

DIGITAL MARKETING CO-OP PROGRAM 2010

Presented by:



Greetings New York State Tourism Colleagues;

The New York State Travel & Vacation Association (NYSTVA) is excited to be entering the second year of its digital marketing campaign. After a strong first year building this cooperative program from the ground up, we're primed to move forward with improved site features and more agile placement of advertising in key markets for our state-wide tourism industry, with the end results of moving more traffic to your websites and ultimately, to your destinations!

The "how to's" of this cooperative digital marketing program are included in this packet, including the various package price points for both NYSTVA members and non-members (although, non-members should know NYSTVA is the tourism industry's leader in communication, legislative awareness, professional development and promotion). Here, I'd like to brag about our program partners, because I believe we can count on them to deliver the best results possible for our efforts and investments.

ABC Creative Group is a full-serve advertising agency located in Syracuse, NY. Over the past several years, ABC Creative Group has focused its creative attention on the hospitality and tourism industry and has developed an extensive collection of proven idea-based marketing strategies. If that sounds like it came from their own brochure, well let me say that, as a client of theirs I am very impressed with the thoughtful, personalized and caring approach of their management and staff – it is like working with real people and friends, not faceless e-mail messages and voice mails.

And, as part of NYSTVA's expanded outreach efforts, we've engaged the services of Tom Kelly to serve as our digital ad sales manager. Tom is well-known across New York State for his work with Adirondack Life on the New York State travel guide/directory. Tom has previously been a long-standing member of NYSTVA, serving on its board of directors. We're excited to have him back and involved in our digital marketing program.

With this digital marketing campaign, we're reaching out and actively influencing audiences to visit New York State's best travel and vacation destinations. If you believe you are one of those destinations, peruse this packet for the website concept, the banner ad concepts, and the proposed markets. Then determine which package option works for you. You don't have to be a NYSTVA member to participate. This program is open to tourism industry businesses, regardless of membership status with NYSTVA. And, officially-designated TPA's may use their tourism matching funds for this campaign.

If you have any questions in regard to the digital marketing campaign or NYSTVA membership, please call NYSTVA Representative Tom Kelly at 518-444-4143, or e-mail tom@nystva.org

Sincerely,

Suzanne M. Bixby
President
New York State Travel & Vacation Association



For more information about ABC, please visit
www.abccreativegroup.com or call 315-471-1002.

THE WEBSITE PORTAL

NY State Vacation and Tourism Packages and Getaways

http://www.vacationnytoday.com/ Google

Who is: Univ...hois Lookup Veerle's blo...phic Design Cooperstown...aps, Media Communicati...rts - Home Apple Yahoo!

New York State's

Best Travel and Vacation Solution

Travel Hot Spots

- Pick Your Package: Fishing, Romance or Wine!
- Take a Mancation and Fish the Day Away!
- Dining and Relaxation - what more could you ask for?
- Ultimate Americana Vacations - a simpler retreat full of memories!

New Travel Ideas!

- Cozy Country Inns
- Get Some Fresh Air in the Great Outdoors
- You Are Entering...the Twilight Zone. Visit the Home of Rod Serling!
- Create Your Unique Trip in the Heart of New York State

I Need a Vacation NOW!

- Revitalize With an Overnight in the Finger Lakes
- More Dining Options than NYC!
- Over 200 Places to Fish - Visit Angler's Paradise!
- Come for the Culture, Stay for the Beautiful Architecture!

Getaways Galore

- Reserve Your Special Occasion
- From Antiques to Jazz to OzStravaganza!
- Sign up for your Free Simply Getaway magazine!
- Camping, New York Style

Your NYS Online Travel Agent.

[Click here for More Info on Travel in NYS!](#)

[Contact Us](#) | [Click here to get a list of our members!](#) | [Home](#)

This site brought to you by the [New York State Travel and Vacation Association](#).
Site Concept and Design by [ABC Creative Group of NY](#).

[Want to join our online program?](#)

www.vacationnytoday.com

BANNER AD CONCEPTS



Going to the store
without the kids
is not a
Vacation.

Take a real
vacation and
Travel NY!



"Same as last year" should never describe
"Vacation"



Try something new: *Travel NY!*



New York is not just a city that
never sleeps.

What do you want to do
anywhere in New York State?

Search



Visiting Great Aunt Peg doesn't count as a
"Vacation"



Take a real vacation and *Travel NY!*



Make paper dolls from it.



Ditch your old trip itineraries
and try something new: *Travel NY!*

POTENTIAL DIGITAL MEDIA PLACEMENT

FEEDER MARKETS



Pennsylvania

Philly.com

- Receives 5.4 million unique visitors each month and is the number one national newspaper website to Philadelphians.
- The site has grown 36% since 2008.
- Ages 25-54: 62%
- Age 35+: 65%
- Avg. HH Income: \$99,000



Connecticut

Courant.com

- Courant.com is the online home of the Hartford Courant and the state's leading source for breaking news, sports, online classified, weather and entertainment.
- Receives 22 million page views and more than 1.4 million unique users a month.
- Ages 25-54: 62%
- Age 35+: 70%
- Avg. HH Income: \$100,000+



New Jersey

NJ.com

- NJ.com receives over 4 million unique users per month and over 73 million page views every month.
- NJ.com is New Jersey's largest local website and is affiliated with 14 major New Jersey newspapers.
- They've seen a 50% increase in unique users per month from 2008.
- Avg. Age: 42
- Avg. HH Income: \$82,000

TRAVEL SITES

Canada

OttawaCitizen.com



- OttawaCitizen.com receives over 352,000 unique visitors and 7 million page views monthly.
- There were 24,014,000 Canadians online in November 2008. Eighty-three percent of online Canadians (20 Million) visited News and Information sites in November. This category has seen a 1% increase over last November. Newspaper websites (sub-category of News and Information) had over 11 million unique visitors, spending an average of 23.4 minutes per visitor on newspaper sites.
- Avg. Age: 40
- Avg. HH Income: \$75,000

Southern Central Ontario AAA E-Newsletter Waves



- Waves is Southern Central Ontario AAA's monthly Travel eFlyer, filled with information on what's happening in the dynamic world of travel.
- Avg. Age of reader: 45
- Avg. HH Income: \$95,000+

Vermont

WCAX.com



- WCAX-TV Channel 3 is Vermont's number 1 source for news, weather and sports. It's website: WCAX.com receives more traffic than BurlingtonFreePress.com, Vermont's largest and most-read newspaper.
- The site receives 1.5-2 million page views a month and 400,000 unique visitors.
- Avg. Age: 44
- Avg. HH Income: \$60,000

NYC/Long Island

Newsday.com



- The voice of Long Island, NY it is America's 6th-largest regional newspaper.
- Newsday.com is a top 5000 site that reaches over 1.1 million US people monthly.
- Avg Age: 49
- Avg. HH Income: \$100,000+

SOCIAL MEDIA



Facebook

- Facebook is a global social networking website and has more than 300 million active users.
- Advertising with Facebook Ads allows you to reach the exact audience you want with relevant targeted advertising.
- 50% of their active users log on to Facebook in any given day.
- The fastest growing demographic is those 35 years old and older.



Travel Blog on USAToday.com

- There are 10.3 million total readers on USAToday.com.
- Blogs are seeing higher traffic to their pages than the actual news stories on USAToday.com
- There are three Travel blogs on USAToday.com
 - Today in the Sky: USA TODAY's Ben Mutzabaugh delivers the latest news and analysis about airlines, airports and air travel.
 - Hotel Check-In: USA TODAY's Barbara De Lollis targets business travelers with the latest news, trends and tips.
 - Cruise Log: USA TODAY's Gene Sloan reports on the latest news and trends in the world of cruising.
- Avg. Age: 42
- Avg. HH Income: \$85,900

Additional Marketing Strategies

Social media is one of the best forms of brand building, especially for tourism. Joining NYSTVA will now allow you to utilize social networks like Facebook to encourage traffic to your website. As a member of NYSTVA's program and part of NYSTVA's social media presence, "fans" (potential travelers) will be able to connect with you and learn more about your area. Normally, a major part of belonging to social media networks is the long hours required to interact in the space, but as a part of NYSTVA, the page will be monitored and posts regarding you will be updated on a regular basis, saving you time. NYSTVA will ensure the marketing message stays consistent while facilitating the conversations in the social environment. Social environments like Facebook are important media that can help to spread awareness and community building. This tool is also a great way to get people excited about different travel opportunities. Engaging in NYSTVA's community can further benefit your region by creating buzz about travel there. Participating in NYSTVA's program will afford you the ability to communicate with people on a daily basis through these networks.

Additionally, NYSTVA plans to market its web presence using Facebook ads in 2010. A Facebook ad is the single best way to start a conversation between your region and your ideal visitor. These text ads can be specifically targeted to individuals whose profiles suggest they "like to travel."

Besides placing Facebook ads, NYSTVA plans to connect with travel bloggers, a very influential source in the online travel planning business. There are currently 133,000,000 blogs operating today which have thousands of readers or "followers" and many of these readers are turning to blogs as a source of true information to base their travel opinions on. NYSTVA will build relationships with these bloggers and create giveaways and other features in order to get mentions, and in turn, more followers and supporters.

PACKAGES AND APPLICATION FORM

PACKAGES

How Does This Work?

NYSTVA offers several levels of involvement in the digital marketing co-op. As you can see, the amount of exposure on the NYSTVA website will be determined by the amount of financial commitment. **Package A** includes one text link on the NYSTVA Home Page, every time a user visits the site. **Package A** also allows you to have up to 3 different “taglines” that will rotate evenly throughout the year. **Package B** includes one text link on the NYSTVA Home Page every other time a user visits the site. **Package C** includes one text link on the Home Page every fourth time a user visits the site and **Package D** includes one text link on the Home Page every eighth time a user visits the NYSTVA website. **More commitment from you = more exposure on the Home Page!**

Package A

- One text link on Home Page for every hit
- Ability to have up to 3 different taglines that will rotate evenly

\$9,500 Members
\$10,000 Non-Members

Package B

- One text link on Home Page for every other hit
- Ability to have up to 2 different taglines that will rotate evenly

\$5,000 Members
\$5,500 Non-Members

Package C

- One text link on Home Page for every fourth hit
- Ability to have up to 2 different taglines that will rotate evenly

\$2,750 Members
\$3,250 Non-Members

Package D

- One text link on Home Page for every eighth hit
- 1 tagline

\$1,500 Members
\$2,000 Non-Members

Topics & Taglines

Depending on which package you choose, NYSTVA offers your organization the ability to have up to 3 different experience-driven **taglines** that will link to a specific URL if you choose. As you can see on the Home Page, there are taglines that say “Camping Under the Stars with Your Loved One” versus “Camping in Old Forge”. These experience-driven taglines see more traffic or “click-thru’s” than the typical destination-driven tagline. When a user clicks on “Camping Under the Stars with Your Loved One” they are taken to a specific URL (web address) from the NYSTVA digital marketing co-op participant. In this case, the user is taken to the Campground Owners of New York website.

Once you’ve chosen your package you will provide NYSTVA with the appropriate amount of **topic(s)** and corresponding **URLs**. NYSTVA will create the copy for the tagline. Depending on the package, you are allowed to have different taglines that click-thru to the same URL, or different URLs (web pages) if you choose. Here is an example:

Package A (different topics, same URL):

Topic: Special Occasions	Tagline: Reserve Your Special Occasion Today	URL: www.homepage.com
Topic: Golf	Tagline: Take a “Mancation” and Golf	URL: www.homepage.com
Topic: Overnight Stays (romantic)	Tagline: Get Cozy With Your Loved One	URL: www.homepage.com

Package A (different topics, different URLs):

Topic: Special Occasions	Tagline: Reserve Your Special Occasion Today	URL: www.homepage.com
Topic: Golf	Tagline: Take a “Mancation” and Golf	URL: www.tourism.com/sports/golf
Topic: Overnight Stays (romantic)	Tagline: Get Cozy With Your Loved One	URL: www.tourism.com/placestostay

The NYSTVA Digital Marketing Co-Op allows you some options to really customize your involvement with the program, instead of just placing 1 static print ad for the entire year.

If you have any additional questions in regard to the program, please call Tom Kelly at 518-444-4143, or e-mail tom@nystva.org.

NYSTVA Digital Marketing Co-Op Application

Name:
Organization:
Address:
City: State: Zip:
Phone (Business): (Cell):
Email:

NYSTVA offers several levels of involvement in the digital marketing co-op. As you can see, the amount of exposure on the NYSTVA website will be determined by the amount of financial commitment. **Package A** includes one text link on the NYSTVA Home Page, every time a user visits the site. **Package A** also allows you to have up to 3 different “taglines” that will rotate evenly throughout the year. **Package B** includes one text link on the NYSTVA Home Page every other time a user visits the site and so on. Please refer to page 9 in the co-op program guide for a complete explanation.

<input type="radio"/> Package A <ul style="list-style-type: none">One text link on Home Page for every hitAbility to have up to 3 different taglines that will rotate evenly <p style="text-align: center;">\$9,500 Members \$10,000 Non-Members</p>	<input type="radio"/> Package B <ul style="list-style-type: none">One text link on Home Page for every other hitAbility to have up to 2 different taglines that will rotate evenly <p style="text-align: center;">\$5,000 Members \$5,500 Non-Members</p>
<input type="radio"/> Package C <ul style="list-style-type: none">One text link on Home Page for every fourth hitAbility to have up to 2 different taglines that will rotate evenly <p style="text-align: center;">\$2,750 Members \$3,250 Non-Members</p>	<input type="radio"/> Package D <ul style="list-style-type: none">One text link on Home Page for every eighth hit1 tagline <p style="text-align: center;">\$1,500 Members \$2,000 Non-Members</p>

Depending on which package you choose, NYSTVA offers your organization the ability to have up to 3 different experience-driven taglines that will link to a specific URL if you choose. For examples and a complete explanation, please refer to page 10 in the co-op program guide.

Please refer to your corresponding package above (A-D) and enter the appropriate amount of topic(s) and corresponding URL(s) below.

Topic:
URL:
Topic:
URL:
Topic:
URL:

PAYMENT ENCLOSED - please mail check to:
New York State Travel & Vacation Association • P.O. Box 285, Akron, New York 14001

BILL ME
Signature:
Please fax or email to: NYSTVA Fax: (716) 542 1404 • Email: info@nystva.org
Internal Notes:

