

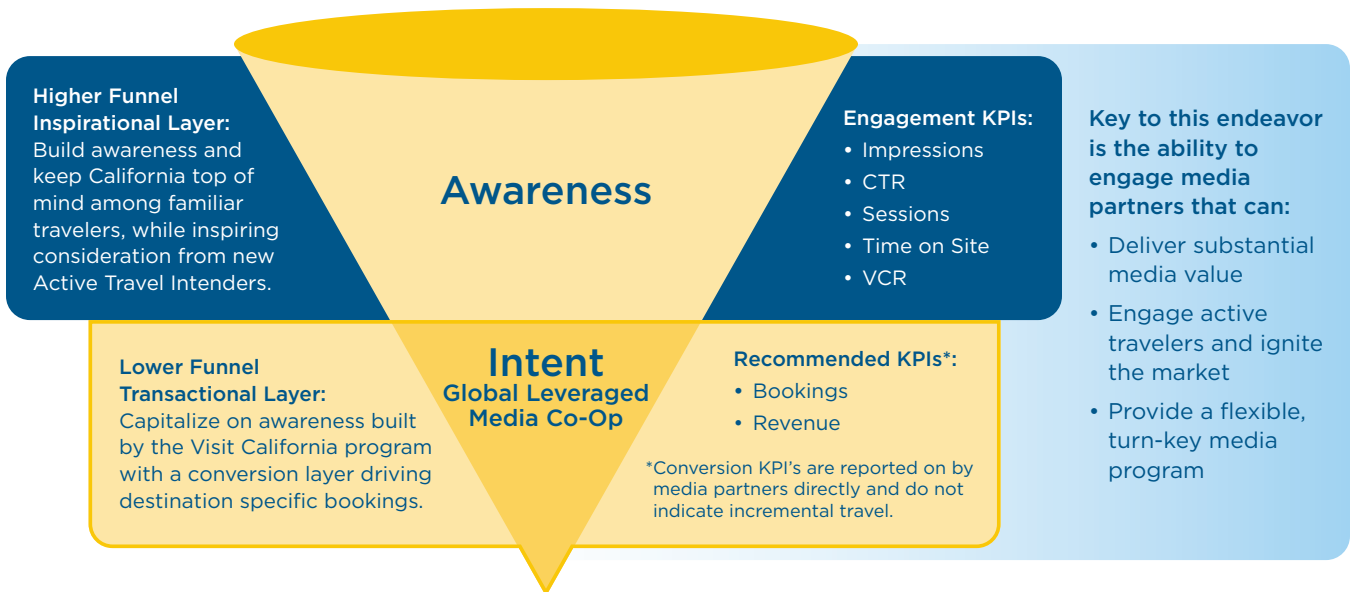
# Global Leveraged Media Co-Op

## OBJECTIVE

Support and uplift our travel industry partners through a shared brand platform, sparking intent and consideration among those actively seeking travel inspiration.

## STRATEGIC APPROACH

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



The Visit California *Road Trips*, *Childhood Rules*, and *Let's Play* campaigns will run until June 30, 2025, across digital and online TV. These initiatives are designed to inspire and drive awareness of travel to California, while the Leveraged Media Co-op program capitalizes on the larger awareness campaign, and will drive awareness and intent to your destinations and industry partners.

## PARTICIPATION BENEFITS

- Rates and CPMs have been pre-negotiated for all participating partners
- Added value impressions guaranteed on all buys
- Visit California will match 25% of all media spend (paid directly to partner for dispersment to media vendors) if partners adopt the *Road Trips*, *Childhood Rules*, and/or *Let's Play* creative platforms
- Partners running internationally who adopt Visit California creative platforms will receive Visit California 25% match, in addition to a BUSA uplift on initial investment.
  - Assumes existing LOA with BUSA is in place
- The Shipyard is available for comprehensive creative services
- Creative templates will be available for partner execution

## CO-OP PROGRAM TIMING

- Flight: October 2024 - June 2025
- Final deadline for participation: May 1, 2025







## Global Leveraged Media Co-Op

### HOW TO PARTICIPATE

1. Intent form is submitted by industry partners and approved by Visit California.
2. For international campaigns, industry partners must confirm their Letter of Agreement (LOA) with Brand USA to start the campaign.
3. The Shipyard sets up media introductions and begins creative discussions.
4. Industry partner works directly with media partners to develop and execute custom programs.
5. Industry partner agrees to feature Visit California logo, with a hyper link to VisitCalifornia.com, on their website.

### PARTNER DETAIL

The following details are intended to help our industry partners determine the best co-op alignment for your business needs. Industry partners work directly with media partners to develop their program and deliver creative deployment files. Media partners will manage 100% of the program. Additional partner considerations may become available throughout fiscal year 24/25.

|  <b>Tripadvisor</b>   |  <b>ADARA</b>  |  <b>SOJERN</b>   |  <b>Expedia®</b>  |  <b>ADTHEORENT®</b>  | <b>NETFLIX</b>   |  <b>amazon ads</b>   |
|--|---|---|--|---|--|---|
| <ul style="list-style-type: none"> <li>• Reach audiences within the Tripadvisor platform and their extended partner network</li> </ul>   | <ul style="list-style-type: none"> <li>• Leverage 270+ data partnerships with opportunity to hone in on active travel planners</li> </ul>   | <ul style="list-style-type: none"> <li>• Leverage programmatic solutions with the leading travel marketing platform that utilizes advanced AI technology. Custom targeting that reaches real-time audiences by engaging travel intent audiences and 350M+ active travel profiles</li> </ul>   | <ul style="list-style-type: none"> <li>• Deliver placements within valuable hotel and vacation planning content across Expedia owned sites</li> </ul>  | <ul style="list-style-type: none"> <li>• Drive awareness and conversions via machine learning solutions offering predictive targeting and geo-intelligence</li> </ul>   | <ul style="list-style-type: none"> <li>• Premium CTV upper-funnel opportunity to drive awareness and inspire travelers</li> </ul>  | <ul style="list-style-type: none"> <li>• Premium CTV upper-funnel opportunity to drive awareness and inspire travelers</li> </ul>   |
| <ul style="list-style-type: none"> <li>• Display, Native and Video</li> </ul>  | <ul style="list-style-type: none"> <li>• Display, Native, Video and CTV</li> </ul>  | <ul style="list-style-type: none"> <li>• Display, Native, Video, CTV and Social</li> </ul>  | <ul style="list-style-type: none"> <li>• Display, Responsive, Native and Video</li> </ul>  | <ul style="list-style-type: none"> <li>• Display, Native, Video and CTV</li> </ul>  | <ul style="list-style-type: none"> <li>• :15s or :30s Video</li> </ul>   | <ul style="list-style-type: none"> <li>• Streaming TV :15s or :30s Video</li> </ul>   |
| <ul style="list-style-type: none"> <li>• TripAdvisor Connect - Social Campaign (Facebook, Instagram, Pinterest with TripAdvisor IP data)</li> <li>• Targeted to California users actively searching for travel across TripAdvisor properties</li> <li>• 25% discount off base CPMs</li> <li>• 25% Impression match</li> <li>• Minimum investment: \$25,000 Per Campaign Type</li> <li>• A La Carte   Consideration: Video Itinerary, or Custom Article or Branded Trip (\$25K minimum spend each)</li> </ul> | <ul style="list-style-type: none"> <li>• Leverages Adara 1st and 3rd party data signals to engage active travelers</li> <li>• Up to 50% Impression/ Dollar match</li> <li>• 50% match on Display and Native, 20% match on Video, 20% match on CTV (In-Kind Display)</li> <li>• Social audiences available for self-server programs</li> <li>• Minimum investment: \$10,000 (\$5,000 min/month)</li> </ul> | <ul style="list-style-type: none"> <li>• Leverage Sojern's 1st and 3rd party data signals to engage traveler intent audiences</li> <li>• Up to 75% Impressions/ Dollar match for Domestic programs</li> <li>• Up to 100% Impression/Dollar match for BUSA International program</li> <li>• Minimum investment for Domestic Display, Native, Video, and Social: \$10,000 (\$3K/month minimum)</li> <li>• Minimum investment for CTV and BUSA: \$15,000 per country (\$5K/month minimum)</li> </ul> | <ul style="list-style-type: none"> <li>• Targeted to California users actively searching for travel across Expedia, Orbitz, Travelocity and the Expedia Passport network</li> <li>• 1:1 match on spend, delivered in bonus impressions and/ or additional services to be determined on a case-by-case basis</li> <li>• Display, Native, or Pre-Roll minimum investment: \$20,000 (\$10K/month minimum - can be broken up into multiple flights)</li> <li>• CTV Minimum Investment: \$25,000/month</li> </ul> | <ul style="list-style-type: none"> <li>• 25% discount on cross-device media</li> <li>• \$2 CPM discount on CTV units</li> <li>• 12% bonus impressions</li> <li>• Cross-device media minimum investment: \$10,000</li> <li>• Rich Media, Interactive Video, or Custom CTV minimum investment: \$15,000</li> <li>• Live Addressable CTV or Premier CTV minimum investment: \$20,000</li> <li>• Note: Not a preferred BUSA partner subject to unique billing for Global markets</li> </ul> | <ul style="list-style-type: none"> <li>• Managed 100% by The Shipyard team</li> <li>• 40% reduction in minimum spend</li> <li>• 50% reduction in targeting premiums</li> <li>• Minimum investment: \$45,000</li> <li>• CTV minimum investment: \$15,000 per month, 3-month campaign</li> <li>• Must be flighted and targeted same as Visit California buy</li> <li>• Must be activated through The Shipyard</li> </ul> | <ul style="list-style-type: none"> <li>• Managed 100% by The Shipyard team</li> <li>• Reduced minimum spend</li> <li>• Minimum investment: \$45,000, or \$15,000 per month (3-month campaign)</li> <li>• Must be flighted and targeted same as Visit California buy</li> <li>• Must be activated through The Shipyard</li> <li>• Streaming TV only</li> </ul> |

Industry partners planning to invest over \$250K qualify for additional opportunities. Please reach out to [collaboration@visitcalifornia.com](mailto:collaboration@visitcalifornia.com) for a follow up meeting to be scheduled.

# Global Leveraged Media Co-op Intent to Participate Form

|  |   |
|--|---|
| INDUSTRY PARTNER NAME (+AGENCY PARTNER, IF APPLICABLE FOR BILLING SUBMISSIONS)   | VISIT CALIFORNIA MATCH BUDGET (IF APPLICABLE) |
| TOTAL MEDIA BUDGET   | PRODUCTION BUDGET (IF APPLICABLE)             |
| MEDIA MARKET: <input type="checkbox"/> US <input type="checkbox"/> UNITED KINGDOM <input type="checkbox"/> MEXICO <input type="checkbox"/> CANADA <input type="checkbox"/> AUSTRALIA |   |

## PARTNERSHIP ENGAGEMENT

|  |   |  |
|--|---|--|
| <input type="checkbox"/> <b>OPTION 1:</b><br><b>Leverage Media Rates</b><br><b>25% Visit California Match Funds</b><br><b>The Shipyard Creative Services</b><br>To execute all <i>Road Trips</i> , <i>Childhood Rules</i> , and/or <i>Let's Play</i> assets. | <input type="checkbox"/> <b>OPTION 2:</b><br><b>Leverage Media Rates</b><br><b>25% Visit California Match Funds</b><br>Partner executes all <i>Road Trips</i> , <i>Childhood Rules</i> , and/or <i>Let's Play</i> assets.<br>Assets to be approved by Visit California. | <input type="checkbox"/> <b>OPTION 3:</b><br><b>Leverage Media Rates</b> |
|--|---|--|

## CAMPAIGN CREATIVE LAYERS

|  |   |  |
|--|---|--|
| <input type="checkbox"/> <b>ROAD TRIPS</b><br><small>*New Road Trips creative to be rolled out spring 2025</small> | <input type="checkbox"/> <b>CHILDHOOD RULES</b> | <input type="checkbox"/> <b>LET'S PLAY</b> |
|--|---|--|

## 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  | PARTNER BUDGET   | VISIT CALIFORNIA MATCH (25%)                                  | MEDIA WINDOW (DATES)           |
|---|--|---|--------------------------------|
| <i>Example:</i>   | \$10,000   | \$2,500   | March 15, 2025 – June 30, 2025 |
| <b>Tripadvisor</b><br><small>Minimum \$25,000 investment</small>                      |  |   |                                |
| <b>ADARA</b><br><small>Minimum \$10,000 investment</small>                            |  |   |                                |
| <b>SOJERN</b><br><small>Minimum \$15,000 investment</small>                           |  |   |                                |
| <b>Expedia</b><br><small>Minimum \$20,000 investment</small>                          |  |   |                                |
| <b>ADTHEORENT</b><br><small>Minimum \$10,000 investment (US Only)</small>             |  |   |                                |
| <input type="checkbox"/> <b>NETFLIX</b><br><small>Minimum \$45,000 investment</small> | <input type="checkbox"/> <b>amazon ads</b><br><small>Minimum \$45,000 investment</small> | <b>Visit California will reach out with more information.</b> |                                |

## CREATIVE SERVICES

In addition to the 25% match funding to support Industry Partners Media Buys, participants adopting the *Road Trips*, *Childhood Rules*, and/or *Let's Play* platforms 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<br>1 Native execution (Image + Copy)   |
| \$26,000-\$50,000  | 2 Animated Banners: 5 Standard Sizes (IAB) with static backup<br>2 Native executions (Image + Copy) |
| \$51,000-\$100,000 | 3 Animated Banners: 5 Standard Sizes (IAB) with static backup<br>3 Native executions (Image + Copy) |
| \$100,000+         | 4 Animated Banners: 5 Standard Sizes (IAB) with static backup<br>4 Native executions (Image + Copy) |

### AD HOC CREATIVE SERVICES NEEDED?

YES     NO

Additional Creative support is available on an ad hoc basis through The Shipyard and estimates will be provided as needed. Industry partners are required to provide The Shipyard 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: \_\_\_\_\_

**TO PARTICIPATE** Submit intent form no later than May 1, 2025, to [collaboration@visitcalifornia.com](mailto:collaboration@visitcalifornia.com)

\*Billing and invoice details will be shared via email once participation has been confirmed