

DELAWARE AWARENESS CO-OP PROGRAMMING

2021



SUMMARY OF PREVIOUS PROGRAMS

Summer 2020 digital co-op

- \$125,000 investment
 - \$100,000 DTO investment
 - Four partners @ \$5,000 each – Visit Wilmington (x2), Visit Southern Delaware, Kent County, Delaware State Parks

Spring/Summer 2021 digital co-op

- \$198,500 investment
 - \$150,000 DTO investment
 - Seven partners at varied investment levels - Kent County, Southern Delaware, Greater Wilmington, Rehoboth-Dewey, Delaware State Parks, La Vida Hospitality, Main Street Delaware City

ROI

Summer 2020

- \$125,000 investment led to **over \$1M in hotel revenue***... during COVID!
- Generated more than 1.8M digital impressions for 24,000 clicks and a .13% CTR

Spring/Summer 2021

- \$198,500 generated close to **23M impressions**
 - Almost 3M completed digital video views for a 72% completion rate
 - Roughly 40,000 clicks to the various websites for a .18% CTR

**Source: Adara*

A scenic view of a river flowing through a forested area. In the background, there are stone buildings and a dam structure. The river is surrounded by lush green trees and rocks. The text "2021 Co-op Program" is overlaid in the center of the image.

2021 Co-op Program

PROGRAMMATIC DIGITAL CO-OP OPPORTUNITIES

Partners reach premium, highly-qualified audiences at an affordable cost

Placement:

- Online display and pre-roll video options

Cost per Partner:

- Packages available depending on format, targeting and timing
 - \$6,000 - \$17,500

Markets:

- Philadelphia, Harrisburg, Pittsburgh, New York City, Richmond, Wilkes Barre/Scranton, Washington DC

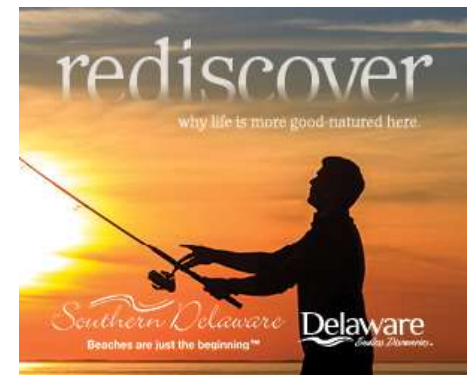
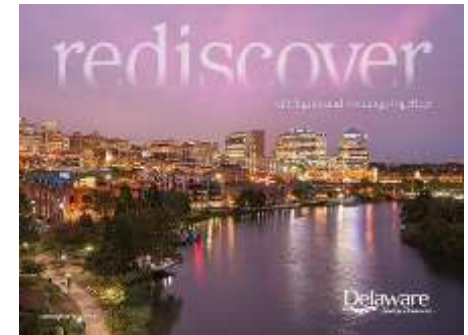
Impact:

- Varies by package – 800,000 – 2.8 million impressions

Creative:

- Managed by DTO/Miles
- Banner templates designed for integrated look and feel

Prior creative examples



PROGRAMMATIC DIGITAL CO-OP



FALL 2021 CO-OP PACKAGES

Partners will receive premium space via digital advertisements targeted to highly-qualified audiences of travelers at an affordable cost. Using first-party data, we're able to target audiences based on their demographics and behaviors, engaging users who have previously visited VisitDelaware.com and retargeting them with meaningful messaging encouraging them to visit.

			OPTION 1: \$6,000*			
Tactic	Format	Targeting Approach	CPM	Impressions	Total Cost	Timing
Display	IAB approved banner sizes and native advertising	<i>VisitDelaware.com's first party data; retargeting and audience extension using the look-alike audiences of our data partner, Dstillery + prospecting, contextual and demographic & behavioral targeting</i>	\$ 7.50	800,000	\$ 6,000	30 days, detailed performance metrics provided at the end of the campaign
Total			\$ 7.50	800,000	\$ 6,000	

*All costs are net

DIGITAL PROGRAMMATIC CO-OP – OPTION 2

			OPTION 2: \$13,500*			
Tactic	Format	Targeting Approach	CPM	Impressions	Total Cost	Timing
Display	IAB approved banner sizes and native advertising	<i>VisitDelaware.com's first party data; retargeting and audience extension using the look-alike audiences of our data partner, Dstillery + prospecting, contextual and demographic & behavioral targeting</i>	\$ 7.50	800,000	\$ 6,000	30 days, detailed performance metrics provided at the end of the campaign
Pre-Roll Video	:15 video	<i>Mix of prospecting, behavioral targeting, demographic targeting and geographic targeting</i>	\$ 15.00	500,000	\$ 7,500	
Total			\$ 10.38	1,300,000	\$ 13,500	

*All costs are net

DIGITAL PROGRAMMATIC CO-OP – OPTION 3

			OPTION 3: \$17,500*			
Tactic	Format	Targeting Approach	CPM	Impressions	Total Cost	Timing
Display	IAB approved banner sizes and native advertising	VisitDelaware.com's first party data; retargeting and audience extension using the look-alike audiences of our data partner, Dstillery + prospecting, contextual and demographic & behavioral targeting	\$ 6.25	2,800,000	\$ 17,500	30 days, detailed performance metrics provided at the end of the campaign
Total			\$ 6.25	2,800,000	\$ 17,500	

*all costs include media placements and creative development

Miles will develop creative for partners as needed. Asset requests to develop display, native and videos will be provided once a partner has committed to the program.

CONTACT

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*All costs are net

IF YOU'RE INTERESTED...

Contact Jay Salyers at Miles Partnership

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Please indicate desired option and timing



miles
PARTNERSHIP

milespartnership.com