WILD, WONDERFUL
WEST VIRGINIA

Wild, Wonderful West Virginia Industry Co-ops

2017 WEST VIRGINIA CO-OP

Canaan Valley Resort State Park | September 25-28, 2016

WHAT YOU GET:

- Print ad within the co-op anchored by the state of West Virginia
- Full or half page co-op ad level – interactive ad page to tell your story in West Virginia section of digital edition
- 1/3pg or 1/6pg co-op ad level – 50:50 ad to advertorial in West Virginia section of digital edition
- 3 event listings
- 1 or 2 4c images for advertorial
- Reader service to full circulation

CO-OP PARTNERS ALSO RECEIVE:

- 550,000 email subscriber audience
- Reader service leads
- Free ad production if needed
- Live hotlink on digital edition of ad
- Proposed issues: Spring and Fall 2017

INVESTMENT OPTIONS:

	OPTION 1:	OPTION 2:	OPTION 3:	OPTION 4:
	DC Metro/Maryland (794,100 circ)	West Virginia/Virginia (243,900 circ)	Cincinnati/Kentucky (Bluegrass) (302,300 circ)	Miami Valley(Dayton)/ Toledo, OH (223,900 circ)
Full Page	$9,989	$3,070	$3,805	$2,818
Half Page	$5,993	$1,842	$2,283	$1,691
⅓ page	$3,996	$1,228	$1,522	$1,127

CONTACT:

Michelle Bailey, Account Executive
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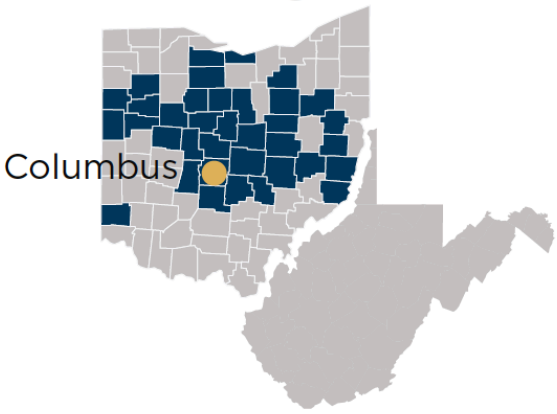
TARGETED INSERT

Reach the number one travel audience with AAA. AAA serves more than 56 million members in the US and Canada. We deliver outdoor adventure junkies, foodies, history buffs and much more!

HOME & AWAY
110,000 TARGETED CIRC



PROGRAM DETAILS:

- 50:50 ad to advertorial
- 3 event listings
- Reader service to full circulation
- Home & Away (1.25 million)
- 1 or 2 4C images for advertorial

RATES:

Half page ad + half page advertorial
25% discounted rate reflecting state investment
$2,246 net - 110,000 circulation
Home & Away Ohio

DIGITAL AD-ONS:

Home & Away Ohio
Additional $1,020 net
Banner ad on email sent to 480,000 AAA Members in Columbus, OH (600 x 200px)

CONTACT:

Matt Robertson
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OFFERED IN BOTH SPRING & FALL:

MARCH/APRIL 2017 ISSUE	SEPTEMBER/OCTOBER 2017 ISSUE
Reservations: 12/16/16	Reservations 6/21/17
Materials: 12/23/16	Materials: 6/28/17

ARRIVALIST

WHAT YOU GET:

- Insights into how your marketing mix impacts arrivals
- Ability to show which media is influencing people to arrive at a physical location
- Capability to view hourly updated analytics and reports on arrivals/media

INVESTMENT OPTIONS:

ARRIVAL MONITORING	FEES	DURATION	EXPANSION OPTION
OWNED MEDIA ONLY *Measuring Arrivals from Website (up to 100,000 unique users/ month), including: Run of Site Pixels and up to 5 Pages	$5,000	1 year from signing	*Co-Op may elect to measure arrivals from Owned Media sites with more than 100,000 unique users a month for $100/ month more per each 50k unique users over 100,000
PAID AND OWNED MEDIA *Measuring Arrivals from Website (up to 100,000 unique users/ month) *Measuring Arrivals from up to 5 million impressions / year)	$8,000	1 year from signing	*Co-Op may elect to measure arrivals from Owned Media sites with more than 100,000 unique users a month for $100/ month more per each 50k unique users over 100,000 *Co-Op may elect to measure arrivals from additional paid media impressions at the rate of $.96 CPM.

CONTACT:

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Charles Lewis
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WHAT YOU GET:

- Print Ad w/reader service leads and hotlink in digital edition
- Banner ad on BRC.com for 2 months
- Social media post
- Event feature on WVT's dedicated e-newsletter

ISSUES:

March/April: Annual Festivals Guide
September/October: Fall Foliage

INVESTMENT:

WVT Contribution:

3x FP4C at $4,495 net + 2x co-op buy down at $2,700 net = $18,885 net

Co-op partners:

- FP4C - $3,450 net
- ½ page - $1,300 net
- ¼ page - $495 net

CONTACT:

Mary McConaughy, Account Executive
Phone: 540.521.0137
Email: MMcConaughy@LeisureMedia360.com

BLUE RIDGE outdoors MAGAZINE

WHAT YOU GET:

- A custom campaign of 3+ ads at over 50% off
- Print ads will run in circulation of 110,000 across 9 states (358,000 monthly readers)
- A bonus web ad with each print ad (medium rectangle or wide skyscraper) for run of site the entire month.
- Ad design services at no additional charge

ISSUES:

November 2016-June 2017

INVESTMENT:

OPTION 1:	OPTION 2:	OPTION 3:
(3) ¼ page ads (Added value: (3) web ads) - $4,950/$1,650 each with 3+ ad buy (Value: $10,080)	(3) ½ page ads (Added value: (3) web ads) - $7,500/$2,500 each with 3+ ad buy (Value: $15,855)	(3) full page ads (Added value: (3) web ads) and 1 native post - $12,750/$4,250 each with 3+ ad buy (Value: $25,425)

CONTACT:

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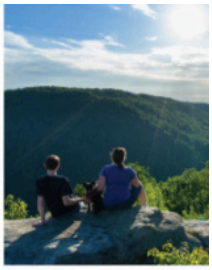
COMPASS media INC.

Budget Travel



WHAT YOU GET:

- Expert travel writers will write a story (or Listicle – think "Top 10 things...") on your destination, attraction, festival, or event.
- Featured story on our VISIT SOUTH.com Southeast travel portal, AND the story will be hosted on your destination's webpage, FACEBOOK page or blog.
- Create a custom Facebook marketing campaign to drive traffic to both your site and Facebook page.

INVESTMENT:

DIGITAL AD CAMPAGIN

Program 1	2,500 guaranteed clicks to website - WV partner net cost - $2,400 (*Estimate 1,000,000 impressions)
Program 2	5,000 guaranteed clicks to website - WV partner net cost - $4,800 (*Estimate 2,000,000 impressions)
Program 3	10,000 guaranteed clicks to website – WV partner net cost - $9,400 (*Estimate 4,000,000 impressions)

Program 1	(1) Short-form article or listicle and 1,000+ guaranteed clicks WV partner net cost - $1,500
Program 2	(1) Short-form article or listicle and 2,500+ guaranteed clicks WV partner net cost - $2,900
Program 3	(2) Short-form articles or listicles and 5,000+ guaranteed clicks WV partner net cost - $5,800
Program 4	(4) Short-form articles or listicles and 10,000+ guaranteed clicks WV partner net cost - $11,500

CONTACT:

John Balhouse
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Direct Online Marketing

	SILVER	GOLD	PLATINUM
Total Monthly Budget	$1,500	$2,000	$3,500
Management Fee	$750	$1,000	$1,500
Ad Spend	$750	$1,000	$2,000
Google AdWords PPC Search Advertising	Yes	Yes	Yes
Site Retargeting Advertising	No	Yes	Yes
Display Ad Creation	n/a	One time	Monthly
Weekly Reports	Yes	Yes	Yes
Client Calls	Once per month	Twice per month	Twice per month
Analytics Configuration	Basic*	Advanced**	Advanced**

*Basic analytics configuration includes analytics account set up (if necessary), placing the most updated analytics code on the website/providing it to the organization to place, adding it to the landing page, and reviewing to ensure it fires properly.

**Advanced analytics configuration includes basic analytics configuration work plus goals configuration, Google Tag Manager implementation, and setting up filters and views.

CONTACT:

Justin Seibert
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Email: justin@directom.com

#GoToWV

GoToWV is pleased to offer industry partners the opportunity to utilize our Facebook presence in a limited Co-Op partnership.

HOW IT WORKS:

The industry **partner will pay $500** toward promoted Facebook content, which will be **matched by GoToWV**, for a total of $1,000 to promote a post. This allows the industry to leverage our 150,000+ followers.

WHAT YOU GET:

- GoToWV will offer two promotions per month (24 per year), on a first come, first served basis.
- Each promotion will run for a total of 7 consecutive days, promoted at $1,000.
- GoToWV will work with each partner to ensure the post/photo/links align with GoToWV style guidelines, to achieve maximum reach and engagement.
- Each partner can opt into this program once every twelve months.
- The partner will receive billing along with an agreement, and also receive analytics to show the performance of the promoted content.

facebook

CONTACT:

Joe Black
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iHeartMEDIA

WHAT YOU GET:

- Seamless buying across stations and platforms
- Impact & efficiency by leveraging inventory across stations, dayparts, and platforms.
- On-air, iHeartRadio, mobile/desktop ads.
- 95% of impressions delivered via broadcast over a 14 week campaign
- 5% of impressions delivered via iHeartRadio, desktop, and mobile banners over a 14 week campaign
- Flexibility to leverage iHeartMedia's scale through innovative buying methods

INVESTMENT OPTIONS:

PROGRAM 1:	PROGRAM 2:	PROGRAM 3:
Pick DMA. (1,612,903 impressions at a $3.10 CPM) Runs for 14 weeks - Partner cost - $5,000	Pick DMA. (3,225,806 impressions at a $3.10 CPM) Runs for 14 weeks - Partner cost - $10,000	Pick DMA. (4,838,709 impressions at a $3.10 CPM) Runs for 14 weeks - Partner cost - $15,000

AUDIENCE/IMPRESSION BASED PROGRAM:

- Focus on highly efficient audience based delivery
- Geo-targeted, but station agnostic
- Targeted audience and guaranteed impression CPM program
- Audience targeted by demographic

WEST VIRGINIA TOURISM BENEFITS:

- Seamless buying across stations and platforms
- Impact & Efficiency by leveraging inventory across stations, dayparts, and platforms. Including on-air, iHeartRadio, mobile/desktop ads.
- 95% of impressions delivered via broadcast
- 5% of impressions delivered via iHeartRadio, desktop, and mobile banners
- Flexibility to leverage iHeartMedia's scale through innovative buying methods

CONTACT:

Michael Sauer
Phone: 240.747.2939 or 507.251.5768
Email: michaelsauer@iheartmedia.com

HOW DOES CO-OP WORK:

- Pick DMA you wish to market in iHeartMedia will deliver guarantee impressions over the course of a 14 week campaign.
- If looking to market in more than one DMA, we suggest adding additional impressions.

WHY THIS WORKS:

- How will this benefit West Virginia? This integrated program will build a high impression campaign, targeting potential tourists via multiple touchpoints in key markets.

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madden media
connecting people to places

WHAT YOU GET:

- Media research for highly targeted placements using a wide range of variables
- Creative banner ad execution to include strong calls-to-action
- Daily optimization for delivering maximum campaign performance
- Complete and detailed reporting of key performance indicators
- Retargeting pixel supplied for implementation
- Coordinate the logo placement on all partner landing pages with a hyperlink back to your website

INVESTMENT:

AMPLIFIED STORYTELLING	
Package 1:	(3 month campaign) One story and 3900+ total clicks - Total partner net cost- $2,500
Package 2:	(4 month campaign) One story and 9700+ total clicks - Total partner net cost- $5,000
Package 3:	(6 month campaign) Two stories and 20,100+ total clicks - Total partner net cost- $10,000
RETARGETING CO-OP	
Package 1:	(2 month campaign) 490,000+ total impressions with an estimated click range of (735-1,225) - Total partner net cost- $2,500
Package 2:	(2 month campaign) 1.03 million+ total impressions with an estimated click range of (1,545-2,575) - Total partner net cost- $5000
Package 3:	(4 month campaign) 2.16 million+ total impressions with an estimated click range of (3,240-5,400) - Total partner net cost- $10,000

CONTACT:

TJ Fletcher, Regional Account Manager
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Email: tjfletcher@maddenmedia.com

MNI®

YOUR AUDIENCE. **DELIVERED.**

WHAT YOU GET:

Target audiences through digital placements, native placements, or a mix of both in geographic locations selected by you.

TARGETING TACTICS:

- Display Custom Audience Vacation/Family Vacation/ Outdoor Enthusiasts + Retargeting- Impressions: 595,238
- Mobile Custom Audience Vacation/Family Vacation/ Outdoor Enthusiasts- Impressions: 312,500
- Display Keyword Search Retargeting- Impressions: 487,013
- Mobile Keyword Search Retargeting- Impressions: 241,935
- Native Interest Targeting Travel Editorial Content- Impressions: 2,812,500
- Choose your target geographic locations:
    - Sample Markets: Kentucky, Maryland, North Carolina, Ohio, Pennsylvania, Virginia, Washington D.C., West Virginia

INVESTMENT:

- Desktop: $3,000
- Mobile: $1,500
- Native: $4,500*

*Cost can be split between no more than 2 parties.

FLIGHT DATES:

One month

CONTACT:

Brendan Kennedy
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Email: Brendan.Kennedy@mni.com

SOJERN

Engage Travelers

OVERVIEW:

Focus for the campaign will be on users who have searched for travel to a West Virginia or a competitive destination. We will then serve these users ads with the goal of influencing them to visit your destination in West Virginia. Targeting will be TBD based on co-op partner feedback.

INVESTMENT OPTIONS:

OPTION 1:	OPTION 2:	OPTION 3:
$5K display campaign for 1 month	$10K display and mobile campaign for 1-2 months	$15K display, mobile and YouTube TrueView campaign for 1-3 months

***We are now a Certified Marketing Partner with Google, the ONLY ones in the travel space! This opens up additional Google products that are only available to Sojern, including YouTube TrueView. What makes a YouTube buy unique through Sojern is that we are able to layer on our data, which is incredibly powerful. In addition, this is a Cost Per View (CPV) buy, meaning you only pay when the video is viewed in full, for 30 seconds or when someone clicks on the video, taking them to the West Virginia or partner site.

CONTACT:

Jason R. Manges, Regional Director- Tourism
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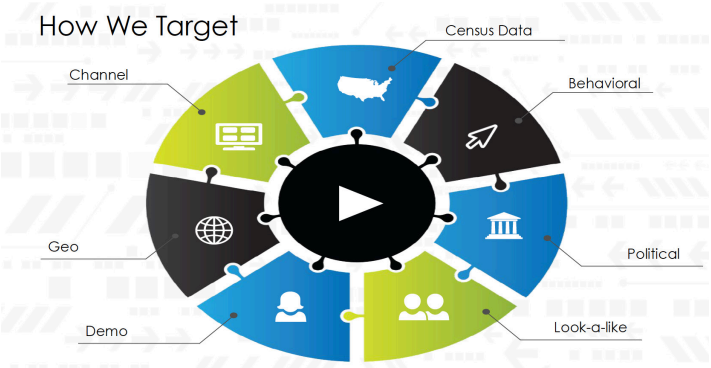
SPOTX



INVESTMENT:

OPTION 1:

30 Days	Price Model	Completed Views	Budget (net)
:15 or :30 Pre-roll	CPCV Desktop/Mobile	434,783 (Desktop) 425,542 (Mobile)	$10,000
Total:	$23.00/$23.50	860,316	$10,000

OPTION 2:

60 Days	Price Model	Completed Views	Budget (net)
:15 or :30 Pre-roll	CPCV Desktop/Mobile	215,052 (Desktop) 210,526 (Mobile)	$5,000
Total:	$23.25/$23.75	425,578	$5,000

OPTION 3:

90 Days	Price Model	Completed Views	Budget (net)
:15 or :30 Pre-roll	CPCV Desktop/Mobile	127,660 (Desktop) 125,000 (Mobile)	$3,000
Total:	$23.50/$24.00	252,660	$3,000

CONTACT:

John T. Morgan, Director of Sales
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Email: jmorgan@spotxchange.com

tripadvisor®

WHAT YOU GET:

- Custom-built packages based around client's goals and objectives

INVESTMENT OPTIONS:

Package One: $2,500

- 73,529 impressions targeting WV content
- 65,789 impressions targeting 8 regional state IP addresses looking at competing state content
- 6,966 bonus run of site impressions
- Total contracted impressions: 146,285

Package Two: $5,000

- 147,059 impressions targeting WV content
- 131,579 impressions targeting 8 regional state IP addresses looking at competing state content
- 13,932 bonus run of site impressions
- Total contracted impressions: 292,570

Package Three: $7,500

- 220,588 impressions targeting WV content
- 197,368 impressions targeting 8 regional state IP addresses looking at competing state content
- 20,898 bonus run of site impressions
- Total contracted impressions: 438,854

CONTACT:

Mark Preston
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Email: mpreston@tripadvisor.com

The Washington Post

CO-OP EMAIL:

Co-op email is sponsored by the State Tourism Board. The state will pay a flat fee for the sponsored co-op email ($5,000). Then individual tourism boards and local events and organization throughout the state buy into the co-op email ($750).

The co-op partners will get a tile, text and link to their site in the email.

CO-OP DISPLAY:

1. West Virginia Tourism sponsors the overall co-op program, then allows partner sites to buy in at the level of their choice.
2. WVA has an expanding half page ad fixed on the Lifestyle Front and rotational media for 4 weeks ($20,000).
3. The WVA expanding halfpage ad allow up to 9 individual Participants with individual links to Websites.
4. The co-op partners buy in for rotational media, across washingtonpost.com. ($2,500)
5. The co-op partner ads link to their individual sites.

CO-OP MOBILE:

Rotational Mobile 320x50

Splash Page

The Washington Post

STATE MATCHING 3:1 MATCHING CO-OP:

1. The State buys a "Bank Account" of Impressions to be used for matching Partner Campaigns.
2. For Example, if the State buys $25,000 worth of Cross-platform (all devices) Big Box (300x250) impressions at a $12.50 CPM-- 1,798,561 impressions would be available to be used for matching Partner Campaigns.
3. For Every 4 impressions a Partner buys, the State would buy an additional 1 impression.
4. All Management, Billing and Selling of Partner campaigns would be performed by Washington Post.

CONTACT:

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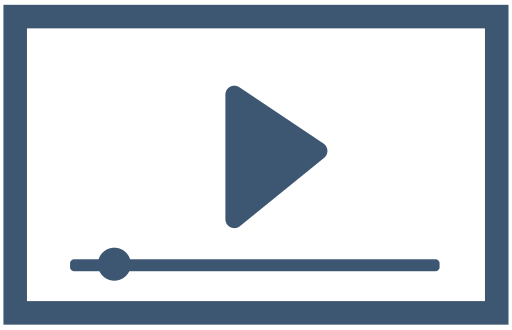
WILD, WONDERFUL WEST VIRGINIA

VIDEO CO-OP



WHAT YOU GET:

- Create a video clip for you incorporating existing footage from our files. (Any footage provided by participants must be at least 1080p (H.264 or Apple Pro Res) .mov or .mp4)
- Partner will provide music for video, if desired. Must have rights to selected music and .wav or .mp3 files provided. If the partner would prefer the music be selected by our team then there will be an additional fee.
- If the video requires a voiceover, a script must be approved by GoToWV and there will be a $300 recording fee. If a voiceover is already recorded, it must be approved by the GoToWV office.

INVESTMENT OPTIONS:

:30 montage w/ music + logo sting	**$600**
:15 montage w/ music + logo sting	**$450**
:30 montage w/ voiceover + music + logo sting	**$825**
:15 montage w/ voiceover + music + logo sting	**$675**

CONTACT:

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