



## Paid Advertising Update April 30, 2016

### TV UPDATE

TV media consists of Cable TV and Streaming Video. Timing is concentrated to 9-weeks between March and June. Cable TV is running Summer of Freedom creative, while Streaming Video is running primarily Summer of Freedom creative as well as Meta Mikey creative in select programming/genres. Schedules are being tracked weekly to ensure campaign delivery.

#### Cable TV

- Timing: 3/7/16-3/27/16; 4/11/16-4/24/16; 5/9/16-5/22/16; 6/6/16-6/19/16
- Partners include cable networks that index high for Women 25-54.
- Targeting is concentrated to Washington D.C. and Philadelphia DMAs.

#### Streaming Video

- Timing: 3/7/16-3/27/16; 4/11/16-4/24/16; 5/9/16-5/22/16; 6/6/16-6/19/16
- Partners include a subscription-based TV streaming website, broadcast TV network websites, and a TV everywhere digital video platform.
- Targeting is concentrated to Washington D.C. and Philadelphia DMAs. Additionally, demographic targeting to Women 25-54 is utilized where available.

#### *WADMC Streaming Video Results through 4.30.16*

Impressions	Completed Views	View Rate	Spend
5,210,491	4,765,022	91%	\$152,720

## DIGITAL UPDATE

Digital media consists of Digital Display & Video. Timing for Digital Display & Video is concentrated to the destination's peak travel season, March through August. Performance will be measured and analyzed across partners, placement, size, creative, engagement, and backend analytics data.

### Digital Display & Video

- Timing: 3/3/16-8/31/16
- Partners include an endemic travel website, mom-focused websites, a web portal, programmatic digital-buying platforms, and a social news & entertainment website.
- Targeting will reach Women 25-54 in CT, DE, MD, NJ, NY, NC, PA, VA, and Washington D.C. Behavioral and contextual targeting layers are also implemented to reach the family travel planner.
- Creative includes Summer of Freedom executions as the core creative rotation as well as Meta Mikey executions that are strategically targeted to contextual environments based on specific television programs/genres.

Creative Examples: [Summer of Freedom](#) & [Meta Mikey](#)

*Note: Click-through URLs are not active in the above examples*

- Estimated Impressions: 54.1MM+

### *WADMC Display Results through 4.30.16*

Impressions	Clicks	CTR	Spend	CPC
21,405,032	61,227	0.29%	\$140,700	\$2.30

## STRATEGIC MARKETING PARTNERSHIP UPDATE

The SMP consists of an exclusive partnership with a national publishing group on a localized scale. Timing is concentrated to March through August and includes a print schedule, digital, an experiential opportunity at an event in Washington D.C., and a blogger program. Targeting is concentrated to CT, DE, MD, NJ, NY, NC, PA, and Washington D.C. Publications were selected based on content focused to parenting and women's interests which includes Parents, Family Fun, Family Circle, and Better Homes and Gardens.

## PRINT UPDATE

In addition to the print included in the Strategic Marketing Partnership, a Summer of Freedom ad will appear in Virginia's annual travel guide in 2016.