



VISIT
SAN ANTONIO

2019
MARKETING
CO-OP
OPPORTUNITIES



Seasonal Digital Ad



Visit San Antonio offers Gold Level Members exciting co-op opportunities. Your message is seamlessly integrated with Visit San Antonio's destination marketing through turn-key efforts. The Visit San Antonio team is experienced and ready to work with you in developing and executing campaigns focused on helping you meet your marketing objectives.

VISIBILITY

Get premium visibility through multiple media channels. Co-op campaigns employ digital advertising, billboards, streaming radio, e-blasts, Visit San Antonio websites and social media channels.

REACH

Supplement your marketing to impact more consumers. The 2018 co-ops generated nearly 132 million impressions (eyeball views) from paid media, with click-through rates as high as .55% for digital advertising and 2.2% for e-blasts. Industry digital benchmarks are .13% for mobile and .08% for desktop.

TURN-KEY

Take advantage of Visit San Antonio's resources for media buying, creative development, production and more. We take care of all aspects of the campaign.

REPORTING

Receive a wrap-up report of campaign results, such as impressions, clicks, click-through rates and even number of visitors as measured from device ID digital advertising.

THANKS TO THESE PARTNERS WHO MADE OUR 2018 CO-OP PLAN A SUCCESS:

Acenar	Leisure Pass
Biga on the Banks	Marriott Hotels
City Sightseeing	Natural Bridge Caverns
The DoSeum	Omni La Mansion del Rio
Dough Pizzeria Napoletana	San Antonio Zoo
Go Rio	SeaWorld San Antonio
Hilton Hotels	Six Flags Fiesta Texas
Hyatt Hotels	The Witte Museum
i-FLY	

CUSTOMIZED SOLUTIONS

Visit San Antonio offers a variety of co-op menu options but will also work with you on a customized marketing solution, including initiatives in Mexico and Canada.

Contact katiekrampitz@visitsanantonio.com or sandysmith@visitsanantonio.com.

SEASONAL CAMPAIGNS

Be part of four regional seasonal campaigns. Each seasonal campaign will offer four levels of participation in a multi-channel, integrated plan. Note that specific media plan details will be made available approximately 6 weeks prior to each campaign.

Holidays — Estimated timing November 13 – December 31, 2018

When else does San Antonio shine so brightly? This campaign will make sure Texas travelers, both those wanting a family holiday memory and those ready to experience San Antonio’s culture, think of San Antonio first for their holiday getaway.

Spring — Estimated timing mid-February – April 2019

Spring is a favorite travel time for many types of San Antonio visitors. This campaign will not only reach those Texans looking for a family Spring Break adventure but also the traveler looking for a unique travel experience across an extended spring timeframe.

Summer — Estimated timing June – mid-August 2019

Summer is all about family fun, and San Antonio is ready to give the Texas family an exciting time. This campaign will offer a great way to capture summer vacation attention for your business.

Fall — Estimated timing September – October 2019

“Off Season” travelers love to find the city’s treasures. Make sure you get in front of the Texas history, arts and cultural traveler during this traditional down time.

Investment:

Visit San Antonio contributes from \$25,000 to \$50,000 for each seasonal campaign. Offerings are contingent on a minimum total investment of \$50,000 from all participating partners.

Seasonal Campaign Components By Investment

\$50,000	\$25,000	\$10,000	\$5,000	\$2,500	Campaign Components
◆					Billboards with partner logos
◆					Streaming radio with references to partners
◆	◆				One special social media post specific to partner, potentially a live post
◆	◆				Digital advertising with partner message and logo
◆	◆	◆			One partner-specific Instagram post
◆	◆	◆			One additional email to paid targeted list
◆	◆	◆	◆		One email to paid targeted list
◆	◆	◆	◆	◆	Website feature on VisitSanAntonio.com seasonal landing page; digital elements of the campaign will link to this page
◆	◆	◆	◆	◆	Standard social media posts promoting the campaign overall: 3 Facebook posts and 6 Tweets

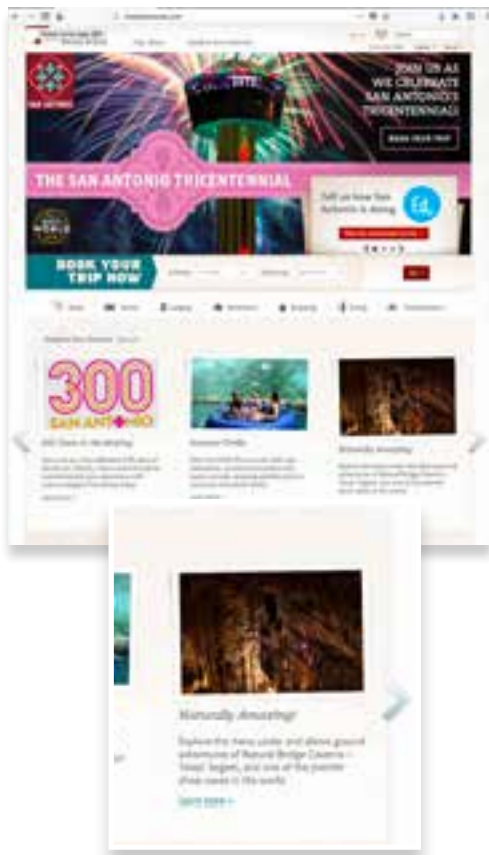
Seasonal Eblast



Seasonal Social Post



Home Page Feature
(To be updated with new website)



VISITSANANTONIO.COM OPPORTUNITIES

A new website will launch November 2018. This site will be visually stimulating and through advanced search technology, it will also connect visitors to desired content quickly. Each Visit San Antonio partner will have an engaging page with a description, images, map, etc. The following *additional* opportunity is available as co-op.

Home Page Feature

Feature your message in the Home Page carousel on the new VisitSanAntonio.com.

- Links to partner's page on VisitSanAntonio.com
- Visit San Antonio handles creative & production
- One featured partner per month in position 4 of carousel

Investment:

Jan – April: \$6,000 per month

May – August: \$7,000 per month

Sept – Oct: \$5,000 per month

Nov – Dec: \$4,500 per month

VISITOR INFORMATION CENTER

Store Front Window

Promote your business in a prime location.

Get in front of thousands of visitors in a prime location across from the Alamo – at the Official Visitor Information Center.

- Gain attention with partner provided creative window display
- Front window size approximately 6 feet wide by 8 feet high

Investment:

\$2,000 per window per month. All displays subject to approval by Visit San Antonio.

EMAIL

Custom Email – Purchased List

Send your message to a targeted group.

- Custom email to targeted, purchased list
- Targeting by geo, HHI, gender, age, behavior, etc.
- Visit San Antonio handles media buying, creative production & deployment
- Up to 2 emails per month available

Investment:

Based on demographic and geo targeting, estimated minimum range per email:
\$3,700-\$7,500

Themed Email

Spotlight your business as part of a destination theme.

- Custom message highlighting San Antonio for one of the following themes:
- Romantic—January
- Culinary—April
- Family Fun—June
- Culture—September
- Sent to purchased, Texas-targeted list
- Up to 6 partners per email
- Each partner featured with image, caption and embedded link to partner page on VisitSanAntonio.com

Investment:

\$1,500 per partner per email

Custom Email – Purchased Meeting Professionals List

Send your message to a targeted group of meeting professionals.

- Custom email to targeted, purchased list
- Targeting by geo, type of planner, etc.
- Visit San Antonio handles media buying, creative production & deployment
- Up to 2 emails per month available

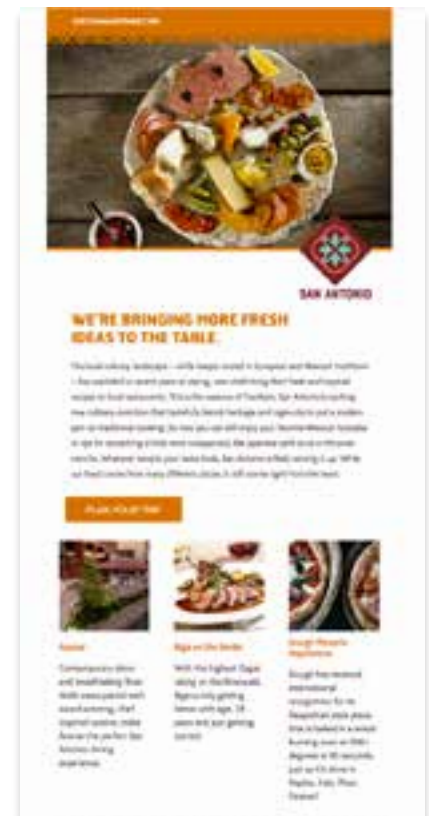
Investment:

Based on demographic and geo targeting, estimated minimum range per email:
\$3,700-\$7,500

Custom Email



Themed Email



Custom Digital Advertising



Rack Card



DIGITAL ADVERTISING

Custom Digital Advertising

Promote your message to a targeted audience over a time span.

- Digital advertising flight customized for message and targeting
- Visit San Antonio handles media buying, creative production and deployment
- Minimum length of flight: 1 month
- One campaign per month

Investment:

Based on demographic and geo targeting, estimated minimum range per campaign per month: \$8,500-\$14,000

Note: Digital campaigns (including costs) may be adapted and shared among up to 4 partners.

Custom Social Media Campaign

Promote your message to a targeted audience through social media.

- Promoted posts customized for partner messaging and targeting
- Visit San Antonio handles media buying, creative production and deployment
- Two partners per month

Investment:

Based on targeting and time frame, minimum \$2,000 per month

PRINT & COLLATERAL

Rack Card

Get exposure with travelers looking for information

- Custom ad on back of rack card– 15,000 distributed per season
- Available Early Spring (drops January), Spring (drops April), Summer (drops June), Fall (drops September), Holidays (drops November)
- Distributed to Texas Travel Information Centers, Dallas Love Field, Military Bases, the Official Visitor Information Center
- Visit San Antonio handles creative production and deployment

Investment:

Full page – \$1,350 per drop

Half page – \$950 per drop

Tearaway Map

Direct visitors to your business as they explore the city.

- Custom creative in designated space on map
- Visit San Antonio handles creative, printing and distribution
- Distributed at the Official Visitor Information Center, Military Bases, through Visit San Antonio Destination Services and upon request to all partners for pick-up at the Visit San Antonio office

Investment:

One opportunity available at \$45,000 for a print run of 1 million maps plus a pdf on VisitSanAntonio.com

Dining Guides

Direct meeting attendees and leisure visitors to your business as they explore dining & nightlife options.

- Custom ad in designated space on each guide
- Visit San Antonio handles creative, printing and distribution
- Distributed to groups by Visit San Antonio Destination Services, at the Official Visitor Information Center and to partners for pick-up at the Visit San Antonio office plus pdf on VisitSanAntonio.com and Meetings.VisitSanAntonio.com

Available Guides:

GUIDE 1: Downtown Dining & Nightlife Guide (ad space on both side 1 and side 2)

- One annual opportunity, ad appears on front & back, 175,000 printed annually plus pdf on websites.

GUIDE 2: Southtown Dining & Nightlife Guide (side 1 – ad space available on this side) and Pearl & Broadway Dining & Nightlife Guide (side 2 – ad space available on this side).

- One annual opportunity for Southtown Dining & Nightlife Guide, ad appears on 1 side. 125,000 printed annually plus pdf on websites
- One annual opportunity for Pearl & Broadway Dining & Nightlife Guide, ad appears on 1 side, 125,000 printed annually plus pdf on websites

Annual Investment:

Downtown Dining & Nightlife Guide \$7,500 for ad on sides 1 and 2

Southtown Dining & Nightlife Guide \$4,000 for ad on side 1 only

Pearl & Broadway Dining & Nightlife Guide \$4,000 for ad on side 2 only

Tearaway Maps



Dining Guides





— VISIT —
SAN ANTONIO

To participate in co-op opportunities, contact:

Katie Krampitz,
Leisure Marketing Manager
katiekrampitz@visitsanantonio.com
Sandy Smith,
Director of Marketing
sandysmith@visitsanantonio.com



All co-op reservations are handled on a first-come, first-serve basis.

Note: Co-op advertising is restricted to tourism/hospitality businesses who are Gold Level Members of Visit San Antonio. Visit San Antonio reserves the right to reject any advertising that is deemed inappropriate.

