



2017-18 MCCVB Member Co-Op Advertising Opportunities



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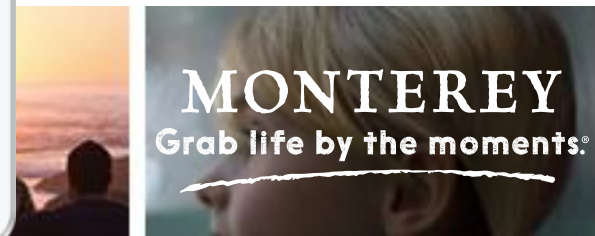
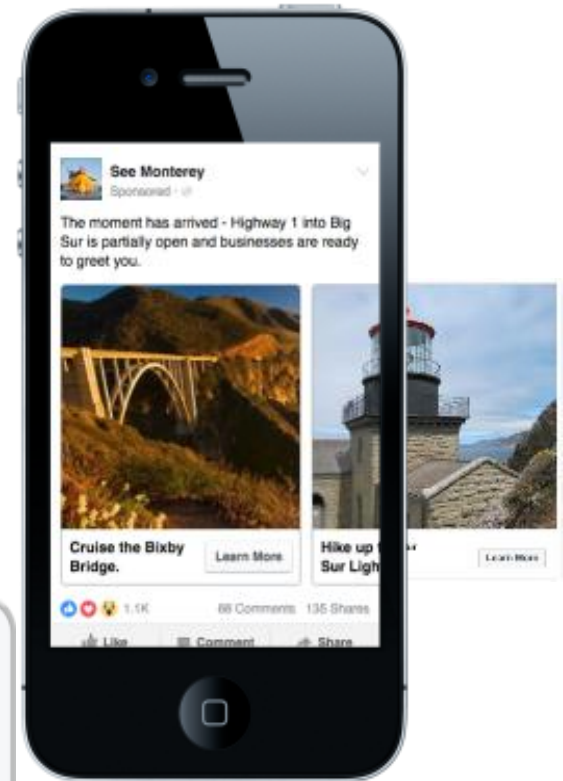
MCCVB CO-OP BENEFITS



- **CONVENIENCE-** Members don't have to research where their media budgets are best spent because we've done the work for you! Your partnership with the MCCVB allows access to media research tools which were essential in creating the destination's overall media plan and co-op opportunities. The MCCVB will also collect member assets and work with our agency to build the custom creative on your behalf.
- **HUGE SAVINGS-** Advertising programs can be costly. By participating in MCCVB co-op opportunities, there is a much lower investment because the MCCVB covers a majority of the cost. On average, MCCVB is covering 50%-80% of the media cost in order to allow members the opportunity to participate at a lower budget level.

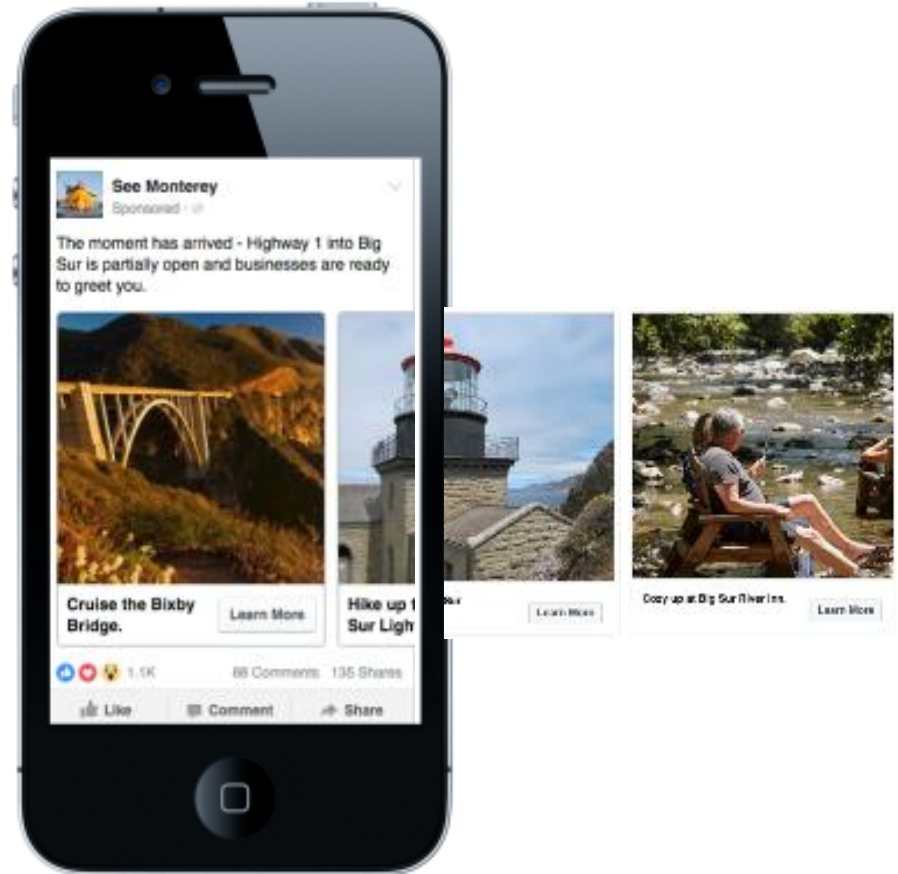
2017-18 Leisure Opportunities

- Facebook Carousel Ads
- Site Retargeting
- Paid Advertorials on Local News Sites
- Paid Advertorials on Travel Websites
- Travel eBlasts
- SeeMonterey eBlasts



FACEBOOK CAROUSEL ADS

- **What:** Showcase your business and retail offers on Facebook, utilizing MCCVB's custom targeting, to generate Facebook engagements and website referrals.
- **Who:** Potential visitors interested in Monterey County.
- **Where:** Ad will be launched on SeeMonterey's Facebook account (over 110K fans) and live on the user's newsfeed.
- **Goal:** To drive an interested audience to click-through to partner websites
- **Estimated Impressions:** 100,000 per month
- **When:**
 - October
 - Reserve by 9/1
 - Materials due by 9/10
 - February
 - Reserve by 12/10
 - Materials due by 12/20
 - May
 - Reserve by 3/15
 - Materials due by 3/25
 - (Can choose one or more months)



- **How Much:** \$400 per month
- **Assets Needed:** 60 characters, image (600 x 600) and link to business website landing page



SITE RETARGETING

- **What:** Reach those who have come to www.seemonterey.com and are interested in visiting the destination. How it works: a consumer goes to www.seemonterey.com, the co-op partner then has the opportunity to retarget the consumer with their own co-op banner to entice the consumer to visit the co-op partner's site and convert.
- **Who:** Interested visitors that have visited seemonterey.com
- **Where:** Banners ads that adjust to fit different screens of all devices
- **Goal:** To drive an interested audience to visit member websites
- **Estimated Impressions:** 50,000
- **When:** 1 full year: October, 2017 through September 2018
 - Reserve by 9/1
 - Materials due by 9/10



- **How Much:** \$500 for the full year
- **Assets Needed:** Photo, name of business, offer/message copy and direct website link in custom web banners

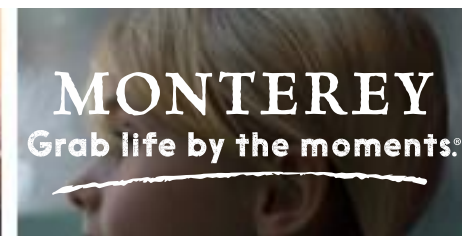


PAID ADVERTORIALS ON LOCAL NEWS SITES

- **What:** Get featured in a paid advertorial article on a local news site. These articles look and feel native to the page rather than a paid advertisement making for a more impactful presence.
- **Who:** Those interested in traveling to Monterey who are visiting local news sites.
- **Where:** Native article placed on local news sites such as SFGate and LA Times with a mention of the co-op partner and a link to their site.
- **Goal:** Time spent on the article and distribution of the article via social channels, not a generator for click-throughs.
- **Estimated Impressions:** 6,250
- **When:** Nov/Dec (Exact Dates TBD)
 - Reserve by 9/10
 - Materials due by 9/20



- **How Much:** \$200
- **Assets Needed:** Business name and direct link to website. Specific content and images supplied by the partner are not included in this placement, however each partner will be woven in to the article by the author.



PAID ADVERTORIALS ON TRAVEL SITES

- **What:** Get featured in a paid advertorial article on relevant websites. These articles look and feel native to the page rather than a paid advertisement making for a more impactful presence.
- **Who:** Those interested in traveling to Monterey who choose to click on our article and read it.
- **Where:** Native article placed on relevant websites that reach our target audiences. The article includes a mention of the co-op partner and a link to their site.
- **Goal:** Time spent on the article and distribution of the article via social channels, not a generator for click-throughs.
- **Estimated Impressions:** 6,250
- **When:**
 - November
 - Reserve by 9/1
 - Materials due by 9/10
 - January
 - Reserve by 11/15
 - Materials due by 11/25
 - March
 - Reserve by 1/15
 - Materials due by 1/15
 - May
 - Reserve by 3/15
 - Materials due by 3/25
 - (Can choose one or more months)



- **How Much:** \$200
- **Assets Needed:** Business name and direct link to website. Specific content and images supplied by the partner are not included in this placement, however each partner will be woven in to the article by the author.



TRAVEL EBLAST (LUXURY + SPA)

- **What:** Get featured in a paid placement in a targeted eBlast. eTarget Media has the ability to micro-target our desired audience through targeted email lists, containing information on more than 150 million consumers and 15 million businesses.
- **Who:** Dedicated email targeted to residents in California who are either luxury travelers, outdoor enthusiasts, frequent weekend getaway travelers, or spa/holistic travel enthusiasts.
- **Where:** Each partner will receive a 'pod' in an email similar to the screenshot with a click through URL and call to action. Offer copy is strongly recommended.
- **Goal:** Driving clicks back to member sites
- **Estimated Impressions:** 1,000,000
- **When:** October, 2017
 - Reserve by 9/1
 - Materials due by 9/10



- **How Much:** \$300
- **Assets Needed:** Photo, name of business, offer/message, and URL link



TRAVEL EBLAST (OUTDOOR + WEEKENDERS)

- **What:** Get featured in a paid placement in a targeted eBlast. eTarget Media has the ability to micro-target our desired audience through targeted email lists, containing information on more than 150 million consumers and 15 million businesses.
- **Who:** Dedicated email targeted to residents in California who are either outdoor enthusiasts or frequent weekend getaway travelers.
- **Where:** Each partner will receive a 'pod' in an email similar to the screenshot with a click through URL and call to action. Offer copy is strongly recommended.
- **Goal:** Driving clicks back to partner' sites
- **Estimated Impressions:** 1,000,000
- **When:** February, 2018
 - Reserve by 12/10
 - Materials due by 12/20



- **How Much:** \$300
- **Assets Needed:** Photo, name of business, offer/message, and URL link



SEEMONTEREY.COM EMAIL

- **What:** Showcase your business in the MCCVB's monthly visitor newsletter which welcomes advertisements from Monterey County's tourism-related businesses.
- **Who:** Over 50,000 potential travelers who have opted-in to receive monthly eNewsletters from Monterey County.
- **Where:** Each partner will receive an image, 50 words and a hyperlink.
- **Goal:** Driving clicks back to partners' sites.
- **Estimated Impressions:** 50,000
- **When:** Monthly
 - Reserve by the 1st of every month
 - Materials due by the 10th every month
- **How Much:** \$250
- **Assets Needed:** Photo, name of business, offer/message, and URL link



#GrabYourMoment and Enter to Win a Trip to Monterey!
Enter for a chance to win an incredible fall getaway to Monterey, including a two-night stay at Quail Lodge, \$500 towards travel expenses, tickets to the Monterey Bay Aquarium, dining credits at amazing restaurants, kayak rentals, a Carmel Food Tour, and much more!
[Read More](#)



A Food Tour through Marina, CA
Marina is home to iconic sandy beaches, CSU Monterey Bay and the mountain biking mecca that is Fort Ord National Monument, but did you know it's also a local's haven for great food at great prices? Slightly off of Highway One lies the City of Marina where you are guaranteed to find an eatery to suit any palate.
[Read More](#)



On a Mission to Soledad: Mission Nuestra Senora de la Soledad
Mission Nuestra Senora de la Soledad (or Soledad Mission for short) is just one of the three missions in Monterey County and the new eat; that is if you think 1791 is new. Set back in the scenic Salinas Valley this is historical must stop!
[Read More](#)

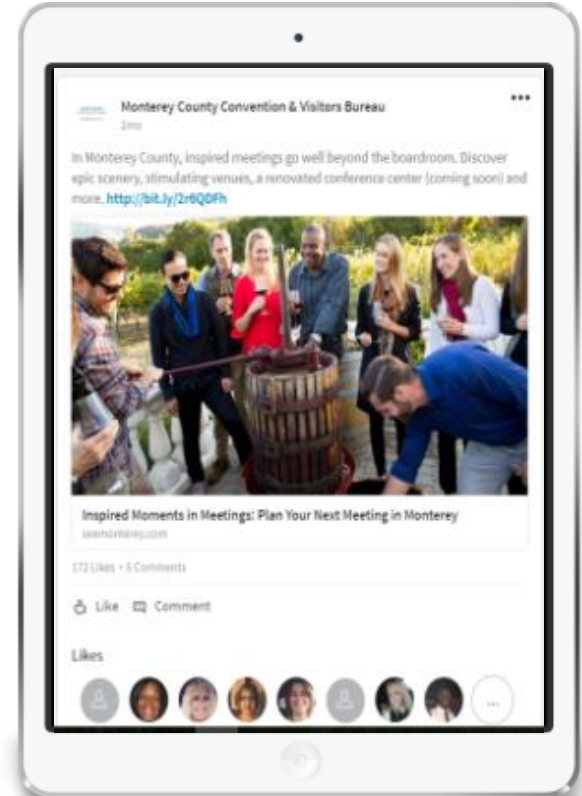
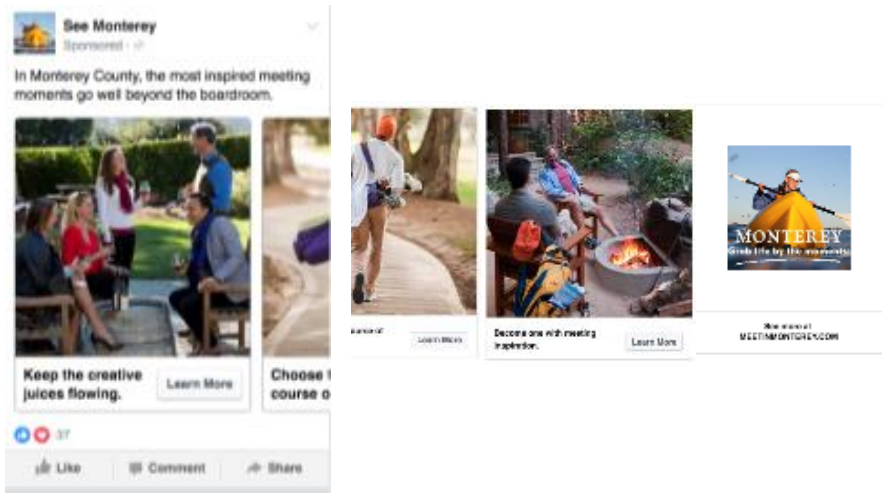


Mummenschanz at the Sunset Center on November 1st
Sunset Center is excited to present Mummenschanz 40th Anniversary Tour on Saturday, November 1st at 8PM with tickets starting at \$39. To purchase tickets for this one-of-a-kind, family-friendly performance, please contact the Box Office at (831) 620-2046, or go online to www.sunsetcenter.org.



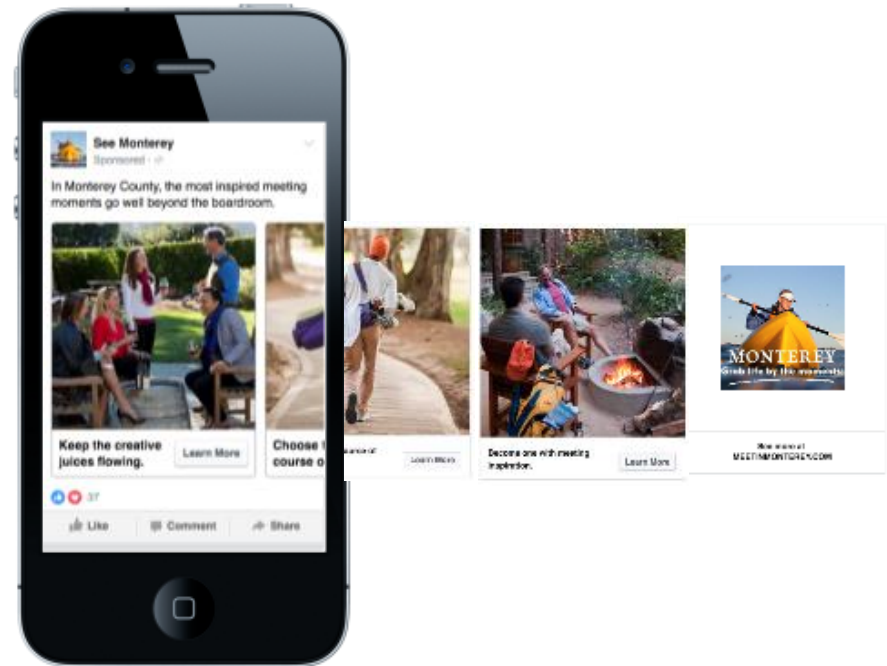
2017-18 Group Opportunities

- Facebook Carousel Ads
- Paid Advertorials on LinkedIn
- Paid Advertorials on Meetings Websites
- Meetings eBlasts



FACEBOOK CAROUSEL ADS

- **What:** Showcase your business and group offerings on Facebook, utilizing MCCVB's custom targeting, to generate Facebook engagements and website referrals.
- **Who:** Custom audiences from Monterey's group databases and group website retargeting.
- **Where:** Ad will be launched on SeeMonterey's Facebook account (over 110K fans) and live on the user's newsfeed.
- **Goal:** To drive an interested audience to click-through to partner websites.
- **Estimated Impressions:** 50,000 per month
- **When:**
 - October
 - Reserve by 9/1
 - Materials due by 9/10
 - February
 - Reserve by 12/10
 - Materials due by 12/20
 - April
 - Reserve by 2/15
 - Materials due by 2/25
 - Can choose one or more months



- **How Much:** \$400 per month
- **Assets Needed:** 60 characters, image (600 x 600) and link to business website landing page.



PAID ADVERTORIALS ON LINKEDIN

- **What:** Get featured in a paid advertorial article that will appear in LinkedIn's newsfeed across all devices. These articles look and feel native to the page rather than a paid advertisement making for a more impactful presence.
- **Who:** Professionals with job titles on LinkedIn related to meeting planning.
- **Where:** Native article placed within the LinkedIn newsfeed.
- **Goal:** Time spent on the article and distribution of the article via LinkedIn and other social channels.
- **Estimated Impressions:** 5,000
- **When:**
 - October
 - Reserve by 9/1
 - Materials due by 9/10
 - April
 - Reserve by 2/15
 - Materials due by 2/25
 - (Choose one or both months)

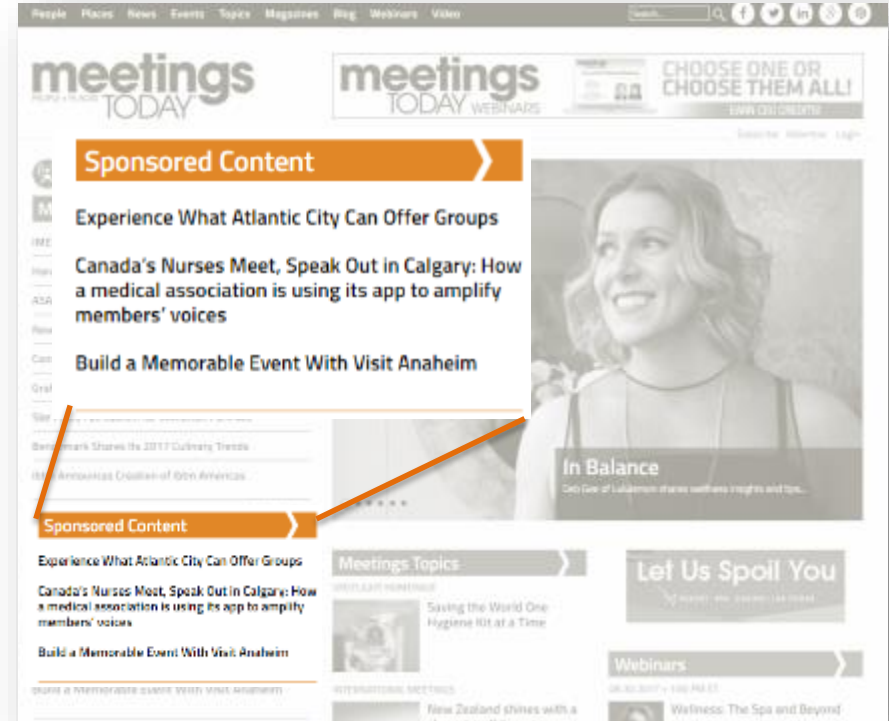


- **How Much:** \$300 per month
- **Assets Needed:** Business name and direct link to website. Specific content and images supplied by the partner are not included in this placement, however each partner will be woven in to the article by the author.

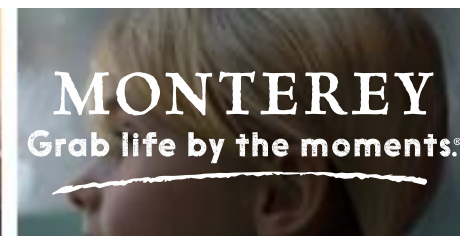


PAID ADVERTORIALS ON MEETING SITES

- **What:** Get featured in a paid advertorial article that will appear on relevant websites such as Meetings & Conventions, Meetings Today, PCMA, etc. These articles look and feel native to the page rather than a paid advertisement making for a more impactful presence.
- **Who:** Meeting professionals who have indicated planning in the past or future events on the west coast.
- **Where:** Native article placed with in the meeting endemic site.
- **Goal:** Time spent on the article and distribution of the article social channels.
- **Estimated Impressions:** 1,000
- **When:**
 - February
 - Reserve by 12/10
 - Materials due by 12/20
 - March
 - Reserve by 1/15
 - Materials due by 1/25
 - Choose one or both months

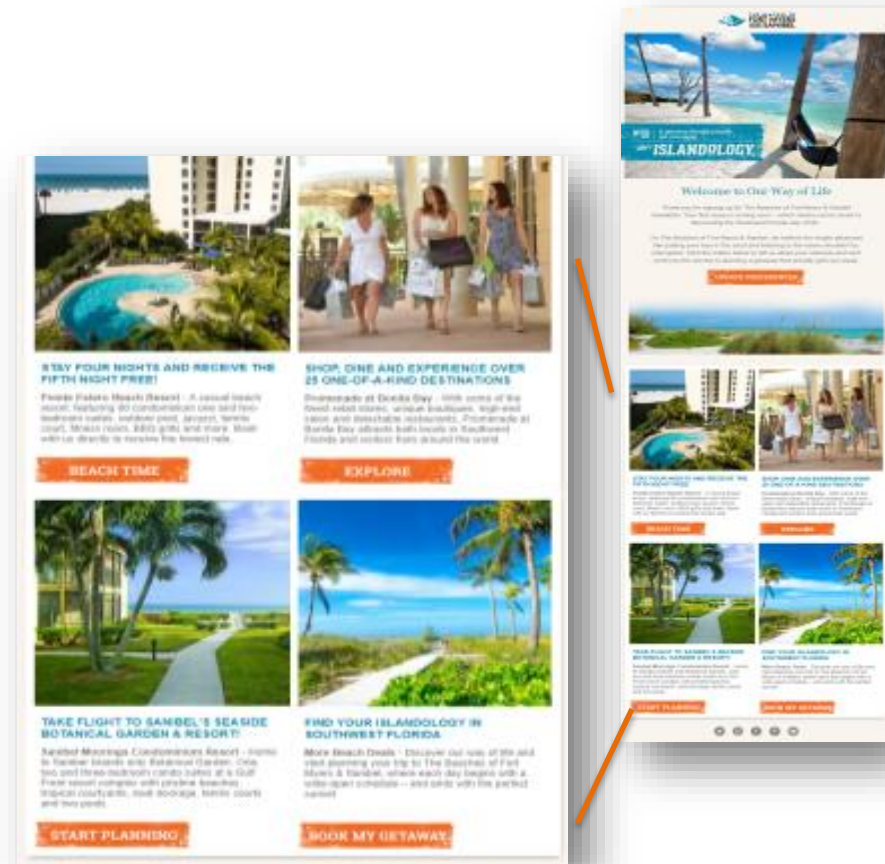


- **How Much:** \$200 per month
- **Assets Needed:** Business name and direct link to website. Specific content and images supplied by the partner are not included in this placement, however each partner will be woven in to the article by the author.



MEETING PLANNERS EBLAST

- **What:** Showcase your business as a featured property in an email dedicated to Monterey targeting meeting planners.
- **Who:** Meeting planners located on the west coast.
- **Where:** A pod in a dedicated email being sent to the meeting planner database.
- **Goal:** Driving clicks back to partner sites.
- **Estimated Impressions:** 1,000
- **When:** February
 - Reserve by 12/10
 - Materials due by 12/20
- **How Much:** \$200 per month
- **Assets Needed:** Photo, name of business, offer/message, and URL link.



AT-A-GLANCE

Leisure Co-Ops

<u>Opportunity</u>	<u>Run Date(s)</u>	<u>Space Deadline</u>	<u>Price</u>
Facebook Carousel Ads	October February May	9/1 12/10 3/15	\$400
Site Retargeting	One Year (Oct-Sept)	9/1	\$500
Paid Advertorials on Local News Sites	Nov/Dec (exact date TBD)	9/10	\$200
Paid Advertorials on Travel Sites	November January March May	9/1 11/15 1/15 3/15	\$200
Travel eBlast (Luxury + Spa)	October	9/1	\$300
Travel eBlast (Outdoor + Weekenders)	February	12/10	\$300
SeeMonterey eBlast	Monthly	1st of the month	\$250



AT-A-GLANCE

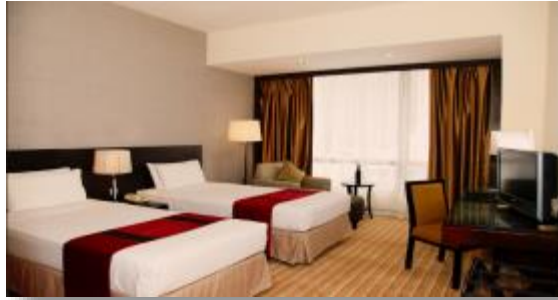
Group Co-Ops

<u>Opportunity</u>	<u>Run Date(s)</u>	<u>Space Deadline</u>	<u>Price</u>
Facebook Carousel Ads	October February April	9/1 12/10 2/15	\$400
Paid Advertorials on LinkedIn	October April	9/1 2/15	\$300
Paid Advertorials on Meetings Sites	February March	12/10 1/15	\$200
Meetings eBlast	February	12/10	\$200



BEST PRACTICES

Choose engaging images



BEST PRACTICES

for effective co-op ads

HEADLINE:

- Use to grab the user's attention
 - "Voted #1 Resort for 5 years running"

MESSAGING:

- Compelling, clear offer or unique aspect of business
 - "4th night free!"
 - "5 miles of exclusive beach access"

Book now and save \$200

vs.

Fourth Night Free and \$100 Resort Credit

CALL-TO-ACTION (CTA):

- Timely, strong call to action with a deadline for the desired action
 - "Offer ends Friday. Call today! "

CLICK THROUGH:

- URL link to relevant offer/page where you want customers to go on your website
 - Meetings, Events, etc.



SIGN UP NOW!

www.seemonterey.com/memberads

NOTE: All placements are on a first come, first served basis. The co-op participation rate is for one (1) placement within a purchased digital advertisement. Each organization is allowed one (1) placement per opportunity unless otherwise noted.

Payment of the marketing co-op rate is payable by payment due date and member's individual commitment is non-cancellable. Co-op opportunities are subject to change. If MCCVB must cancel prior to committing payment to media, the MCCVB will refund partner's payment. If cancelled for any reason after payment, partner will not be refunded.

All member levels except directory listings are eligible to participate in all advertising co-ops.

