

# Spring 2025 Co-op Program

10.2.24 REVISED 11.19.24



#### FY25 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.

#### FY25 CO-OP | Branding

The Maryland Office of Tourism has adopted a fresh marketing campaign titled 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.

### FY25 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

#### **FY25 CO-OP | Creative Examples**







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





Sun, sand and surf?
YOU'RE WELCOME

visitmarvland.ord





Beaches for building epic memories?
YOU'RE WELCOME

PLAN YOUR TRIP

visitmaryland.org



visitmaryland.org

### **FY25 CO-OP | Creative Examples**



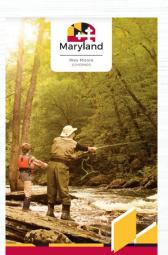
142,000 acres of state parks?

#### YOU'RE WELCOME

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 spot you have yet to discover.







For turning curiosity into passion?

#### YOU'RE WELCOME

Plan your trip at visitmaryland.org.



For gorgeous getaways? YOU'RE WELCOME

FIND YOUR ROAD

For delicious side trips? YOU'RE WELCOME FIND YOUR ROAD



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



#### FY25 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.



## **FY25 CO-OP MEDIA OVERVIEW**

#### **FY25 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 25-64, Male/Female 50/50 split, HHI \$75K-\$150K
  - Custom targeting opportunities in digital
  - Provide audience diversity in media placements
- Geography
  - Maryland (Baltimore Metro/state of Maryland), Washington, D.C., Ohio (Cincinnati, Cleveland, Columbus), New York (NYC, Long Island), New Jersey (northern NJ), Pennsylvania (Pittsburgh, Harrisburg, Philadelphia), Virginia (northern VA, Tidewater region, VA, Richmond)

## FY25 CO-OP | Digital Plays a Key Role

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## FY25 CO-OP | FY24 Co-op Participation Recap

FY24 OTD Print Co-op Recap						
Publication	Issue	FY24 OTD Participation	FY24 DMO Participation	FY24 OTD Net Cost		
AAA	Mar/Apr	FP 4C, 2/3P 4C	5	\$	16,900.00	
City Mags						
Cleveland	Mar-Jun	N/A	N/A			
Philadelphia	March	N/A	N/A			
Pittsburgh	Apr and Jun	N/A	N/A			
Food Network	May/Jun	FP 4C	6			
Hearst	May	N/A	3			
Meredith	May-Jul	FP 4C	7	\$	43,577.00	
Preservation	Spring	FP 4C	3	\$	7,500.00	
Recreation News	May	N/A	N/A			
Southern Living	April	FP edit, 1/2P 4C	10	\$	22,902.00	
Washington Post	March	Gatefold	11	\$	5,350.00	
	•	•	Print Total	\$	96,229.00	
			FY24 Budget	\$	145,000.00	
			Digital Funds	\$	45,000.00	
			Pemaining	¢	15,000,00	

FY24 OTD Co-op Approved Digital Vendors					
Vendor/DMO	DMO Spend	OTD Match			
Adara					
Baltimore County	\$5,000	\$5,000			
Hagerstown	\$15,000	\$5,000			
Expedia					
Visit Baltimore	\$5,000	\$5,000			
Allegany	\$5,000	\$5,000			
Hagerstown	\$5,000	\$5,000			
Sojern					
Howard	\$5,000	\$5,000			
TripAdvisor					
FY24 Digital Total		\$30,000			
FY24 Digital Budget		\$45,000			
Remaining		\$15,000			

## FY25 CO-OP | FY25 Co-op Budget Recommendation

FY25 Recommended OTD Participation							
Publication	Issue/Timing April	Interest Cohort Water	Media Type Print	Ad Unit FP edit, 1/2P 4C	Total Cost		
Southern Living					\$	22,902.00	
Boating	Before 6/30	Water	Digital	Custom Content	\$	10,000.00	
Food Network/Pioneer Woman	April/Spring	Culinary	Print	1/2P 4C advertorial	\$	6,990.00	
DotDash Meredith Travel	May-June	Culinary	Print	FP 4C	\$	43,577.00	
bonappetit.com	Mar/Apr	Culinary	Digital	Custom Content	\$	10,000.00	
Smithsonian	Apr/May	History	Print	1/2P 4C advertorial	\$	10,500.00	
Preservation	Spring	History	Print	Full Page 4C	\$	7,500.00	
Outside Magazine	Mar/Apr	Outdoors	Print	FP 4C advertorial	\$	15,000.00	
	100	\(\(\)	Net Total	2	\$	126,469.00	
				Digital Funds	\$	45,000.00	
				Total Budget	\$	171,469.00	

#### FY25 CO-OP | Media Strategies

- Align media opportunities with key travel motivators (or interest cohorts) to gain relevance and maximize participation
- Include a combination of travel-specific platforms and proven DMO-supported publishers
- Continue to offer matching dollars (up to \$5K per DMO) for digital given the ability to track engagement and revenue generation
  - Offer match within the four travel platforms Adara, Expedia, Sojern, and Tripadvisor
  - o Offer match for custom content opportunities to aid affordability
- Allocate OTD budget to those vendors that have a history of DMO participation, strong DMO interest, and relevance to our key travel motivators
  - Encourage participation in digital custom content opportunities with state participation to help defray costs and encourage participation



# FY25 CO-OP MEDIA: Water

#### FY25 CO-OP | Southern Living

- Rationale: Consistently one of the top paid monthly magazines in the country. Editorial coverage aligns with Maryland's messaging with strong focus on travel.
- Circulation: 354,600 (estimated readership 1.6M)
- Geography: DC, DE, MD, NJ, NY, PA, VA
- Recommended Issue/Format: April 2025/South's Best in Southern Vacations
- Space Close 12/20/24 Materials Due 1/6/25
- OTD Participation:
  - FP editorial and 1/2P 4C \$22,902 / No DMO matching
    - Maryland's Best: The Ultimate Travel Guide to the Chesapeake Bay
  - Added Value: SL Travel Planner listing (Apr-Dec 2025)

1X in-book Travel Planner feature destination

- DMO Participation:
  - o 1/6P 4C \$5,999 (upgrade sizes available) + editorial
  - Added Value: SL Travel Planner listing (Apr., May, Jun 2025)





















#### FY25 CO-OP | Hearst Travel Group

- Rationale: Users read these titles seeking travel recommendations with 12M+ readers who are passionate about travel and 14.1M+ who are actively planning their next domestic vacation.
- · Circulation: 690,000 (Maryland multipage section)
- · Recommended Issues:
  - · Country Living (April/May 2025; on sale 3/11)
  - · Good Housekeeping (May/June 2025; on sale 4/22)
  - · Woman's Day (April/May 2025; on sale 3/11)
- Geography: CT, DC, DE, IN, IL, MA, MD, ME, MI, NH, NJ, NY, OH, PA, RI, VT, WI
- · Theme: Greater Chesapeake Bay Loop
- Space + Material Close: 1/9/25
- OTD Participation: No participation
- · DMO Participation:
  - · FP 4C \$21,115
  - · 1/2P 4C \$13,725
  - · Added Value: Great Getaways Guide















#### FY25 CO-OP | AARP

- Rationale: Reach Adults 50+ with discretionary income and time to travel. They travel more frequently, stay more hotel nights, and spend more when they travel.
- Circulation: 236,700 (Capital region) | 487,800 (Mid-Atlantic region)
- Geography: A50-59 Capital region (VA, MD, DC, DE)
   A50-59 Mid-Atlantic region (PA, NJ, NY) option
- · Recommended Issue/Format: Apr/May 2025 (The Travel Issue)
- · Space + Materials Close: 1/29/25
- · OTD Participation: No participation
- DMO Participation: Two-Page Spread maximum of 6 participants
  - Full-Page advertorial on the Great Chesapeake Loop as lead-in with blurb for each participating DMO
  - 1/6P 4C ad for each DMO
    - \$2,570 per DMO Capital region only
    - \$7,155 per DMO for both Capital + Mid-Atlantic regions
  - Value-Add:
    - Online listing in ShopIT Now
    - Advertorial development



#### FY25 CO-OP | Boating and Saltwater Sportsman

- · Rationale: Reach boating and fishing enthusiasts with endemic placements in Boating and/or Saltwater Sportsman. Encourage visitation to Maryland by highlighting all Maryland has to offer along the shoreline.
- · Targeting: Promotion geotargeted to desired markets.
- Recommended Flight Dates: Campaign runs prior to 6/30/25
- Participant Deadline: 4-week lead time for custom content
- OTD Participation: \$10,000 toward custom content + up to \$5K match per DMO
- DMO Participation: \$5K-10K per DMO
- · Program:
  - Minimum \$5,690 (with 4 DMO participants) Option 1 - Custom Article
    - Theme: 25 For 25: 25 Things for Boaters to Do in Maryland in 2025
    - Shared opportunity focused on the Great Chesapeake Bay Loop
    - Impressions: 962,000
    - Content promotion via e-newsletter, email, social, and display ads
    - Total package cost \$22,760 + OTD participation
  - Option 2 Digital ROS Display \$10,000 per DMO
    - Available for either Boating or Saltwater Sportsman
    - Standard cross-screen display and high-impact units
    - Variety of banner sizes (supplied)
    - E-newsletter inclusion and custom email
    - Delivers 225K-259K impressions depending on website chosen







In fact, a local captain nearly spilled the beans in October, weighing in a 1,145.6-pound blue marlin -a potential Alabama and Gulf of Mexico world record. The region also hosts multiple offshore tournaments each year, including the \$1 million Orange Beach Billfish Classic in May.

November. "For blues, we do troll traditional lures, but most people are live-baiting with bonitos and small tunas," says Chris Vecsey, tackle manager at Sam's, a bait-and-tackle shop in Orange

Offshore runs for big blues can be long-from 60 to more than 100 miles-but anglers searching for bait schools and structure score memorable catches.

The trips shorten for yellowfin tuna, wahoo and mahi. During warmer months, the tuna range in as close as 35 miles. Anglers target them by live-baiting, chunking, trolling, jigging, and even casting stickbaits and poppers.

Wahoo prime time runs March through October, with fish traveling closer to shore—within a few miles—during summer. Versey casts for wahon if he finds them on a floating structure. Once he



#### FY25 CO-OP | Expedia Group

- Rationale: Strong revenue driver with ability to reach prospective travelers who are searching for hotels/flights to Maryland. Program will drive them to a custom Co-Op landing page where participating DMOs are showcased. Opportunity to create co-ops for each interest area.
- · Geography: Key drive markets or those users actively searching for Maryland
- Recommended Flight Dates: February June, 2025
- Participant Deadline: 12/31/24
- OTD Participation: Up to \$5K per DMO for OTD maximum match, minimum of 3 participants
- · DMO Participation: \$5K minimum per DMO
- · Program: Expedia and Hotels.com
  - Combination of display, native, social, 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

Program Example:

Position	Dates	Price Type	Price	Imp.	Net
ExpediaPlus.US_EN   Flights   Results   Right 1	3/01/2025-8/15/2025	СРМ	42	142,738	5,995.57
ExpediaPlus.US_EN   Flights   Search   Native Marquee Card 1	4/23/2024 ~ 5/31/2024	CPM	28	80,000	2,240.94
ExpediaPlus.US_EN   Flights   Search + Results + Infosite/Details   Center Inline Bundle	4/23/2024 ~ 5/31/2024	СРМ	26	125,692	3,268.69
ExpediaPlus.US_EN   ROS   Search   Partner Gallery	4/23/2024 ~ 5/31/2024	СРМ	44	81,971	2,869.97
ExpediaPlus.US_EN   Hotels   Infosite/Details   Right 1	4/23/2024 ~ 5/31/2024	СРМ	40	94,200	3,768.00
ExpediaPlus.US_EN   Hotels   Results   Destination Experience Gallery	4/23/2024 ~ 5/31/2024	СРМ	50	44,880	2,244.68
ExpediaPlus.US_EN   Hotels   Results   Right 1	4/23/2024 ~ 5/31/2024	СРМ	42	47,857	2,010.73
ExpediaPlus.US_EN   Vacation Packages   Infosite/Details   Right 1	4/23/2024 ~ 5/31/2024	СРМ	39	206,846	8,067.67
Expedia.US_EN   Social Media   Social Integration Package (SIP)   3 Days	4/30/2024 ~ 4/30/2024	Flat Rate	14075	1	14,075.00
Expedia.US_EN   Flights   Results   Right 2	4/23/2024 ~ 5/31/2024	СРМ	39	139,948	5,458.66
ExpediaPlus.US_EN   ROS   Search   Native Marquee Card 3	4/23/2024 ~ 5/31/2024	СРМ	44	606,060	0
				1,570,193	50,000.00

<sup>\*</sup>Impressions based on the number of co-op visitors.

























## FY25 CO-OP MEDIA: Culinary

#### FY25 CO-OP | Food Network and Pioneer Woman

- · Rationale: Superpower brand within the culinary category, Food Network has strong presence as a multimedia brand. New for 2025 is the addition of The Pioneer Woman, a strong influencer and brand in her own right as part of the Food Network family.
- · Circulation: 213,000
- · Geography: DC, MD, OH, NY, PA, VA, DE, WV, CT, MA
- · Recommended Issue: Apr/May Food Network; Spring Pioneer Woman
  - Minimum of 4-page Maryland regional section
- Space + Material Close: 1/9/25
- · OTD Participation: 1/2P4C advertorial lead-in \$6,990
  - Taste of Maryland: A Seafood Lover's Paradise
- DMO Participation:
  - · FP 4C \$10,750
  - · 1/2P 4C \$6,990
  - Added Value: Food Network listing for 6mos on travel.foodnetmag.com and inclusion in 1X Pioneer Woman eblast (20,000 circ)
  - · Revenue requirement of \$40,000











YOU'RE WELCOME





ADD FIVE STARS.





#### FY25 CO-OP | Dotdash Travel

- Rationale: Strong collection of brands that align with key travel motivators and history of DMO participation. Aligned to Culinary interest given strong food content.
  - Rates have been grandfathered in for several years
- · Circulation: 2,300,000
  - Allrecipes (Jun/Jul 2025)
  - · BH&G (May 2025)
  - Food & Wine (May 2025)
  - Travel & Leisure (May 2025)
  - Midwest Living (Summer 2025)
  - Real Simple (May 2025)
- Geography: DC, DE, MD, NJ, NY, PA, OH,
   VA, WV, IN, MI, KY, New England















#### FY25 CO-OP | Dotdash Travel

- · Recommended Issue/Format: See previous page/MD multi-page section
- · Space + Material Close: 1/17/25
- · OTD Incremental 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





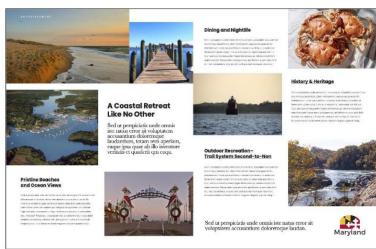






#### FY25 CO-OP | Conde Nast Traveler

- Rationale: Global travel brand reaching an affluent audience who lives to travel. Readers lean on CNT for inspiration and recommendations on places to visit. Index highly as culture seekers and culinary travelers.
- · Circulation: 723,300
- · Geography: National (26% East Coast)
- · Recommended Issue: May/June 2025 Hot List (on sale 4/20/25)
- · Content Theme: Consider culinary focus or Maryland state versatility
- · Space + Material Close: 2/28/25
- · OTD Participation: No participation
- · DMO Participation:
  - · Spreadvertorial maximum of 6 participants
  - \$9,166 per DMO (with 6 participants)
  - · \$55,000 total commitment needed







#### FY25 CO-OP | bonappetit.com

- Rationale: Bon Appetit is written by and for food obsessives. Those who live to eat, love to cook, and value the authenticity of global cuisine. Custom content feature showcasing Maryland's local fresh seafood and authentic local cuisine. Property of Conde Nast.
- · Content Theme: Savor in the Iconic Dishes and Flavors of Maryland
- · Targeting: Geotargeted to MD, DC, OH, PA, NJ, NY, VA
- · Recommended Flight Dates: Mar/Apr 2025 (lead into April Travel issue)
- · Participant Deadline: 4 weeks lead time for production
- OTD Participation: \$10,000 + up to \$5K matching per DMO
- · DMO Participation: \$10K per DMO (4 participants needed)
- · Program:
  - · Standard Native Article
    - Custom native article
    - Targeted promotion via roadblocks, display, native, and social ads
  - · Reach 1M+ impressions
  - · Guaranteed Page Views: 12K
  - Assets required: supplied image, copy points, URL



#### Inside One of the World's Most Prestigious Culinary Contests

Sponsored: The Taste of Waldorf Astoria brings together chef teams from across the globe to compete for a place on Waldorf's

BY WALDORF ASTORIA





# FY24 CO-OP MEDIA: History & Heritage

#### FY25 CO-OP | Smithsonian

- Rationale: Smithsonian reaches well-educated and affluent audience with keen interest in history and culture. Travel editorial in every issue.
- · Circulation: 800,000
- · Geography: National (pricing for regional; additional circ as value-add)
- · Recommended Issue: Apr/May 2025 Travel focus
  - Co-op two-page spread execution
- Space + Material Close: 1/11/25
- · OTD Participation: 1/2P4C advertorial lead-in \$10,500
  - Maryland Medley: Exploring the State's Rich History & Heritage
- · DMO Participation:
  - · 1/2P 4C \$10,500 (1 spot below advertorial lead-in)
  - · 1/3P 4C \$7,000 (maximum of 3 participants on right page of spread) or
  - 1/4P 4C \$5,250 (maximum of 4 participants on right page of spread)
  - Added Value: Bonus circulation beyond regional split and layout support for spread ad



#### FY25 CO-OP | Smithsonian.com

- Rationale: Smithsonian reaches well-educated and affluent audience with keen interest in history and culture. Custom photo series showcasing shared stories across the state.
- · Targeting: Travel intenders in MD, DC, OH, NY, NJ, PA, VA
- · Recommended Flight Dates: April June, 2025 (3 months)
- · Space + Material Deadline: 2/15/25 (minimum 4-week lead time)
- OTD Participation: Up to \$5K matching per DMO
- · DMO Participation: \$10,000-\$12,500 per DMO
- · Program:
  - Option 1 Native Immersive Photo Series \$50,000 (\$12,500 per DMO)
    - Multi-DMO opportunity (maximum of 4 participants)
    - Content promotion via banners, slideshow, social media, native, e-newsletter (100% SOV)
    - 1.725M impressions (430,000 + value-added banners per DMO)
    - Links directly to DMO website
  - Option 2 High-Impact Billboard Ads \$10,000
    - Individual DMO opportunity
    - · Slideshow, video or billboard ad executions
    - · 150,000 impressions over two months
  - · Custom packages available





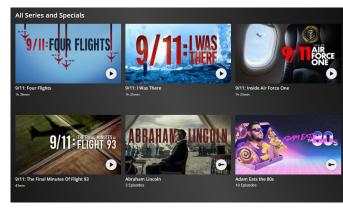




### FY25 CO-OP | History.com

- Rationale: History is the most trustworthy source of informational entertainment and is the premier destination for historical storytelling. Tends to reach an educated, more affluent audience of A35+.
- · Targeting: Geotargeted to key drive markets
- Recommended Flight Dates: Campaign runs prior to 6/30/25
- · Participant Deadline: 4-week lead time
- · OTD Participation: No participation/matching
- · DMO Participation:
  - Option 1 Video Advertising \$25,000
    - :15 or :30 pre-roll and mid-roll video distributed across CTV, website, app, and streaming services
    - · Impressions: 1.25M
    - 4-week campaign duration
    - Supplied video assets
    - · Links directly to DMO website







### FY25 CO-OP | Preservation

- 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 2025/MD multipage section
- Space Close: 2/8/25 Material Close: 2/15/25
- · 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





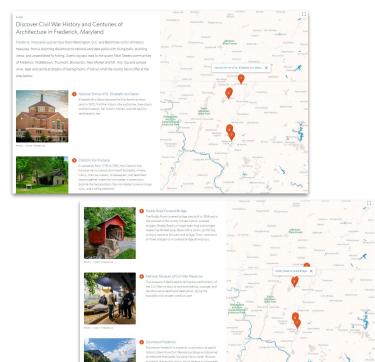






#### **FY25 CO-OP | Preservation Digital Travel Guide**

- Rationale: Get yearlong exposure to the Preservation audience across channels, including print, digital, social, and savingplaces.org website.
- Targeting: Preservation community
- · Recommended Flight Dates: Full year 2025
- · Participant Deadline: Can contract at any time
- · OTD Participation: No participation/matching
- · DMO Participation: \$7,500
- · Program:
  - Option 1 Digital Travel Guide \$7,500
    - · FP4C print ad and guide spotlight in magazine
    - E-newsletter coverage in multiple issues during year
    - · Homepage feature on savingplaces.org for one month
    - · Inclusion in multiple social media posts





# FY25 CO-OP MEDIA: Outdoors/Trails

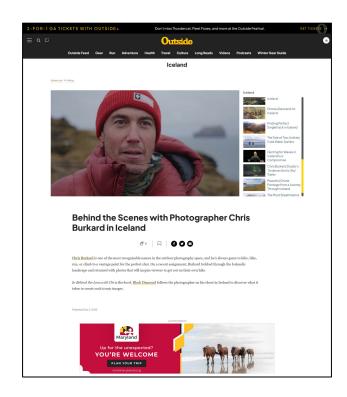
#### FY25 CO-OP | Outside Magazine

- Rationale: Multi-channel brand with a mission to inspire active participation in the world outside. Audience aligns with the OTD target who loves to travel.
- · Circulation: 1,200,000
- Geography: Eastern region (NJ, NY, PA, MD, DC, VA, CT, MA, ME, NH, RI, VT, DE, NC, SC, FL, GA, VA, WV, East Canada)
- Recommended Issue: Mar/Apr 2025
  - Spreadvertorial showcasing Maryland's Trail System Second-to-None
- Space + Material Close: 12/17/24 (5-6-week production lead time)
- · OTD Participation: FP4C advertorial lead-in \$15,000
- DMO Participation: split \$15,000 for remaining page (\$3,750 per DMO)
  - 1/4P 4C advertorial (maximum of 4 participants; if fewer, cost adjusted accordingly
  - Editorial-style approach featuring Maryland's mixed-use trails written and produced by Outside
  - · Added Value: Production of advertorial execution



#### FY25 CO-OP | Outside Online

- Rationale: Multichannel brand with a mission to inspire active participation in the world outside. Audience aligns with the OTD target who loves to travel.
- · Targeting: Travel intenders in MD, DC, OH, NY, NJ, PA, VA
- · Recommended Flight Dates: April May, 2025 (2 months)
- Space + Material Deadline: 3/1/25
- · OTD Participation: No participation/matching
- · DMO Participation: See tiered packages below
- · Program:
  - Option 1 ROS Digital Display \$20,000
    - · ROS display units on Outside Online and/or Backpacker
    - · Standard Display units customized to DMO available assets
    - · Impressions: 1M
  - Option 2 ROS Digital Display \$15,000
    - ROS display units on Outside Online and/or Backpacker
    - · Standard display units customized to DMO available assets
    - · Impressions: 750,000
  - Custom packages available

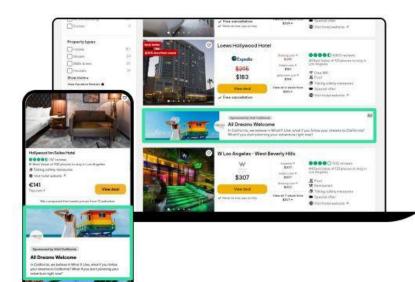




## FY25 CO-OP | Tripadvisor



- Rationale: Proven travel guidance platform reaching prospective users actively searching for travel information. Focus on Maryland's Trails System Second-to-None.
- · Targeting: Regional travel intenders and drive markets
- Recommended Flight Dates: Campaign to run by 6/30/25
- Participant Deadline: 3/1/25
- · OTD Participation: Up to \$5K per DMO for OTD maximum match
- · DMO Participation: \$5,000 minimum per DMO
- Program:
  - · Option 1: \$10,000 | DMO \$5,000 + \$5,000 OTD match
    - Total Estimated Impressions 500,000
    - Display (300x600, 300x250, 728x90, 320x50)
    - Native Boost Placement (photo/logo/copy)
    - · Explorer Video
  - · Option 2: \$25,000 | DMO \$20,000 + \$5,000 OTD match
    - Total Estimated Impressions 1,500000
    - Display (300x600, 300x250, 728x90, 320x50)
    - Native Boost Placement (photo/logo/copy)
    - · Explorer Video or Connect social media



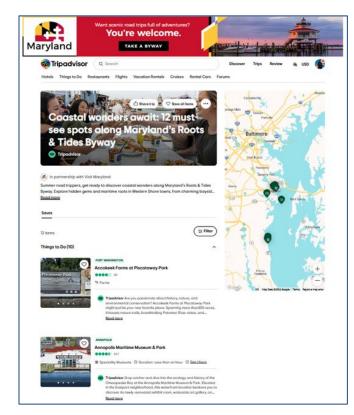


# **FY25 CO-OP MEDIA: Itineraries**

## **FY25 CO-OP | Itineraries**

Tripadvisor

- Rationale: Curated itinerary created in the Tripadvisor Interactive Trips tool. The TA audience uses the Trips feature to save, organize, and map out their ideas for places to stay, things to do, and where to eat. A chance for your destination to get in front of travelers in a native, additive way.
- Recommended Flight Dates: Campaign to run by 6/30/25
- · Participant Deadline: 3/1/25
- · OTD Participation: Up to \$5K per DMO for OTD maximum match
- · DMO Participation: Can be individual or shared w/multiple DMOs
- Program:
  - Option 1: Branded Trip | DMO \$20,000 + \$5,000 OTD match
    - Total Estimated Impressions: 1.5M
    - Branded Trip/Itinerary
    - Native Boost Placement (photo/logo/copy)



Example here



## FY25 CO-OP | Washingtonpost.com "Explore Maryland"

- Rationale: Work with WP to create a series of custom videos that follow a trusted local travel influencer as they take trips across Maryland. These can be structured by region (Explore Western Maryland) or travel segments such as water, history, culinary, and outdoors (Hidden Histories of Maryland).
- Recommended Flight Dates: Campaign to run by 6/30/25
- Participant Deadline: 3/1/25
- OTD Participation: Matching up to \$5K per DMO
- DMO Participation: \$11,670 per DMO (with 3 participating)
- · Program: \$50K per influencer video
  - WP Creative Group produced video
  - Includes custom video page
  - · Original research and reporting
  - · Interviews with chosen travel influencer and MD SMEs
  - Sourced or supplied B-roll video
  - · Custom URL on Washingtonpost.com
  - Traffic-driving to relevant landing pages



## FY25 CO-OP | 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: 6/30/25
- · Participant Deadline: 3/15/24
- OTD Participation: No participation/Matching
- · DMO Participation: Package minimum of \$5K
- · Program:
  - Option 1: \$45,000 "Custom Video with Influencer"; Estimated Impressions: 2.2M
    - Promoted on washington post.com, social, and YouTube
  - Option 2: \$30,000; "Custom Video," Estimated Impressions 2.2M
    - Promoted on washingtonpost.com, social, and YouTube
  - Option 3: \$30,000; "In-Focus" Custom Article, Estimated Impressions 2.2M
    - Promotion on washingtonpost.com and social
  - · Option 4: \$25,000; "Seamless," Estimated Impressions 625K
    - Includes templated custom article on washingtonpost.com and homepage, in-article, mobile and Facebook/IG/LinkedIn/X ads
  - · Option 5: \$20,000; "Brand Explorer" Estimated Impressions 1M
  - · Option 6: \$15,000; Estimated Impressions 810,000
    - Includes "BrandMax Gallery" Mobile Point-of-Entry Takeover and rotational Cross-Platform media
  - · Option 7: \$10,000; Estimated Impressions 800,000
    - · Includes choice of PostPulse, FlexPlay Video, Interscroller Reels
  - Option 8: \$7,500; "Ripple" Estimated Impressions 600,000
  - · Option 9: \$5,000; Estimated Impressions 400,000
    - Includes choice of Native Promo modules WP+ Audience Extension, WP+ Facebook, Cross-Platform Rotation and Audiogram



## FY25 CO-OP | Washingtonpost.com

# **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.

#### Seamless

Delivers the exclusivity of a sponsorship with the flexibility and efficiency of targeted display. With 3 sync'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.

#### **Brand Explorer**

The Gallery unit enables brands to highlight multiple products, features or other related image or video assets, with a responsive and interactive carousel view.

#### **BrandMax Gallery**

The Gallery unit enables brands to highlight multiple products, features or other related image or video assets, with a responsive and interactive carousel view.

#### **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.

#### **PostPulse**

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

#### **FlexPlay**

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

#### **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.

#### **Native Promo Modules**

Ad unit featuring video, audio or static images.

#### 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.

#### **WP+ Facebook PostPulse**

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.

#### **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.



#### FY25 CO-OP | Philadelphia Inquirer

- · Rationale: The Philadelphia Inquirer is the premier news and lifestyle brand in the Philadelphia market. Content covers national and local news, along with lifestyle content featuring local/regional events, happenings, and hot spots.
- · Targeting: Local Philadelphia residents encouraging them to check out what Maryland has to offer
- Recommended Flight Dates: Campaign to run by 6/30/25
- Participant Deadline: 4-week lead time for custom content
- OTD Participation: No participation/Matching
- DMO Participation:
  - Option One: Dedicated Article: 3-day weekend itinerary or focused content on Maryland food trails and/or breweries/wineries/distilleries
    - Promoted via native ads on Inquirer.com and served programmatically, e-newsletters, and organic/paid social media on Facebook
    - Delivers 5,000 page views; 800,000 impressions
    - \$15,000 total; \$5K per DMO with 3 DMO partners
  - Option Two: Inquirer.com Display
    - A blend of standard and high-impact display impressions targeted to Inquirer readers with an intent to travel (assets supplied by DMO)
    - Delivers 400,000 impressions for \$6,500
    - Custom packages available







# FY25 CO-OP MEDIA: Custom Programmatic

#### FY25 CO-OP | Adara



Rationale: Travel-focused platform to connect consumers to advertisers, has real-time first-party search, booking
and loyalty data from 300+ brands, including travel. Adara can target travelers actively searching for their next
vacation, with the ability to provide detailed reporting and optimization off the DMO's preferred KPIs (bookings,
engagement with content, leads).

· Targeting: Customized to DMO's goals, consumer profile, and feeder markets. Able to select 1-2 Key Motivators

(Water, Culinary, History & Heritage, or Outdoor)

Recommended Flight Dates: Campaign to run by 6/30/25

Participant Deadline: 3/15/25

· 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)



## FY25 CO-OP | Sojern Programmatic



- Rationale: Proven programmatic travel partner leveraging data and AI machine learning to target travelers.
- · Targeting: Customized to DMOs within key markets (demo, geo, key motivators)
  - · Key motivators: Water, Culinary, History & Heritage, Outdoor Recreation
  - Ability to geofence and target any area hosting an event, major attraction, hotel, etc. and report on the foot traffic
- Recommended Flight Dates: 3 consecutive months to run by 6/30/25
- · Participant Deadline: 3/15/25
- · OTD Participation: Up to \$5K per DMO for OTD maximum match
- DMO Participation: Investment options of \$1,500, \$1,500, or \$5,000 (display, native, video)
- · Program:
  - · In addition to the OTD match, Sojern will match media value
  - If a DMO wants to run more media over max OTD, Sojern will offer a discounted preferred co-op rate



Program Example:

Package	Investment	OTD Match	Sojern Match	Total Media Value
Tier 1	\$1,500	\$1,500	\$1,500	\$4,500
Tier 2	\$2,500	\$2,500	\$2,500	\$7,500
Tier 3	\$5,000	\$5,000	\$5,000	\$15,000

#### FY25 CO-OP | Enradius





- · Targeting: Can use first-party DMO data to reach and extend to similar audiences. May include geofencing of specific locations/events to hone in on interest groups.
- · Recommended Flight Dates: Campaign to run by 6/30/25 (must run for a minimum of 1 month)
- Participant Deadline: 30-60 days prior to launch
- · OTD Participation: No participation
- DMO Participation: Starting at \$1,000/mo per DMO
- Program:
  - Option 1: \$1.000-\$2.000 monthly
    - Total Estimated Impressions 165,000-300,000
    - Choose a Travel Motivator, Geo, and 1-2 tactics.
    - Display (Desktop/Mobile): 300x250, 728x90, 300x600, 160x600, 320x50 (mobile)
  - Option 2: \$2,500-\$5,000 monthly
    - Total Estimated Impressions 275,000-550,000
    - Choose a Travel Motivator, Geo, and 3-4 tactics.
    - Display (Desktop/Mobile): 300x250, 728x90, 300x600, 160x600, 320x50 (mobile)
  - Option 3: \$5.000+ monthly
    - Total Estimated Impressions 600,000+
    - Choose a Travel Motivator, Geo, and 4+tactics.
    - Display (Desktop/Mobile): 300x250, 728x90, 300x600, 160x600, 320x50 (mobile)





# FY25 CO-OP MEDIA: Multicultural

#### FY25 CO-OP | NGLmitu

Rationale: Largest Latino digital media company with solutions across digital media, social, premium content, and events; #1 in reach as measured by Comscore with 300+ premium publisher partners and O&O social brands.

- · Targeting: Customized to cohort, desired audience, and geography
- Recommended Flight Dates: Campaign to run by 6/30/25
- Participant Deadline: 3/1/25
- · OTD Participation: No participation
- · DMO Participation: \$10K minimum per DMO
- · Program:
  - Option 1: Custom Content Package \$50,000
    - "Explore Maryland" itinerary or cohort content
    - 2-4 Sponsored Editorials (articles, listicles or carousels)
    - · 2-4 Instagram Stories and in-feed social posts
    - Targeted media to desired audience (display, social)
    - 3.55M Impressions
  - Option 2: Digital Display or Social Package \$10,000
    - Targeted to travel intenders by demo/geo
    - One month campaign duration for individual DMO program
    - 1.33M impressions with a variety of banner sizes
    - Option: can run targeted Instagram Stories delivering 666,667 impressions



A Taste of Asheville: Exploring Latino Flavors in the Mountains





#### FY25 CO-OP | Essence

- Rationale: Premier lifestyle brand for African American women. Editorial features lifestyle, beauty, fashion, and travel. Essence Collective extends reach of digital advertising beyond Essence to other website brands reaching Black consumers.
- · Targeting: Customized to cohort, desired audience, and geography
- Recommended Flight Dates: Campaign to run by 6/30/25
- Participant Deadline: 3/1/25
- · OTD Participation: No participation
- · DMO Participation: \$10K minimum per DMO
- · Program:
  - · Option 1: Branded Content

\$50.000

- · "Explore Maryland" itinerary or cohort content
- Native Article with 100% SOV surrounding ad units
- · Content promotion via e-newsletter, homepage, social, and native
- Targeted media to desired audience (display)
- 2.24M impressions
- Option 2: Essence Collective ROS Digital Display \$10,000
  - Targeted to travel intenders by demo/geo
  - · One month campaign duration for individual DMO program
  - 1.33M impressions with a variety of banner sizes



# **FY25 CO-OP** | Multicultural and Diversity

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
			Leonora Howze, lhowze@afro.com,	
African American	Baltimore	Afro News	410-554-8271	Print
African American	Baltimore	Baltimore Beat	Ads@Baltimorebeat.com	Digital
African American	Baltimore	95.9 Magic/ Radio One	Dave Willner, dwwillner@radio-one.com	Radio
African American	DC	Washington Informer	rburke@washingtonreformer.com	Print
African American	DC	Urban ONe	sales@urban1.com	Digital/TV
African American	DC	WHUR 96.3	Shawneen Thompson, sthompson@whur.com	Radio
African American	Philly	WURD Radio	info@wurdradio.com	Radio
African American	Philly	Philly Tribune	John Mason , 215-893-4050 (x5715)	Print/Digital
Latino	DC	El Tiempo Latino	sales@eltiempolatino.com	Print
Latino	Philly	Al Dia	sales@aldianews.com	Digital
Latino	DC	EL SOL LATINO	info@elsoln1.com, 215-424-1200	Print
Latino	Baltimore/DC	El Zol	202-479-9227	Radio

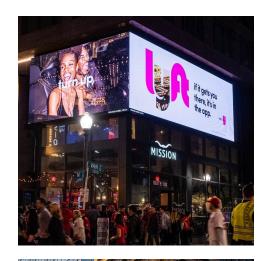


# FY25 CO-OP MEDIA: Other

## FY25 CO-OP | Orange Barrel OOH

- Rationale: Impactful and iconic out-of-home media that adds to the character of urban places, with coverage of key Maryland feeder markets. Offers large-format and unique OOH placements including, street kiosks, digital spectaculars, wallscapes, full-motion digital, elevator wraps, etc.
- · Targeting: Customized to desired geography
- Recommended Flight Dates: Campaign to run by 6/30/25
- · Participant Deadline: Varies by placement; 3-4 weeks lead time
- · OTD Participation: No participation
- · DMO Participation: See next slide









# FY25 CO-OP | Orange Barrel OOH

Sample Package options (custom packages available)

Package Tier	Market	Placements	Duration	Cost
Tier 1	Baltimore	5+ Large-Format Digitals, 10+ Digital Kiosks	4 weeks	\$40,000+
	Cleveland	1+ Wallscape, 10+ Static Kiosks, 10+ Digital Kiosks	4 weeks	\$40,000+
	DC	5 Large-Format Digitals	4 weeks	\$50,000+
	Philadelphia	100+ Bike Share Kiosks	4 weeks	\$40,000+
	New York	1+ Manhattan Wallscape, 1+ Brooklyn Wallscape, 1+ Large-Format Digital	4 weeks	\$75,000+
Tier 2	Baltimore	1+ Large-Format Digital or 5+ Digital Kiosks	4 weeks	\$5,000+
	Cleveland	5+ Static Kiosks or 5+ Digital Kiosks	4 weeks	\$5,000+
	DC	1+ Large-Format Digitals	4 weeks	\$8,000
	Philadelphia	10+ Bike Share Kiosks	4 weeks	\$5,000
	New York	1 Sm Manhattan Wallscape or Brooklyn Wallscape or Large-Format Digital	4 weeks	\$75,000

<sup>\*</sup>Pricing may vary depending on location.



# **FY25 CO-OP | Other Out-of-Home Vendors**

OOH Vendor	Offerings	Markets	Placement Types	Contact
Intersection	AMTRAK, Transit (New Jersey Transit, Long Island Railroad)	NY/NJ Philadelphia Pittsburgh	Station Dominations, Backlit Dioramas, Wallscapes, Digital Video Wall, Gateboards, onboard signage, urban street signage, taxi toppers, etc.	Bryan Partridge bryan.partridge@intersection.com
Clear Channel Outdoor	Large-Format OOH in urban markets	Nationwide with heavy East Coast presence	Roadside, Airports, Transit, Programmatic advertising/geofencing of locations, etc.	David Battaglia davidbattaglia@clearchannel.com
Capitol Outdoor and Capitol Drones	Large-Format OOH in DC; variety of placements across other markets	DC/NOVA Baltimore NY/NJ OH markets	Digital Walls, large-format OOH, premier billboard locations, street kiosks, Drone light shows	Rob Aronson rob@capitoloutdoor.com
Neutron Group	Times Square	NYC	High-impact spectaculars in Times Square NYC	Morgan Williams mwilliams@neutrongroup.com

# **FY25 CO-OP | Trade Advertising**

Vendor	Contact		Channel
American Bus Association	zack.buchanan@theygsgroup.com	National	Print
Group Tour Magazine	Greg Jones greg@grouptour.com	National	Print
Youth Travel Planner	Greg Jones greg@grouptour.com	National	Print
Group Travel Leader	Kyle Anderson kyle@grouptravelleader.com	National	Print
Leisure Group Travel	Diane Meglino diane@ptmgroups.com	National	Print
Maryland Motorcoach	Robyn Mourant rmourant@naylor.com	Maryland	Print
Groups Today	Haleigh Gerwig haleigh@serendipity-media.com	National	Print
OMCA	Robyn Mourant rmourant@naylor.com	Canada	Print
PA Bus Association	Jason Currie jcurrie@naylor.com	Pennsylvania	Print



# **FY25 Summary**

# **FY25 CO-OP** | Opportunities + Vendor Contacts

Vendor	Channel	Commitment Deadline	Contact Name	Email	OTD Participation	OTD Matching
WATER						
Southern Living	Print	Space : 12/20/24 Mats: 1/6/25	Susan Seifert	susan@seifertassociatesinc.com	Yes	No
Hearst Travel Group	Print	1/9/2025	Erin McDonnell	erin@mcdonnellmedia.com	No	No
AARP	Print	1/29/2025	Dan Phillips	dphillips@aarp.org	No	No
Boating	Digital	4wk lead time for production	Drew Townes	drew.townes@firecrown.com	Yes	Custom only
Expedia	Digital	12/31/2024	MaryAnn Lee-Hogarth	mhogarth@expediagroup.com	No	Yes
CULINARY						
Food Network/Pioneer Woman	Print	1/9/2025	Erin McDonnell	erin@mcdonnellmedia.com	Yes	No
DotDash Meredith Travel	Print	1/17/2025	Susan Seifert	susan@seifertassociatesinc.com	Yes	No
Conde Nast Traveler	Digital	2/28/2025	Emily Pulliam	emily_pulliam@condenast.com	No	No
bonappetit.com	Digital	4wk lead time for production	Emily Pulliam	emily_pulliam@condenast.com	Yes	Yes
HISTORY & HERITAGE						
Smithsonian	Print/Digital	Print: 1/11/25   Digital: 2/15/25	Jamie Duffy	duffyj2@si.edu	Yes Print	Custom only
History.com	Digital	4wk lead time	Alissa Greenhaus	Alissa.Greenhaus@aenetworks.com	No	No
Preservation	Print/Digital	Space: 2/8/25 Mats: 2/15/25	Natalie Matter Bellis	natalie.matterbellis@theygsgroup.com	Yes	No

# **FY25 CO-OP | Opportunities + Vendor Contacts**

Vendor	Channel	Commitment Deadline	Contact Name	Email	OTD Participation	OTD Matching
OUTDOORS/TRAILS						
Outside Magazine	Print/Digital	Print: 12/17/24   Digital 3/1/25	Brian Brigman	bbrigman@outsideinc.com	Yes	No
Tripadvisor	Digital	3/1/25	Mallory Smith	msmith@tripadvisor.com	No	Yes
ITINERARIES						
Tripadvisor	Digital/Custom	3/1/25	Mallory Smith	msmith@tripadvisor.com	No	Yes
Washington Post	Digital	3/1/25	Terri Mays	teresa.mays@washpost.com	No	Explore MD only
Philadelphia Inquirer	Digital	4wk lead time for production	Max Bowmore	mbowmore@inquirer.com	No	No
PROGRAMMATIC						
Adara	Digital	3/15/25	Jeremy Harvey	jeremy.harvey@adara.com	No	Yes
Sojern	Digital	3/15/25	Seth Orozco	seth.orozco@sojern.com	No	Yes
Enradius	Digital	30-60 days before launch	David Carberry	dave@enradius.com	No	No
MULTICULTURAL						
NGLMitu	Digital	3/1/25	Laura Martinez	laura.martinez@nglmitu.com	No	No
Essence	Digital	3/1/25	Gerard Simmons	gsimmons@essence.com	No	No
OUT OF HOME						
Orange Barrel	ООН	4wk lead time	Mike Knoll	mknoll@obm.com	No	No

# Thank You





# **APPENDIX**

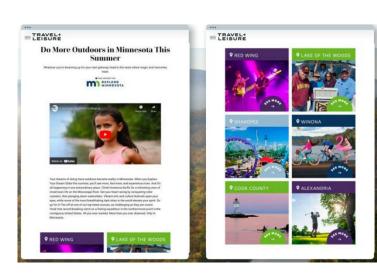
## **FY25 CO-OP | TravelandLeisure.com Custom Content**

#### M+P to update

- Rationale: Interactive custom content opportunity in travel-focused sites from Dotdash Meredith. Unique native article featuring Maryland's diverse destinations and experiences.
- · Website: Travelandleisure.com
- Targeting: CT, DC, DE, MD, NJ, NY, OH, PA, VA, WVA
- · Recommended Flight Dates: 2 months to run by June 30, 2024
- · Participant Deadline: 4 weeks lead time for production
- · OTD Participation: \$50,000 / No DMO matching
- DMO Participation: \$10K minimum per DMO (5 participants needed)
- · Program:

Option 1 - \$10,000 net per DMO

- Reach 700K-1.1M
- Guaranteed Page Views: 67K
- · Flipcard Native Article
  - State native article
  - Flipcard tiles for DMOs (specific destination/activity)
  - · Guides readers to destinations, attractions, tours
- Assets required: supplied image, copy points, URL



Flipcard Native Article



## FY25 CO-OP | foodandwine.com

- · Rationale: Digital custom content opportunity in travel-focused site. Unique native article featuring Maryland's Chesapeake Bay region.
- Website: foodandwine.com
- Targeting: CT, DC, DE, MD, NJ, NY, OH, PA, VA, WVA
- · Recommended Flight Dates: June-July, 2024
  - Aligns with June Summer Escapes and July Adventure print issues
- · Participant Deadline: 4 weeks lead time for production
- · OTD Participation: \$20,000 (up to \$4K per DMO for OTD maximum match, up to 5 participants)
- DMO Participation: \$6K per DMO (5 participants needed)
- · Program:

Option 1 - \$6,000 net per DMO

- Reach 700K-1.1M
- Guaranteed Page Views: 67K
- Standard Native Article
  - State native article
  - Native and social media promotion
- Assets required: supplied image, copy points, URL

#### M+P to update

#### Foodie Tour of Alabama's Gulf Coast



The Alabama coastal towns of Gulf Shores and Orange Beach delight vacationers with a delicious food scene.



Along Alabama's Gulf Coast, fresh-caught seafood intermingles with Southerninfluenced cuisine. In Gulf Shores and Orange Beach, restaurants serve up everything from fried shrimp baskets with a beach view to high-end dishes prepared by a James Beard-nominated chef. Here are the best places to eat on your next visit to the coast

Example



# FY25 CO-OP | Sources for Travel Advice

#### Consumer Build

Likely to travel in the next 12 months (Somewhat/Very Likely)

Age: 25-64

HHI: \$75K - \$150K

How Long Before Traveling Do You Typically Book Your Trip	Index
3-6 months before traveling	124
More than 6 months before traveling	122
Less than 3 months, but more than 1 week before travel	117
1 week or less before traveling	100
Travel Planning – Advised by	Index
Advised about: Sightseeing/Activities: Priceline.com	181
Advised about: Sightseeing/Activities: Travelocity.com	181
Advised about: Sightseeing/Activities: Orbitz.com	167
Advised about: Sightseeing/Activities: #Google Travel (google.com/travel) [200.0%]	164
Advised about: Sightseeing/Activities: Expedia.com	158
Advised about: Fees/Travel arrangements: Other magazine	157
Advised about: Sightseeing/Activities: Other magazine	153
Advised about: Sightseeing/Activities: Trivago.com	149
Advised about: Sightseeing/Activities: Hotels.com	147
Advised about: Fees/Travel arrangements: Airbnb.com	145
Advised about: Sightseeing/Activities: Airbnb.com	143
Advised about: Fees/Travel arrangements: Booking.com	143
Advised about: Sightseeing/Activities: Booking.com	143
Advised about: Fees/Travel arrangements: Travelocity.com	142
Advised about: Fees/Travel arrangements: #Google Travel (google.com/travel) [200.0%]	139
Advised about: Fees/Travel arrangements: Hotels.com	138
Advised about: Fees/Travel arrangements: Social Media Influencer	137
Advised about: Fees/Travel arrangements: Priceline.com	136
Advised about: Fees/Travel arrangements: Expedia.com	135
Advised about: Sightseeing/Activities: Kayak.com	134
Advised about: Sightseeing/Activities: Other Internet site	133
Advised about: Sightseeing/Activities: Social Media Influencer	133

Source: MRI-Simmons Market-by-Market Study

## **FY25 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 25-64, Male/Female 50/50 split, HHI \$75K-\$150K
  - Custom targeting opportunities in digital
  - Provide audience diversity in media placements
- Geography
  - Maryland (Baltimore Metro/state of Maryland), Washington, D.C., Ohio (Cincinnati, Cleveland, Columbus), New York (NYC, Long Island), New Jersey (northern NJ), Pennsylvania (Pittsburgh, Harrisburg, Philadelphia), Virginia (northern VA, Tidewater region, VA, Richmond)
- Budget
  - \$145,000

## **FY25 CO-OP | Media Strategies**

- Align media opportunities with key travel motivators (or interest cohorts) to gain relevance and maximize participation
- Include a combination of travel-specific platforms and proven DMO-supported publishers
- Continue to offer matching dollars (up to \$5K per DMO) for digital given the ability to track engagement and revenue generation
  - Offer match within the four travel platforms Adara, Expedia, Sojern, and Tripadvisor
  - o Offer match for custom content opportunities to aid affordability
- Allocate OTD budget to those vendors that have a history of DMO participation, strong DMO interest, and relevance to our key travel motivators
  - Encourage participation in digital custom content opportunities with state participation to help defray costs and encourage participation
  - Allocate OTD funds across interest cohorts to provide equitable support to all DMO focus areas



# **FY25 CO-OP | Vendor Contacts**

Vendor	Commitment Deadline	Contact Name	Email
Adara	3/15/2025	Jeremy Harvey	jeremy.harvey@adara.com
Expedia	12/31/2024	MaryAnn Lee-Hogarth	mhogarth@expediagroup.com
TripAdvisor	3/1/2025	Mallory Smith	msmith@tripadvisor.com
Enradius	30-60 days prior to run date	David Carberry	dave@enradius.com
Sojern	3/15/2025	Seth Orozco	seth.orozco@sojern.com
AAA World	12/6/2024	Alan Kistler	akistler2@aaamidatlantic.com
Philadelphia Inquirer	TBD	Max Bowmore	mbowmore@inquirer.com
Food Network	1/9/2025	Erin McDonnell	erin@mcdonnellmedia.com
Bon Appetit	4 weeks prior to run date	Emily Pulliam	emily_pulliam@condenast.com
Conde Nast Traveler	2/28/2025	Emily Pulliam	emily_pulliam@condenast.com
Preservation Magazine	Space: 2/8/25 Mats: 2/15/25	Dennis Hockman	dhockman@savingplaces.org
Southern Living	Space Close: 12/20/24 Mats Due: 1/6/25	Susan Seifert	susan@seifertassociatesinc.com
Washington Post Digital	3/15/2025	Terri Mays	teresa.mays@washpost.com
Hearst Travel Group	1/8/2025	Pam Thompson	pam@mcdonnellmedia.com
AARP	1/29/2025	Dan Phillips	dphillips@aarp.org
Boating	TBD	Drew Townes	drew.townes@firecrown.com
Smithsonian	Print: 1/11/2025 Digital: 2/15/25	Walker Mason	masonw2@si.edu
Outside Magazine	Print: 12/17/2024 Digital: 3/1/25	Brian Brigman	bbrigman@outsideinc.com
NGLmitu	3/1/2025	Laura Martinez	laura.martinez@nglmitu.com
Essence	3/1/2025	Gerard Simmons	gsimmons@essence.com



## FY25 CO-OP | Next Steps

- 9/18 MMC presents Co-op Plan to OTD
- 9/20 OTD feedback
- 9/25 Plan revisions
- 9/27 Client approval
- October OTD distributes Co-Op plan to all DMOs