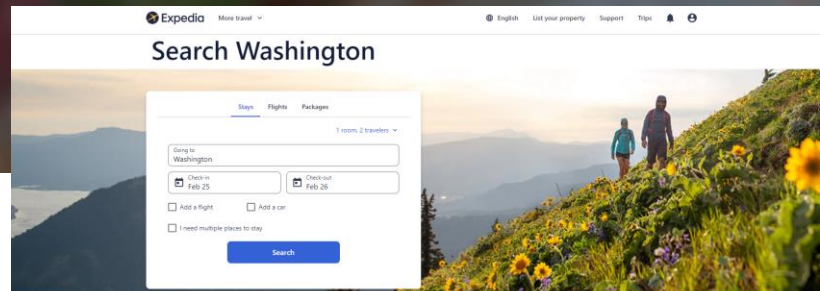


Co-Op Campaigns from Expedia Group™ Media Solutions combines display advertising with custom landing pages to enable multiple advertisers to extend their marketing spend together, while still aligning with marketing budgets and business objectives.

**SIGN UP HERE!**



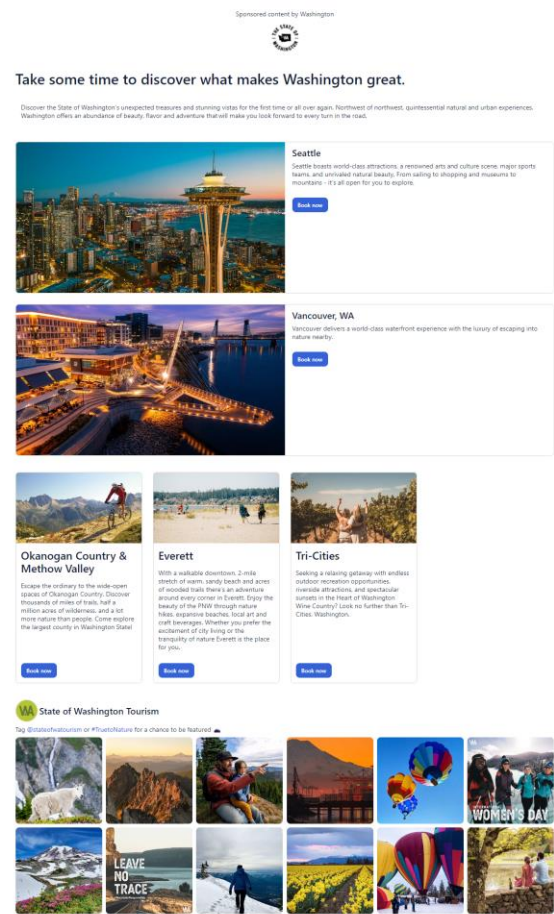
## State of Washington Tourism Co-ops Feb-May 2024 and Sep-Dec 2024

### THE STRATEGY

- Targets Washington's Top Origin Markets (OR, ID, BC + LA, SF, PHX, SD, CHI, DEN, DFW, NYC)
- Targets active/previous WA searchers & travel intenders competitive conquering for NW destinations!
- SWT investing \$50k per campaign. Expedia matching SV and all DMO partners with 1:1 media match
- Discounted DMO Pricing:
  - \$20,000 Presenting tier exposure
  - \$10,000 Featured tier exposure
  - \$5,000 Standard tier exposure

### KEY BENEFITS

- **Better Together:** You can partner with other advertisers who have similar goals and extend your marketing spend together
- **Flexible and Customizable:** Whether your goal is to drive awareness and engagement or increase bookings, Co-Op Campaigns can be flexible and customizable to your marketing goals and needs
- **Reach Your Relevant Audience:** Powered by audience segmentation that can be highly customized, advertisers can reach the right consumer with the right message at the right time



**CONTACTUS**

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