

PACKAGE OPTIONS

Package Options

- Four pricing tiers each with two packages to choose from
- Tourism Office matching all investments at a minimum of 100%
- Packages can be purchased for a single flight or in multiple increments
- Package price inclusive of all media services (planning, buying, optimization, reporting, etc.)
- Media value denotes effective working media dollars (i.e. no commissions included)
- Available geographies include all contiguous state DMAs, Pennsylvania DMAs, and Toronto
- Complimentary placements within *Let's Talk Travel* and *TravelZoo* for all participants through Tourism Office buy.

Tier 1 Packages

With a very low cost of entry, tier 1 packages are ideal for the partner with little or no paid media budget. A single month is suitable for the promotion of an event or festival. Combining multiple months together allows for more general promotion of a destination or region.

Cost: \$1,000

Package 1A

- \$3000 media plan
- One month flight
- Tactics (*est. imp.*)
 - FB & IG (375K)
- Geography: 1 market

Package 1B

- \$3000 media plan
- One month flight
- Tactics (*est. imp.*)
 - Responsive Display (1M)
- Geography: 1 market

Tier 2 Packages

Still purchased in single-month increments, tier 2 packages introduce the layering of multiple media tactics, including the option for online video.

Cost: \$3,000

Package 2A

- \$10,000 media plan
- One month flight
- Tactics (*est. imp.*)
 - FB & IG (625K)
 - Responsive Display (1.6M)
- Geography: 1-3 markets

Package 2B

- \$10,000 media plan
- One month flight
- Tactics (*est. imp.*)
 - Online Video (440K)
 - Responsive Display (833K)
- Geography: 1-3 markets

Tier 3 Packages

Packages in tier 3 expand to a two-month media flight and allow the inclusion of travel endemic media along with other digital placements. Tier 3 packages offer the greatest value for the partner looking for maximum impact for a minimal investment.

Cost: \$7,500

Package 3A

- \$25,000 media plan
- Two month flight
- Tactics (*est. imp.*)
 - FB & IG (625K)
 - Responsive Display (1.6M)
 - Print (*tbd*)
- Geography: 1-3 markets

Package 3B

- \$25,000 media plan
- Two month flight
- Tactics (*est. imp.*)
 - Online Video (558K)
 - Responsive Display (1.6M)
 - Travel Spike (555K)
- Geography: 1-3 markets

Tier 4 Packages

Packages in tier 4 are the largest and most comprehensive of the pre-built packages. They offer substantial media value, as integrated traditional and digital media plans, and allow the option to add on traditional media types/markets.

Cost: \$25,000

Package 4A

- \$70,000 media plan
- Two month flight
- Tactics (*est. imp.*)
 - Cable (133K)
 - Digital OOH/Transit (2M)
 - Online Video (882K)
 - Trip Advisor (535K)
- Geography
 - 1-3 markets (digital)
 - 1 market (traditional)*

Package 4B

- \$70,000 media plan
- Two month flight
- Tactics (*est. imp.*)
 - Cable (133K)
 - Print (*tbd*)
 - Responsive Display (3M)
 - Travel Spike (833K)
- Geography
 - 1-3 markets (digital)
 - 1 market (traditional)*

*When purchasing Tier 4 packages, additional OOH and/or Cable markets can be added on:

- OOH market (value of \$20,000) - \$10,000
- Cable market (value of \$20,000) - \$10,000

Custom Plans

For those interested, custom tailored media plans can be developed to meet the exact needs of a partner.

- Custom plans require a minimum partner investment of \$100,000
- Flexible timeframe spanning from Co-op launch through June 2023
- Investments matched 100% or more by Tourism Office
- Plan costs inclusive of all media services
- To schedule a meeting to discuss the development of your custom plan, please email patourismcoop@redhousecom.com

NEW AND RETURNING TACTICS

2022 Co-op Tactics

Tactics will be bundled in pre-built packages in order to maximize effectiveness of each buy.

Returning tactics include:

- Cable Television
- Digital Out-of-Home
- Online Video

New tactics include:

- Paid Social (Facebook and Instagram)
- Digital Transit
- Google Responsive Display
- Travel Endemic (i.e. TripAdvisor)
- Print
- Radio

Cable Television

A very efficient means of reaching a prospective traveler with television advertising, cable television will be bought as :30 blocks and run a :15 partner spot with a :15 Pennsylvania Tourism spot during the same commercial break to maximize spot loads for both parties.

Available Markets:

- New York / New Jersey
- DC / Baltimore
- Cleveland / Columbus
- Buffalo
- In-State (Philly, PGH, HLLY, etc.)



Digital Out-of-Home

Digital Out-of-Home adds a physical element along key travel routes into the available media mix. Placements feature partner creative co-branded with Pursue Your Happiness logo. Pennsylvania Tourism Office promotion will be in all markets where partners have opted to be included.

Available Markets:

- New York / New Jersey
- DC / Baltimore
- Cleveland / Columbus
- Buffalo
- In-State (Philly, PGH, HLLY, etc.)



Digital Transit

Transit advertising is a great tactic to build frequency against the audience during their daily lives and can play a large decision-making factor when planning a weekend or a road trip away. Transit will be included and discussed in certain tiers.

Available Markets:

- New York
- DC / Baltimore
- Philadelphia



Online Video

Online streaming video will include pre-roll, in-stream, and connected TV placements. All placements will feature 100% partner creative and drive to partner's landing page of choice. Suggested length is :15, but other lengths are acceptable.

Potential placements:

- Premium Websites
- On-Demand Cable (i.e. HGTV, Food Networks)
- OTT Devices (i.e. Roku, Firestick, AppleTV)
- Streaming Networks (i.e. Peacock, Paramount+)



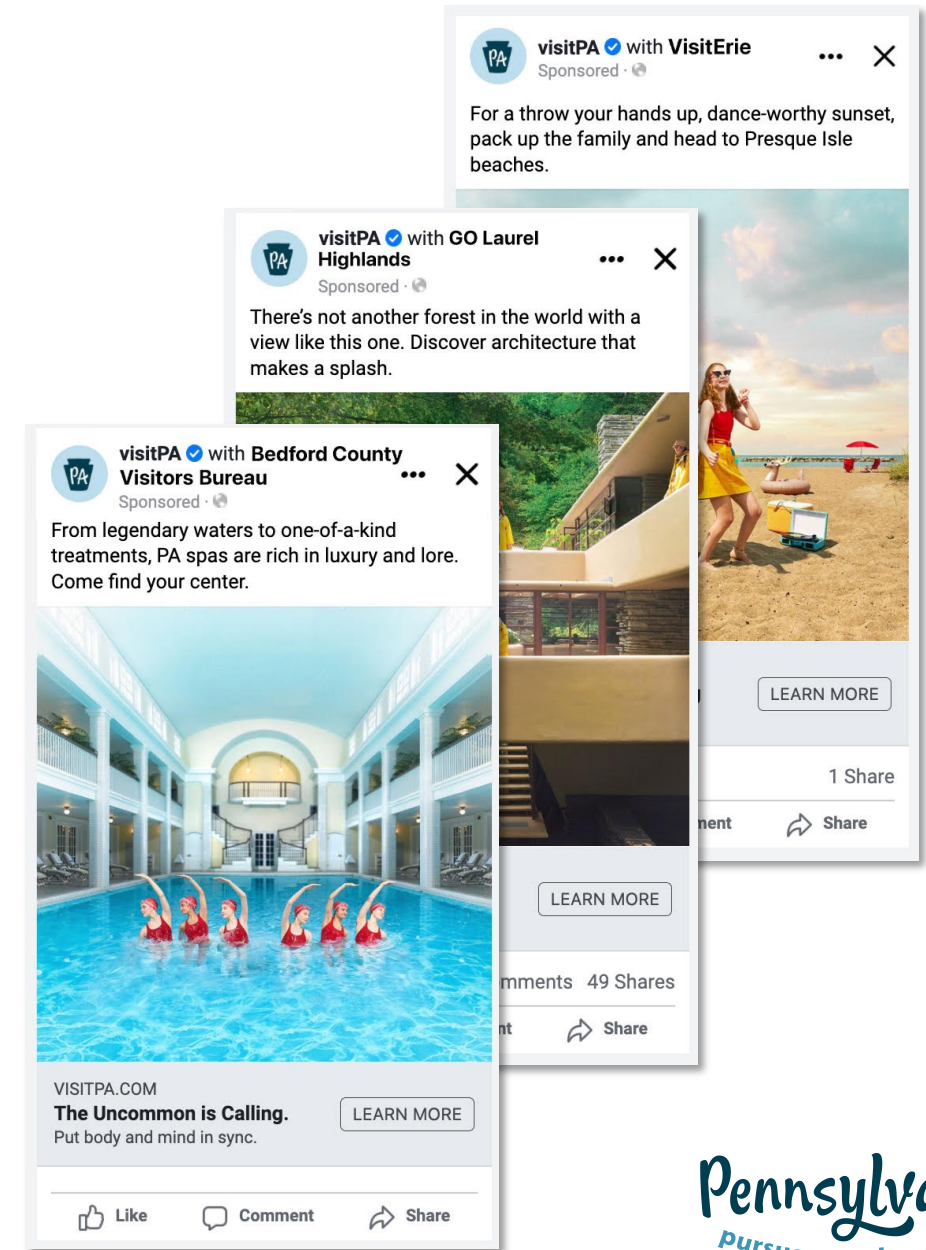
Paid Social

Paid Social folds in a low-cost, entry point for partners to have the opportunity to participate at an impactful level.

Placements on Facebook and Instagram will run through the visitPA account, with partner tagged in the ad, and all clicks driving to their website.

Audience Targeting:

- Geography
- Demographics
- Online Behavior/Interests



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Responsive Display

Google Responsive Display allows for creative to be dynamically rendered by Google's algorithm to optimize performance throughout the campaign's flight and without the creation of multiple ad sizes.

Ads are served across the webs via detailed audience targeting segments to produce strong impression and click volume at low CPMs. Placements feature partner creative, with all clicks driving to partner website.

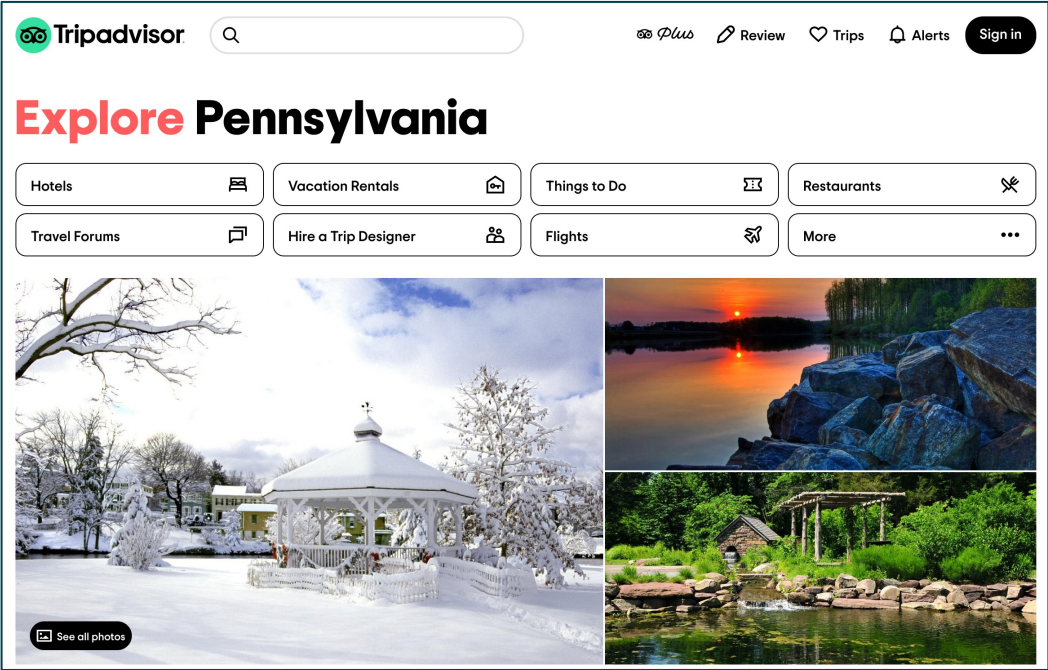
Audience Targeting:

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Travel Endemic

Top Tier packages feature TripAdvisor and TravelSpike as the marquee element to capture the lower funnel travel intent audiences. Travel Endemic partners have been key to driving high quality traffic to the visitPA website, as well as Arrivals.



Print

Adds another physical element to the co-op partnerships with key placements in the target markets, working to bring full page elements into the reach of DMOs.



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Radio

Sponsoring and state-wide syndication of *Let's Talk Travel* with Sandy Fenton, including podcast listening. Allows a primarily in-state audience to learn more of what Pennsylvania has to offer.

Each partner would have the opportunity to be featured in a one-hour segment throughout the 2022 calendar year and/or have ad placements around show slots, based upon availability.



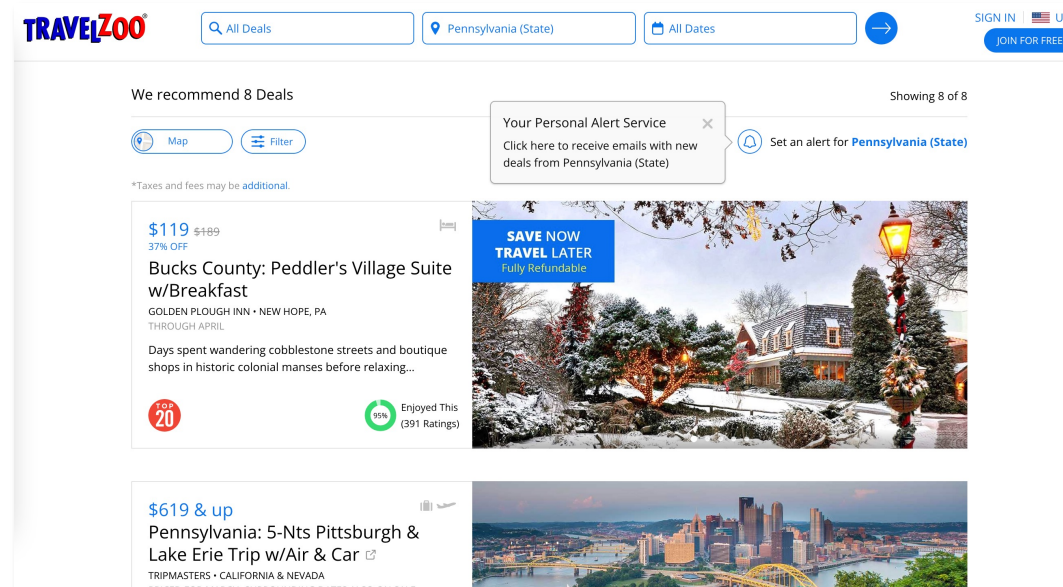
Included for all co-op participants

TravelZoo

TravelZoo effectively drove 2.3:1 ROI through the fall and winter time periods, promoting deals from across the State. Adding them to the co-op as a tactic that all DMOs will have an opportunity to participate in, based on opt-in and time period. No cost will be passed along to the partners.

Opportunity Deal Details:

- Quarterly deal promotions
- Up to 20 partners per quarter



Included for all coop participants

Glossary

- **Cable** – Allows for precise channel targeting and high frequency among the travel audiences
- **Digital OOH** – Digital billboard rotation placements in DMA's across the pre-set visitPA geographies
- **Transit** – Digital transit rotation placements in DC/Baltimore/Philadelphia and New York City
- **Google Responsive** – Data driven platform that optimizes creative and places it to run as native content
- **TravelSpike** – Travel oriented digital ad network that uses display banner sizes across industry tourism websites, such as Fodor's Travel
- **TripAdvisor** – Travel Planning website that is frequently a travelers last visit before booking their travel
- **Facebook/Instagram** – Social media applications that places the Partner creative against the travel audiences through the visitPA channel
- **Recreational News** – Mid-Atlantic publication that focuses on outdoor rec, family vacation destinations, historical sites and more
- **Travel + Leisure** – Highly styled and inspirational travel centric publication that allows for regional placements