

# **PACKAGE OPTIONS**

# Package Options

- Three pricing tiers each with two packages to choose from
- Packages can be purchased for a single flight or in multiple increments
- Package price inclusive of all standard media services (planning, buying, optimization, reporting, etc.)
- Custom plans start at \$100K minimum
- All Tier 3 and custom plans will include advanced analytics in the form of economic impact analysis (additional capabilities are available based on DMO needs)
- Tourism Office matching all investments at a minimum of 100%
- Media value denotes effective working media dollars (i.e. no commissions included)
- Available geographies include all contiguous state DMAs, Pennsylvania DMAs, and Toronto

# Tier 1 Packages

Purchased in single-month increments, Tier 1 packages introduce the layering of multiple media tactics, including the option for online video.

**Cost: \$3,000**

## Package 1A

- Media Plan - \$10,000
- One month flight
- Tactics
  - FB & IG
  - Responsive Display
- Geography: 1-3 markets
- Advanced Analytics
  
- Upon request for additional fee

## Package 1B

- Media Plan - \$10,000
- One month flight
- Tactics
  - Online Video
  - Responsive Display
- Geography: 1-3 markets
- Advanced Analytics
  
- Upon request for additional fee

# Tier 2 Packages

Packages in Tier 2 expand to a two-month media flight and allow the inclusion of travel endemic media along with other digital placements. Tier 2 packages offer the greatest value for the partner looking for maximum impact for a minimal investment.

**Cost: \$7,500**

## Package 2A

- Media Plan - \$25,000
- Two month flight
- Tactics
  - FB & IG
  - Responsive Display
  - Print
- Geography: 1-3 markets
- Advanced Analytics
  - Upon request for additional fee

## Package 2B

- Media Plan - \$25,000
- Two month flight
- Tactics
  - Online Video
  - Responsive Display
  - TravelSpike
- Geography: 1-3 markets
- Advanced Analytics
  - Upon request for additional fee

# Tier 3 Packages

Packages in Tier 3 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 3A

- Media Plan - \$65,000
- Two month flight
- Tactics
  - Cable
  - Digital OOH/Transit
  - Online Video
  - Pinterest
- Advanced Analytics - \$5,000
  - Economic Impact Analysis
- Geography
  - 1-3 markets (digital)
  - 1 market (traditional)\*

## Package 3B

- Media Plan - \$65,000
- Two month flight
- Tactics
  - Cable
  - Print
  - Responsive Display
  - TravelSpike
- Advanced Analytics - \$5,000
  - Economic Impact Analysis
- Geography
  - 1-3 markets (digital)
  - 1 market (traditional)\*



# 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 time frame
- Investments matched 100% or more by Tourism Office
- Plan costs inclusive of all media services and advanced analytics
- To schedule a meeting to discuss the development of your custom plan, please email [patourismcoop@redhousecom.com](mailto:patourismcoop@redhousecom.com)

# Standard Reporting

- Tier 1
  - Final campaign report delivered 30 days after campaign completion
- Tier 2
  - Preliminary progress report delivered after 15 days of campaign activity
  - Final campaign report delivered 30 days after campaign completion
- Tier 3
  - Preliminary progress report delivered after 15 days of campaign activity
  - Packages running longer than 2 months receive monthly progress reports
  - Final campaign report delivered 30 (or 60\*) days after campaign completion

*\*60 days for campaigns that include OOH/Cable/Print.*