



2024 State of Washington Tourism Coop Opportunities

Rates & Information

Brought to you by State of Washington Tourism & Madden Media

Video & Photo Shoot Production

As a destination, it's important to be able to showcase the visitor experience through your website, printed and digital marketing platforms. Use this photo and video production opportunity as a way to get additional support for your photo and video acquisition needs. Both the partner and the state will have access to the assets for maximum exposure.

NOW INCLUDES BOTH PHOTO AND VIDEO ASSETS

Overview

- Two-day shoot in-market
- 25 images available per day minimum PLUS :15 and :30 video cuts
- Showcase four to six of your locations
- Talent coordinated through Madden Media
- Assets owned in perpetuity (includes third-party rights)
- Collaborate with partner to finalized shoot dates based on existing availability

Photo/Video Production

| | |
|--------------------|----------|
| Total Net Cost | \$20,000 |
| Total Sponsor Cost | \$5,000 |
| Total Partner Cost | \$15,000 |

Marketing Stack Strategy and Execution

A successful marketing strategy start with a keen understanding of your target audience, a robust website platform to drive paid media efforts too, and a foundational stack of media strategies that are proven to be tried and true. We've taken the guesswork out of that science to put together fully turnkey - and integrated packages that provide you with the best of all worlds.

| Marketing Stack | Campaign Length | Added Value | Tactics |
|--------------------|-----------------|--|---|
| | 3 months | Live campaign dashboard showcasing impressions, clicks, and CTR. | Google Display Prospecting (CPM), estimated 2m+ impressions Google SEM (CPC), estimated 7,000 clicks Meta Prospecting (CPC), estimated 7,000+ clicks Meta Remarketing (CPC), estimated 5,500+ clicks |
| Total Net Cost | \$25,000 | | |
| Total Sponsor Cost | \$6,250 | | |
| Total Partner Cost | \$18,750 | | |

Search Engine Optimization & Fueled Content Support (SEO)

Search engine optimization (SEO), is the foundation to every website, and should be the foundation to every good marketing plan. SEO is often undervalued and misinterpreted simply as a suggestions tool to move pages slightly higher in search results. In reality, it is a treasure trove of data and information that can help website owners both keep track of their own site, as well as provide key insights into the performance of competitors. Before you spend money driving paid media to your website, it is critical to ensure that you have a good handle on your SEO efforts—good news—we’re here to help!

| SEO & Content Optimization | Bronze Package | Silver Package | Gold Package |
|---|---------------------|---------------------|----------------------|
| Monthly Technical Support for Keyword Optimizations | X | X | X |
| Technical Audit | X | X | X |
| Content Audit | | X | X |
| Monthly Content Support inclusive of monthly content briefs | | 1 Brief Per Month | 3 Briefs Per Month |
| Competitive Analysis | | X | X |
| Quarterly Strategy Deep Dive | | X | X |
| *Estimated Monthly Hours | 14 | 19 | 30 |
| Reporting Cadence | Automated Monthly | Virtual Monthly | Virtual Monthly |
| Total Net Cost | \$6,000 Per Quarter | \$8,000 Per Quarter | \$12,000 Per Quarter |
| Total Sponsor Cost | \$3,000 Per Quarter | \$4,000 Per Quarter | \$6,000 Per Quarter |
| Total Partner Cost | \$3,000 Per Quarter | \$4,000 Per Quarter | \$6,000 Per Quarter |

Content Development

We’re here to help. Once we have a solid SEO foundation in place, we’re here to help make those content tasks come to life through dedicated and expert support of our content team. All content is strategically curated to meet the SEO needs and goals of your website - providing the utmost value and lift to your content efforts.

| Content Dev. | Bronze Package Short Form Content | Silver Package Long Form Content | Gold Package Influencer Content + Photography |
|--|---|---|--|
| Deliverable <i>*All content pieces are researched and produced with SEO best practices and strategy in mind.</i> | Short form content examples: Less than 1,000 words - Three total pieces - Short form article - Email copy - Campaign landing page article - Custom social post | Long form content examples: More than 1,000 words - Three total pieces - Evergreen/Primary landing page/article - Detailed blog post - Long form articles | Long form content examples: More than 1,000 words - Content contributors may be freelancer writers or regional influencers - Three total pieces - Evergreen/Primary landing page/article - Detailed blog post - Long form articles - Supporting photography assets for web usage |
| Total Net Cost | \$2,550 | \$6,000 | \$10,000 |
| Total Sponsor Cost | \$1,275 | \$3,000 | \$5,000 |
| Total Partner Cost | \$1,275 | \$3,000 | \$5,000 |



To secure your placement, please contact:
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SIGN UP NOW

Funds are offered on a first-come-first serve basis.