24.96

Expedia Group









- Rationale: Reach prospective travelers who are searching for hotels/flights to Maryland onsite and drive them to a custom Co-Op landing page where participating DMOs are showcased.
- Geography: Key drive markets or those users actively searching for Maryland
- Recommended Flight Dates: March 1 June 15, 2024
- Participant Deadline: December 1, 2023
- OTD Participation: Up to \$5K per DMO for OTD maximum match
- DMO Participation: \$5K-\$10K minimum per DMO
- Program: ExpediaPlus
 - Combination of display, native and responsive placements
 - Ads run across Expedia properties; 85% of impressions come from Expedia U.S. due to scale
 - Expedia builds custom creative to deliver unified look and feel for Maryland

Program Example:









Expedia Group



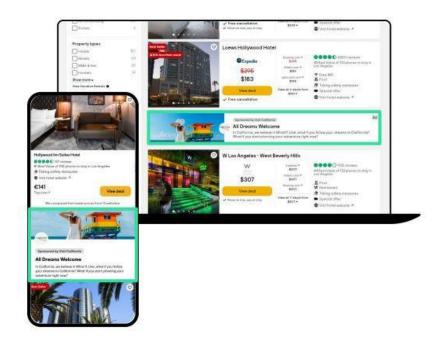
Expedia will provide 1st party hotel and flight revenue data 2 weeks post-campaign.

Parent IO	N Participant	Hotel Id	Property Na	Property Ty	Property Ci	State/ Provi	Gross Book	Rooms	Room Nights	ADR \$	
423268	423597	368	Sheraton In	Hotel	Baltimore	MD	\$5K	9	16	\$311	
		507	Holiday Inn	Hotel	Aberdeen	MD	\$1K	4	6	\$169	
		757	Embassy S	Hotel	Hunt Valley	MD	\$4K	10	16	\$239	
		846	Graduate A	Hotel	Annapolis	MD	\$18K	24	53	\$332	
		1056	Fairfield Inn	Hotel	Laurel	MD	\$2K	8	12	\$160	
		1072	La Quinta Ir	Hotel	Salisbury	MD	\$3K	13	18	\$152	
		1114	Metro Point	Hotel	Hyattsville	MD	\$4K	13	39	\$112	
		1263	Red Roof Ir	Hotel	Rockville	MD	\$3K	9	24	\$112	
		1347	Comfort Inn	Hotel	Grantsville	MD	\$3K	21	25	\$113	
		1371	Red Roof Ir	Hotel	Lutherville 7	MD	\$0K	2	2	\$114	
		1628	Days Inn by	Motel	Silver Sprin	MD	\$1K	4	7	\$111	
		1709	Quality Inn	Hotel	Windsor Mi	MD	\$0K	1	2	\$114	
		2264	Holiday Inn	Hotel	Easton	MD	\$1K	3	3	\$183	
		2292	Howard Joh	Hotel	Ocean City	MD	\$19K	27	60	\$325	
		2353	Holiday Inn	Hotel	Hanover	MD	\$6K	20	42	\$152	
		2759	Hampton In	Hotel	Glen Burnie	MD	\$7K	15	36	\$196	
		2882	Best Weste	Hotel	Annapolis	MD	\$4K	15	26	\$171	
		2982	Sonesta ES	Hotel	Edgewater	MD	\$2K	9	14	\$170	
		3040	DoubleTree	Hotel	Annapolis	MD	\$7K	14	27	\$264	

Tripadvisor



- Rationale: Proven travel guidance platform reaching prospective users actively searching for travel information. 463 million loyal and active users monthly across 190 countries.
- · Targeting: Regional travel intenders and drive markets
- · Recommended Flight Dates: Campaign to run by June 30, 2024
- · Participant Deadline: March 15, 2024
- · OTD Participation: Up to \$5K per DMO for OTD maximum match
- DMO Participation: \$5,000 minimum per DMO
- · Program:
 - \$10,000 | DMO \$5,000 + \$5,000 OTD match
 - Total Estimated Impressions 500,000
 - Products:
 - Display (300x600, 300x250, 728x90, 320x50)
 - Native Boost Placement (photo/logo/copy)
 - Explorer Video



Tripadvisor



For reporting, Tripadvisor can only report on engagement through CTR as seen below.

Partner	38816_Prince George County February - Jun	e 2023 Spring Campaign_				
Date/Time generated	Wednesday July 12, 2023					
Publisher network name	TripAdvisor - DFP					
User		stammaro@tripadvisor.com				
Report time zone		(GMT-05:00) Eastern Time				
Date range		Campaign Report				
Campaign Performance Notes to Date						
2,550,140		Total impressions				
6,994		Total clicks				
0.27%		Average campaign CTR				
Row Labels	₩.	Sum of Ad server impressions	Sum of Ad server clicks	Sum of CTR		
464525-1_Prince George County Explorer Video		510,003	1,043	0.20%		
464526-1_Prince George County Horizon		788,190	898	0.11%		
464529-1_Prince George County Run of Site		1,020,127	4,655	0.46%		
465735-1_Co-Op Added Value Prince George County Explorer Video		231,820	398	0.17%		
Grand Total		2,550,140	6,994	0.27%		



FY24 CO-OP MEDIA: Digital: Customized Targeting

Sojern Programmatic

- · Rationale: Programmatic travel partner customizing programs leveraging data from 8900+ travel data partners.
- · Targeting: Customized to DMOs within key DMAs (demo, geo, ethnicity, interest, etc)
- Recommended Flight Dates: Campaign to run by June 30, 2024 (must run for a minimum of 3 months)
- · Participant Deadline: March 15, 2024
- OTD Participation: Up to \$5K per DMO for OTD maximum match
- DMO Participation: \$1,500 minimum per DMO
- · Program:
 - The following matches are for Display, Native, or Video campaigns through the co-op program. Sojern will match each partner dollar for dollar up to \$5,000.
 - · If a DMO wants to run more media over the maximum match, Sojern will offer Display at a \$5 CPM, Native at a \$6 CPM, and Video at a \$14 CPM for any amount above the max. Multiple products can be executed with a budget above \$5,000.

Program Example:

Channel	CPM Rate	Partner Investment	I State Match I So		Campaign Total Budget	Impression Total
Display	\$7.50 CPM	\$5,000	\$5,000	\$5,000	\$15,000	2,000,000
Native	\$9 CPM	\$5,000	\$5,000	\$5,000	\$15,000	1,666,666
Video	\$21 CPM	\$5,000	\$5,000	\$5,000	\$15,000	714,285





Sojern Programmatic



All partners will get their own Online Sojern Account to view campaign reporting and insights at any time.

AMPAIGN PERFORMANCE REPORT					♦ SOJERN				
Campaign: Beac Flight Dates: Sep Reporting Dates:	05, 2022 to C	Oct 31, 2022							
ost-Impression	Travel Sumr	mary							
How many travel ever	nts did the campa	ign drive to Beach	Town, CA?						
~		Total Events	Total Travelers	H-H		Total Events	Total Travelers	Hotel Night Stays	
	Flight Search	36,218	14,532	#	Lodging Search	653	458	1,797	
4	Flight Booking	3,271	3,281	- B	Lodging Booking	83	72	198	
Event Type		Total Events	Tota	Travelers	Avg. Lead Times In	n Days	Avg. Length of S	tay In Days	
Flight Search		36,218		14,532	47.67		4.51		
Flight Booking		3,271	3,281		29.69		2.92		
Lodging Search		653	458		35.17		2.57		
Lodging Booking		83	72		27.16		2.11		
Car Search		755	382		23.43		5.90		
Car Booking		305	261		16.88		3.47		
Rail/Bus Search		3	2		26.33		4.00		
Vacation Search		44	74		47.86		3.82		
Vacation Booking		1	2		34.00		5.00		
Grand Total		41,333		19,064	32.02		4.37		
Total Events				Total Confirmed Travelers			Hotel Night Stays		
Total Bookings 3,660		.660	3,524			198			

Sojern Paid Social

SOJERNEngage Travelers

- Rationale: Social media is a top channel for travel inspiration and sharing from family and friends.
 Sojern layers on first-party data to paid social programs to aid targeted reach to travel intenders.
- · Platforms: Facebook and Instagram
- · Targeting: Customized to DMOs (demo, geo, ethnicity, interest, etc) leveraging Sojern 1P data
- · Limitations: Paid Social cannot track revenue; engagement metrics only
- · Recommended Flight Dates: Campaign to run by June 30, 2024 (3-month minimum)
- · Participant Deadline: March 15, 2024
- · OTD Participation: Up to \$5K per DMO for OTD maximum match
- DMO Participation: \$5K minimum per DMO (no Sojern match available)
- · Program:
 - · Creative services as value-add (static image, carousel)

Channel	КРІ	Partner Investment	State Match	Campaign Total Budget	Estimated Impressions	Estimated CPC
Social Facebook + Instagram	CPA Clicks CTR	\$5,000	\$5,000	\$10,000	2,000,000	\$2.00

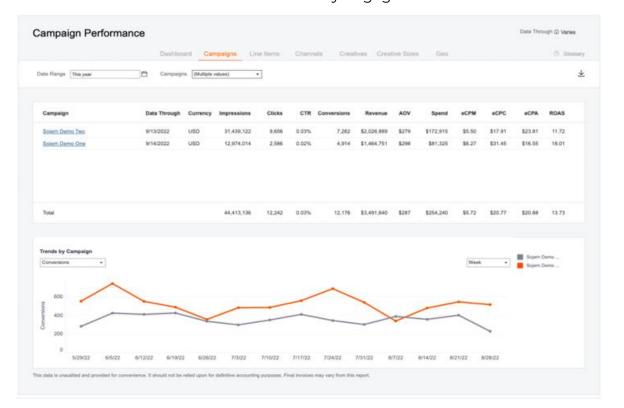




Sojern Paid Social



All partners will get their own Online Sojern Account to view campaign reporting and insights at any time. Important note: Paid Social cannot track revenue - only engagement metrics.



Sojern Paid Search

- **SOJERN**Engage Travelers
- Rationale: Direct paid search campaign customized to DMO needs that will be managed and executed by one of top media companies in the travel space.
- Platforms: Google, Bing
- · Targeting: Customized to DMOs based on priority keywords and ad groups
- · Restrictions: Sojern works with DMO directly; requires activation fee and 1st party data ingestion
- · Recommended Flight Dates: Campaign to run by June 30, 2024 (3-month minimum)
- · Participant Deadline: March 15, 2024
- · OTD Participation: Up to \$5K per DMO for OTD maximum match
- DMO Participation: \$30K minimum per DMO (no Sojern match available due to personalization and management required)
- Program:
 - Direct paid search campaign customized to the DMO
 - · Campaign minimum: \$10K per month for 3 months







Streaming/Podcast Audio

- Rationale: Capitalize on growing trend of streaming audio to drive awareness for MD destinations via iHeartMedia's Audience Network. Leverage 1st & 3rd party data for efficient targeting across platforms.
- · Targeting: Customized to DMOs within key DMAs (demo, geo, format, interest, etc)
- Recommended Flight Dates: Campaign to run by June 30, 2024
- · Participant Deadline: March 15, 2024
- OTD Participation: No participation/Matching
- DMO Participation: \$5K minimum per DMO
- · Program:
 - o Option 1 \$5,000 net
 - :30 Ad Format with customized targeting
 - 312,000 impressions delivered in music and/or podcast content
 - Multiple targeting strategies on every campaign
 - Assistance with production, as needed
 - o Option 2 \$10,000 net
 - :30 Ad Format with customized targeting
 - 625,000 impressions delivered in music and/or podcast content
 - Multiple targeting strategies on every campaign
 - Assistance with production, as needed













OTT - Television Streaming

- Rationale: Streaming television is at an all-time high in viewership. Capture viewers in top-rated entertainment, news and sports programming to drive awareness for MD destinations effectively and efficiently.
- NBC & UNIVERSAL

- Targeting: Customized to DMOs within key DMAs (geo, demo, interest)
- · Recommended Flight Dates: Campaign to run by June 30, 2024
- · Participant Deadline: March 15, 2024; 6-week lead-time if production is needed
- · OTD Participation: No participation/Matching
- DMO Participation: \$4K minimum per DMO
- Program:
 - Option 1 \$4,000 net
 - :30 Ad Format with customized targeting
 - 100,000 targeted audience impressions
 - Option 2 \$7,500 net (may be shared by two DMOs with same audience parameters)
 - :30 Ad Format with customized targeting
 - 187,500 targeted audience impressions
 - o Option 3 \$10,000 net (may be shared by two DMOs with same audience parameters)
 - :30 Ad Format with customized targeting
 - 250,000 targeted audience impressions
 - Assistance with production available (value-added with 6 participants)
 - Group presentation for interested participants to present the program may be held







FY24 CO-OP MEDIA: Digital: Publisher-Direct

Dotdash Meredith Digital

- · Rationale: Proven partner with premium quality content, to complement print placement.
- · Targeting: Customized to DMOs within key DMAs (demo, geo, ethnicity, interest, etc)
- · Recommended Flight Dates: Campaign to run by June 30, 2024
- · Participant Deadline: March 15, 2024
- · OTD Participation: No Participation/Matching
- · DMO Participation: \$15K minimum per DMO
- · Program:
 - · Option 1 \$25,000 net
 - · 1,500,000 Ad Impressions \$25,000 net
 - · Run-of-Site on Dotdash Meredith websites
 - Standard display banners (728x90, 320x50, 300x600, 300x250)
 - · Co-branded emails (Southern Living, Real Simple, or BHG) list sizes will vary
 - Option 2 \$15,000 net
 - · 1,500,000 Ad Impressions \$15,000 net
 - Run-of-Site on Dotdash Meredith websites
 - Standard display banners (728x90, 320x50, 300x600, 300x250)
 - · Custom packages available





Dotdash Meredith Digital



Sample Final Reporting

Line item	Date	Line item ID	Delivery Indicator	Ad server impressions	Ad server clicks	Ad server CTR
20108854-1_Display_Meredith Digital_Best Performing_Omni-channel	6/6/2019	5039281644	100.05%	23,735	10	0.04%
20108854-1_Display_Meredith Digital_Best Performing_Omni-channel	6/7/2019	5039281644	100.05%	54,470	56	0.10%
20108854-1 Display Meredith Digital Best Performing Omni-channel	6/8/2019	5039281644	100.05%	47,627	32	0.07%
20108854-1 Display Meredith Digital Best Performing Omni-channel	6/9/2019	5039281644	100.05%	48,389	40	0.08%
20108854-1 Display Meredith Digital Best Performing Omni-channel	6/10/2019	5039281644	100.05%	48,647	58	0.12%
20108854-1 Display Meredith Digital Best Performing Omni-channel	6/11/2019	5039281644	100.05%	47,974	47	0.10%
20108854-1_Display_Meredith Digital_Best Performing_Omni-channel	6/12/2019	5039281644	100.05%	48,132	41	0.09%
20108854-1_Display_Meredith Digital_Best Performing_Omni-channel	6/13/2019	5039281644	100.05%	48,612	50	0.10%
20108854-1_Display_Meredith Digital_Best Performing_Omni-channel	6/14/2019	5039281644	100.05%	47,025	55	0.12%
20108854-1_Display_Meredith Digital_Best Performing_Omni-channel	6/15/2019	5039281644	100.05%	47,613	42	0.09%
20108854-1_Display_Meredith Digital_Best Performing_Omni-channel	6/16/2019	5039281644	100.05%	47,533	70	0.15%
20108854-1_Display_Meredith Digital_Best Performing_Omni-channel	5/17/2019	5039281644	100.05%	47,447	60	0.13%
20108854-1_Display_Meredith Digital_Best Performing_Omni-channel	6/18/2019	5039281644	100.05%	47,214	63	0.13%
20108854-1_Display_Meredith Digital_Best Performing_Omni-channel	6/19/2019	5039281644	100.05%	46,694	60	0.13%
20108854-1_Display_Meredith Digital_Best Performing_Omni-channel	6/20/2019	5039281644	100.05%	48,031	57	0.12%
20108854-1_Display_Meredith Digital_Best Performing_Omni-channel	6/21/2019	5039281644	100.05%	45,384	76	0.17%
20108854-1_Display_Meredith Digital_Best Performing_Omni-channel	6/22/2019	5039281644	100.05%	46,533	69	0.15%
20108854-1_Display_Meredith Digital_Best Performing_Omni-channel	6/23/2019	5039281644	100.05%	44,971	107	0.24%
20108854-1_Display_Meredith Digital_Best Performing_Omni-channel	6/24/2019	5039281644	100.05%	47,929	75	0.16%
20108854-1_Display_Meredith Digital_Best Performing_Omni-channel	6/25/2019	5039281644	100.05%	44,170	67	0.15%
20108854-1_Display_Meredith Digital_Best Performing_Omni-channel	6/26/2019	5039281644	100.05%	43,988	62	0.14%
20108854-1_Display_Meredith Digital_Best Performing_Omni-channel	6/27/2019	5039281644	100.05%	45,424	49	0.11%
20108854-1_Display_Meredith Digital_Best Performing_Omni-channel	6/28/2019	5039281644	100.05%	43,322	79	0.18%
20108854-1_Display_Meredith Digital_Best Performing_Omni-channel	6/29/2019	5039281644	100.05%	71,674	96	0.13%
20108854-1_Display_Meredith Digital_Best Performing_Omni-channel	6/30/2019	5039281644	100.05%	8,874	12	0.14%
Total			-	1,141,412	1433	0.13%



FY24 CO-OP MEDIA: Digital: Local Market

WashingtonPost.com

- Rationale: Washingtonpost.com is a proven partner, #1 reach in DC with significant reach in the DMV region and beyond.
- · Targeting: Customized based on DMO needs
- · Recommended Flight Dates: Campaign to run by June 30, 2024
- · Participant Deadline: March 15, 2024
- OTD Participation: No participation/Matching
- DMO Participation: Package minimum of \$5K
- Program:
 - Option 1: \$30,000; "Custom Video"; Estimated Impressions: 2.2M
 - · Option 2: \$30,000; "In-Focus" Custom Article, Estimated Impressions 2.2M
 - · Promotion on washingtonpost.com and social
 - Option 3: \$25,000; "Seamless", Estimated Impressions 625K
 - Includes templated custom article on washingtonpost.com and Homepage, In-Article, mobile and Facebook/IG/LinkedIn/Twitter ads
 - · Option 4: \$15,000; Estimated Impressions 810,000
 - Includes "Showcase" or "BrandMax Gallery" Mobile Point-of-Entry Takeover and rotational Cross-Platform media
 - Option 5: \$10,000; Estimated Impressions 800,000
 - · Includes choice of PostPulse, FlexPlay Video, Interscroller Reels
 - Option 6: \$7,500; Estimated Impressions 600,000
 - "Ripple"
 - Option 7: \$5,000; Estimated Impressions 400,000
 - Includes choice of Native Promo modules WP+ Audience Extension, WP+ Facebook, Cross-Platform Rotation and Audiogram



WashingtonPost.com

WASHINGTON POST DIGITAL – Product Descriptions

"Custom Video

Custom Video on washingtonpost.com, including robust promotional digital ad campaign to drive traffic and engagement to video with clickable actions to your website

In-Focus

Custom or Templated Article on washingtonpost.com, including a robust promotional digital ad campaign to drive traffic to custom article with clickable actions to your website.

Ripple | Unmissable on Mobile

Full-width responsive design grabs attention and holds it by automatically rotating through 3-5 image slides with text overlay and clickable CTA on last slide.

PostPulse

Ad Unit seamlessly combines your content with hand-picked Washington Post editorial with standard brand creative to foster deeper engagement.

WP+ Facebook

Retargeting to follow Washington Post readers offsite as they continue their journey on Facebook. Tell your story through a clean, simple and beautiful creative canvas. While our Readers are scrolling through their Facebook feed, they will be met with your messaging, in a native-like unit.

Seamless

Delivers the exclusivity of a sponsorship with the flexibility and efficiency of targeted display. With 3 syno'd creatives, and all the other ad space on the page collapsed, Seamless allows brands to present a cohesive story to readers as they interact with editorial content.

FlexPlay

Converts a :15 or :30 spot into units which can "flex" into different cross-platform ad sizes, including full-screen vertical on mobile.

Showcase

A data-driven feature recommendation unit that renders brand messaging and "calls-to-action" promotion in one seamless creative layer.

Mobile Point of Entry Takeover

The mobile point of entry (POE) takeover serves as the first impression to readers who arrive through these channels, using a collapsible unit at the bottom of the screen that stays in-view as they scroll up and down.

Zeus Prime

Zeus Prime is a self-serve digital ad buying tool that allows you to buy quick small digital display campaigns on Washington Post's website or within Washington Post articles on Apple News. Zeus Prime is ideal for time sensitive small marketing efforts.

Native Promo Modules

Ad unit featuring video, audio or static images.

Interscroller Reels

This unit places advertiser banner or video creative (social reel), scaled to provide an immersive full-bleed experience, behind article content—to be revealed in a non-intrusive way as readers progress down the page.

Audiogram

Designed to promote branded audio content in a visually-compelling way to encourage podcast engagement and downloads. Audio segments are converted to eye-catching video, with animated captions and shown within a responsive display ad unit.



MASN Sports

- Rationale: Reach avid baseball fans and support local market teams through MASN cable network. Drive awareness of local attractions to spur day trips and weekend getaways.
- Geography: MD, VA, DE, DC; parts of PA, WV, NC
- Recommended Flight Dates: April June 2024
- Participant Deadline: March 15, 2024
- OTD Participation: No participation/Matching
- DMO Participation: \$7,500 minimum per DMO
- Program: combination of linear and streaming
 - o Option 1 \$7,500
 - :15/:30 Ad Format
 - 285K-421K impressions (pending spot length)
 - Combination of pre/in/post game spots
 - o Option 2 \$10,000 net
 - :15/:30 Ad Format
 - 421K-600K impressions (pending spot length)
 - Combination of pre/in/post game spots









FY24 CO-OP MEDIA: Print

AAA World

- · Rationale: Travel focused, geographically targeted, proven partner
- · Circulation: 2,205,000
- · Geography: CT, DC, MD, DE, NJ, PA, VA
- · Recommended Issue/Format: April/May 2024 (multi-page MD section)
- · Space Deadline: March 1, 2024
- Material Close: March 15, 2024 (Print) / April 10, 2024 (Digital)
- · OTD Participation: \$16,900, No matching
 - FP 4C \$16,900
 - Added Value
 - Online Reader Service year round
 - Content in digital MDMO co-op in The Extra Mile digital content hub digital inclusion with ad and advertorial
 - · Leaderboard banner ad and weekly e-mail banner ad
- · DMO Participation:
 - · 2/3P 4C \$9,600
 - · 1/2P 4C \$6,400
 - · 1/3P 4C \$4,900
 - 1/6P 4C \$2,900
 - · Added Value: Online reader service, Digital MDMO co-op ad/url link







Food Network Magazine

- Rationale: Geographically targeted, proven partner with high Simmons index against W25-54, HHI \$75-\$150k, trips 1+/year
- · Circulation: 245,000
- · Geography: CT, DC, DE, MA, MD, NY, OH, PA, VA, WV
- · Recommended Issue/Format: May/June 2024
 - · Minimum of 4-page Maryland regional section
- · Space + Material Close: January 9, 2024
- · OTD Participation: No participation
- DMO Participation:
 - · FP 4C \$12,250
 - · 1/2P 4C \$8,000
 - Added Value: "A Taste for Travel" program (video-enabled page, email blast)
 - Revenue requirement of \$35,575



Hearst Women's Travel Group

- Rationale: Geographically targeted, proven partner with high Simmons index against W25-54, HHI \$75-\$150k, trips 1+/vear
- · Circulation: 690,000 (Maryland multi-page section)
- · Recommended Issues:
 - · Country Living (April/May 2024; on-sale 3/12)
 - · Good Housekeeping (April 2024; on-sale 2/27)
 - · Woman's Day (Mar/Apr 2024; on-sale 3/12)
- Geography: CT, DC, DE, IN, IL, MA, MD, ME, MI, NH, NJ, NY, PA. RI, VT. WI
- · Space + Material Close: January 9, 2024
- · OTD Participation: No participation
- · DMO Participation:
 - · FP 4C \$20,500
 - · 1/2P 4C \$13,325

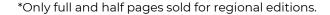














City Magazines

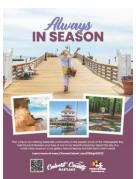
Rationale: Gain exposure in key drive markets via local magazines that have had strong DMO participation.

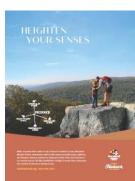
- Philadelphia Magazine: March 2024 (Spring Travel)
 - o Circulation: 85,000
 - Space Close: 1/10 Materials Close: 1/17
 - o OTD Participation: No participation
 - o DMO Participation: Minimum 6 participants
 - o 1/3P 4C Cost: \$2,700 (includes photo, 30 words)
 - Added Value: Getaway Guide E-blast (18,000 recipients)
- Pittsburgh Magazine: Apr and June 2024 (2 issues)
 - o Circulation: 30.000
 - Space/Material Close: Apr-2/27; Jun-4/30
 - OTD Participation: No participation
 - o DMO Participation:
 - \$3,000 per DMO per FP 4C insertion
 - Special Offer: \$750 additional for 100K on-site impressions (Buy one, get one free offer)













Dotdash Meredith Travel

- Rationale: Geographically targeted, proven partner with high Simmons index against W25-54, HHI \$75K-\$150K, trips 1+/year
- Circulation: 3,100,000
 - Allrecipes (Jun/Jul 2024)
 - BH&G (May 2024)
 - Food & Wine (May 2024)
 - Travel & Leisure (May 2024)
 - Midwest Living (Summer 2024)
 - · Real Simple (May 2024)
- Geography: DC, DE, MD, NJ, NY, PA, OH, VA, WV, IN, MI, KY, New England

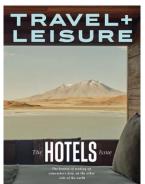














Dotdash Meredith Travel

- Recommended Issue/Format: See previous page/MD multi-page section
- Space + Material Close: 1/17
- · OTD Participation:
 - FP 4C \$43,577
- · DMO Participation:
 - · 1/2P 4C \$36,064
 - · 1/3P 4C \$27,048
 - Travel 4" \$16,014
 - · Travel 3" \$11,992
 - Travel 2" \$7,216
 - Added Value: Reader Service Listing in BH&G and Midwest Living















Preservation Magazine

- Rationale: Travel-focused publication dedicated to historic preservation. Strong participation with DMOs focused on history and culture.
- · Circulation: 125,000
- Geography: National (59% east of Mississippi)
- · Recommended Issue/Format: Spring 2024/MD multi-page section
- · Space Close: 2/8 Material Close: 2/15
- · OTD Participation:
 - FP 4C \$7,500 w/120 words plus two images
 - · Added Value: Listing in digital Travel Guide/Heritage Destination
- DMO Participation:
 - 1/6P 4C \$2,500 w/45 words plus one image
 - · Added Value: Listing in digital Travel Guide/Heritage Destination







Southern Living

• Rationale: Geographically targeted, proven partner with high Simmons index against W25-54, HHI \$75k-\$150k, trips 1+/year

- · Circulation: 354,600
- · Geography: DC, DE, MD, NJ, NY, PA, VA
- · Recommended Issue/Format: April 2024/South's Best Issue
 - Maryland multi-page section
- Space Close 12/22
- Materials Due 1/2 (Editorial Assets), 1/8 (Ad)
- · OTD Participation:
 - FP editorial and 1/2P 4C \$22,902
 - Added Value: SL Travel Planner listing (Jan-Dec 2024)

1X Travel eblast feature listing

1X in-book Travel Planner feature destination)

- · DMO Participation:
 - · 1/6P 4C \$5,997
 - Added Value: SL Travel Planner listing (Apr 2024)

1X Travel eblast listing (month TBD)

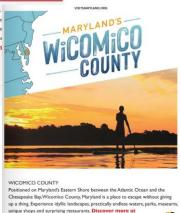


Washington Post "Topper"

- Rationale: 8-page glossy magazine that sits on top of paper for subscribers or inserted in single copies. Content forward and impactful for all participants with full page units.
- · Circulation: 921,000 Sunday print readers
- · Geography: MD, DC, VA
- · Recommended Issue/Format: March 17, 2024 (Main News)
- · Space + Material Close: February 9, 2024
- OTD Participation:
 - Front Cover 4C \$5,350
- DMO Participation:
 - · Full Page Advertorial 4C \$5,350
 - · 7 participants needed
 - · DMO templated design
 - · Assets: Image + 80-100 words of copy
 - · Can be written by WP editorial team (+10% in cost)











VENDOR SUMMARY

Vendor	Campaign Deadline	Contact Name	Email	
Adara	3/15/2024	Jeremy Harvey jeremy.harvey@adara.com		
Expedia	12/1/2023	MaryAnn Lee-Hogarth <u>mhogarth@expediagroup.com</u>		
TripAdvisor	3/15/2024	Mallory Smith <u>msmith@tripadvisor.com</u>		
Sojern	3/15/2024	Seth Orozco <u>seth.orozco@sojern.com</u>		
iHeart Media	3/15/2024	Scotty Isbell	Scottylsbell@iheartmedia.com	
NBC Universal	6wk lead for production	Lauren Sapienza	Lauren.Sapienza@nbcuni.com	
DotDash Meredith Digital	3/15/2024	Susan Seifert	susan@seifertassociatesinc.com	
Washington Post Digital	3/15/2024	Terri Mays	teresa.mays@washpost.com	
MASN	3/15/2024	Ryan Hegarty	rhegarty@masnsports.com	
AAA World	3/1 space; 3/15 mats	Alan Kistler	Alan Kistler <u>akistler2@aaamidatlantic.com</u>	
Philadelphia Magazine	1/10 space; 1/17 mats	Maureen Kaiser <u>mkaiser@phillymag.com</u>		
Pittsburgh Magazine	2/27 (Apr); 4/30 (Jun)	Jeanne Moore-Yount	anne Moore-Yount jmoore-yount@pittsburghmagazine.com	
Food Network Magazine	1/9/24 space + mats	Erin McDonnell	erin@mcdonnellmedia.com	
Hearst Women's Travel Group	1/9/24 space + mats	Erin McDonnell	erin@mcdonnellmedia.com	
DotDash Meredith Travel	1/17/24 space + mats	Susan Seifert	susan@seifertassociatesinc.com	
Preservation Magazine	2/8 space; 2/15 mats	Danielle Lucifero	danielle.lucifero@wearemci.com	
Southern Living	12/22 space; 1/2 mats	Susan Seifert	Susan Seifert <u>susan@seifertassociatesinc.com</u>	
Washington Post	2/9/24 space + mats	Terri Mays <u>teresa.mays@washpost.com</u>		
Garden & Gun	3/21 space + mats	Jana Robinson jana@robinsonmedia.net		





APPENDIX

MULTICULTURAL & DIVERSITY-TARGETED ADVERTISING

To support DMOs interested in diversity advertising opportunities, included below are publisher-direct options in surrounding markets that DMOs can explore on their own.

Audience	Region	Pub/Station	Contact	Channel
African American	Baltimore	Afro News	Advertising Lenora Howze, Executive Director 410-554-8271 lhowze@afro.com	Print
African American	Baltimore	Baltimore Beat	ADS@BALTIMOREBEAT.COM	Digital
African American	Baltimore	95.9 Magic/ Radio One	Sales Manager: Dave Willner Email: dwillner@radio-one.com	
African American	DC	Washington Informer	rburke@washingtoninformer.com	Print
African American	DC	Urban One	sales@urban1.com	Digital/TV
African American	DC	WHUR 96.3	Shawneen Thompson, Director of Sales sthompson@whur.com	Radio
African American	Philly	WURD Radio	Info@wurdradio.com	
African American	Philly	Philly Tribune	John Mason 215.893.4050 (x5715)	
Latino	DC	El Tiempo Latino	sales@eltiempolatino.com	
Latino	Philly	Al Dia	sales@aldianews.com	
Latino	Philly	EL SOL LATINO	info@elsoIn1.com (215) 424 120	
Latino	Baltimore/DC	El Zol	202-479-9227	



Thank You

