

Sojern

Co-Op Opportunity: Display, Native and Video Ads

Opportunity Overview: Target a highly qualified audience with low minimum entry with this premier travel-specific programmatic partner.

Banner ads, native ads and videos will target users across the web who Sojern has identified as being real-time travel intenders to St. Pete/Clearwater and competitive destinations. Campaign will be optimized toward landing page views to ensure maximum efficiencies on a meaningful user action.

Triple your investment! When a partner participates in this program, Visit St. Pete/Clearwater and Sojern will both match the partner's investment, 1:1:1.

To Participate: Visit St. Pete/Clearwater will be actively running media with Sojern throughout 2021. Cooperative advertising opportunities for VSPC partners are available to showcase the partner within a Visit St. Pete/Clearwater branded display ad, branded native ad, or partner supplied video.

Participants are required to place Sojern pixel on the desired landing page to participate in the program.

Tier Level	Package Includes	Markets	Time Period	Estimated Impressions	Partner Investment	Total Value
1	Select up to 2 from display, native or video	National Travelers intending to travel to St. Pete/Clearwater and competitive destinations	3–5 months	Varies based on tactics chosen	\$5,000	\$15,000
2	Display or Native		1–2 months	Varies based on tactics chosen	\$2,500	\$7,500
3	Display Only		Less than 1 month	400,000	\$1,000	\$3,000

For a custom investment level, please contact Katie Bridges directly.

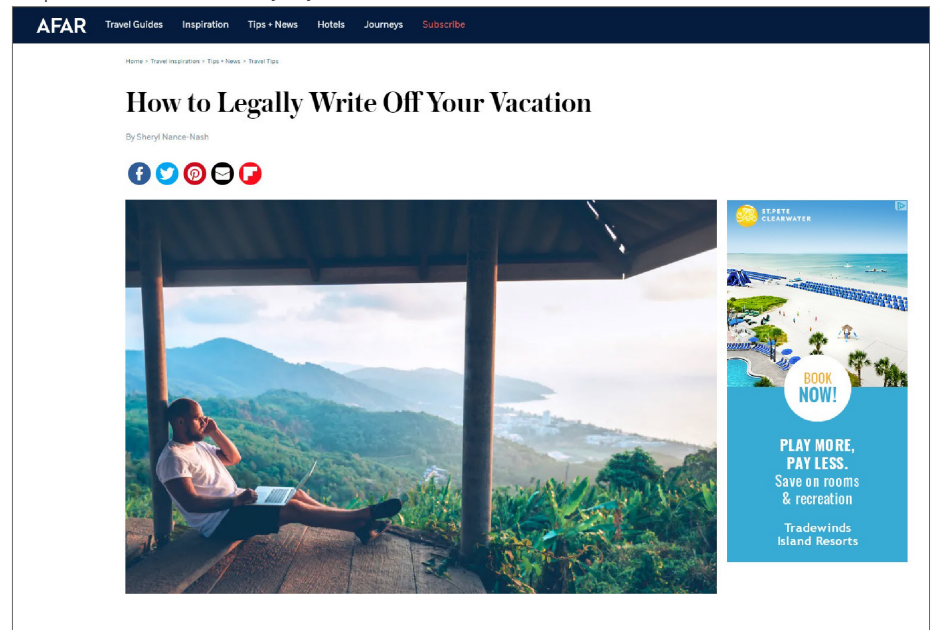
Partners Receive:

Display banner ads to be designed by VSPC with partner supplied materials with a direct link to partner website.

Native ads to be created with partner supplied copy, images, and direct link to partner website.

Video ads require partner supplied 15-second or 30-second video.

Sample creative. Actual creative may vary.



The image shows a sample creative for an AFAR article. The article title is "How to Legally Write Off Your Vacation" by Sheryl Nance-Nash. Below the title are social media sharing icons for Facebook, Twitter, Pinterest, and Email. The main image is a man sitting on a wooden balcony overlooking a scenic view of mountains and a coastline. In the bottom right corner, there is a Tradewinds Island Resorts advertisement with the text "PLAY MORE, PAY LESS. Save on rooms & recreation" and "BOOK NOW!".