



Leveraged Media Co-op Campaign

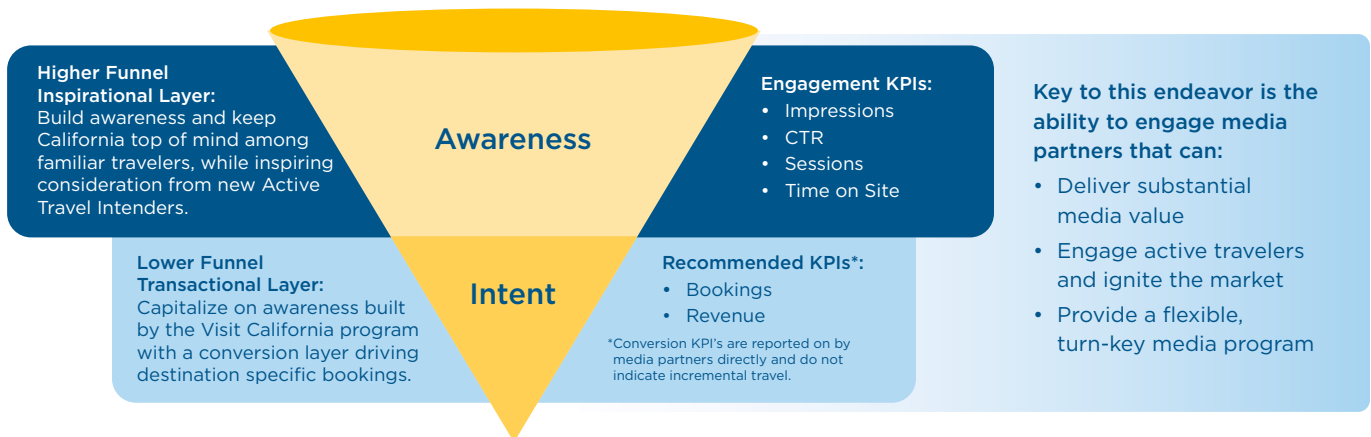
OBJECTIVE

Stimulate California’s tourism recovery by delivering a shared brand platform, sparking consideration and travel among those actively seeking travel inspiration.

The Visit California ‘What If, California’ campaign will run on a national level from July 12, 2021 - June 30, 2022 across digital and online TV designed to inspire and drive awareness while the co-op campaign platform will work on a local level drive intent—capitalizing on the high funnel tactics of the larger umbrella campaign.

STRATEGIC APPROACH

Visit California leveraged existing digital media partnerships to create flexible cooperative marketing solutions delivering high value media programs at competitive rates.



MEDIA REQUIREMENTS & BENEFITS

- Rates and CPMs have been pre-negotiated for all participating partners
- Added value impressions guaranteed on all buys
- Visit California will match 50% of all media spend (paid directly to partner for dispersment to media vendors) if partners adopt ‘What If’ creative platform
- Mering available for comprehensive creative services
- Creative templates will be available for partner execution
- Visit California’s ‘What If’ program will be in-market with select partners July 12, 2021 - June 30, 2022

CO-OP PROGRAM TIMING

- Flight: July 12, 2021 - June 30, 2022
- Final deadline for participation: May 1, 2022



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PARTNER DETAIL

Additional partner considerations may become available throughout fiscal year 2022

Tripadvisor

- Reach audiences within the Tripadvisor platform and their extended partner network
- Display, Native and Video
- Social media option available with varying parameters
- Targeted to California users actively searching for travel across TripAdvisor properties
- 25% discount off base CPMs
- 25% match on all media spend
- Minimum investment: \$25,000

ADARA

- Leverage 270+ data partnerships with opportunity to hone in on active travel planners
- Display, Native and Video
- Leverages Adara 1st and 3rd party data signals to engage active travelers.
- 50% match on Display and Native
- 20% match on Video
- Social audiences available for self-server programs
- Minimum investment: \$10,000

SOJERN

- Leverage leading travel-data programmatic solution with 80+ data partnerships and an opportunity to target active travel planners
- Display, Native and Social
- Leverages Sojern 1st and 3rd party data signals to engage active travelers
- 33% discount on base display CPM
- 25% discount of Video
- 39% discount on CTV
- Minimum investment: \$10,000

Expedia®

- Deliver placements within valuable hotel and vacation planning content across Expedia owned sites
- Display, Responsive, Native and Video
- Targeted to California users actively searching for travel across Expedia, Orbitz, Travelocity and the Expedia Passport network
- 1:1 match on spend
- Minimum investment: \$10,000

SPOTX

- Reach 'Prospective Travelers' across leading streaming/OTT platforms using 1st and 3rd party data
- Video
- 20% discount off base CTV CPM
- Minimum investment: \$25,000

ADTHEORENT®

- Reach prospective travelers through 1st party data and predictive modeling leveraging real-time signals
- Display, Native and Video
- 8% discount off of rate card CPMs
- Minimum investment: \$10,000
- Rich media available at \$25K minimum investment

HOW TO PARTICIPATE

1. Letter of intent to participate from industry partners approved by Visit California
2. Mering sets up media introductions and begins creative discussions
3. Industry works directly with media partners to develop and execute custom programs
4. Industry agrees to feature Visit California logo, with a hyper link to VisitCalifornia.com, on their website.
5. Industry authorizes access for Visit California/Mering to real-time results from media partners

TO PARTICIPATE Submit letter of intent no later than May 1, 2022, to collaboration@visitcalifornia.com.



Leveraged Media Co-op Intent to Participate Form

INDUSTRY PARTNER NAME	VISIT CALIFORNIA MATCH BUDGET (IF APPLICABLE)
MEDIA BUDGET	PRODUCTION BUDGET (IF APPLICABLE)

PARTNERSHIP ENGAGEMENT

OPTION 1:

Leverage Media Rates
 Visit California Match Funds
 Mering Creative Services
 (to execute all *What If* assets)

OPTION 2:

Leverage Media Rates
 Visit California Match Funds
 (partner executes all *What If* assets)

OPTION 3:

Leverage Media Rates

MEDIA

Identify desired media vendors and budget allocation to total media investment. Match funds can be allocated to any media partner, regardless of Industry investment, as long as spend meets minimum vendor allocation.

VENDOR	INDUSTRY BUDGET	VISIT CALIFORNIA MATCH (50%)	MEDIA WINDOW (DATES)
<i>Example: Adara</i>	\$10,000	\$5,000	Aug. 1, 2021 - Sept. 30, 2021
Tripadvisor Minimum \$25,000 investment			
ADARA Minimum \$10,000 investment			
SOJERN Minimum \$10,000 investment			
Expedia Minimum \$10,000 investment			
SPOTX Minimum \$25,000 investment			
ADTHEORENT Minimum \$10,000 investment			

CREATIVE SERVICES

In addition to the 50% match funding to support Industry Partners Media Buys, participants adopting the 'What If' platform are eligible to receive creative production support aligning with the tier of their media buy:

MEDIA BUDGET	CREATIVE DELIVERABLES
\$10,000-\$25,000	1 Animated Banner: 5 Standard Sizes (IAB*) with static backup 1 Native execution (Image + Copy)
\$26,000-\$50,000	2 Animated Banners: 5 Standard Sizes (IAB*) with static backup 2 Native executions (Image + Copy)
\$51,000-\$100,000	3 Animated Banners: 5 Standard Sizes (IAB*) with static backup 3 Native executions (Image + Copy)
\$100,000+	4 Animated Banners: 5 Standard Sizes (IAB*) with static backup 4 Native executions (Image + Copy)

CREATIVE SERVICES NEEDED?

YES NO

Additional Creative support is available on an ad hoc basis through Mering and estimates will be provided as needed. Industry partners are required to provide Mering with imagery and a white logo in EPS format before production starts.

*IAB Package Includes: 160x600, 300x600, 300x250, 728x90 & 300x50 or 320x50

Please allow 2 weeks for creative development from time of asset handoff.

SIGNATURE: _____

