

**The NJ Travel & Tourism 2021
Co-Op Sales and
Specifications Manual**



Thank you for your interest in the 2021 NJ Travel and Tourism Co-Operative Marketing Program.

We have put together a program to help all members of the tourism community promote travel to New Jersey. There is a level for everyone, from \$1,200 to \$50,000 investments, with the ability to use templates that tie into the NJ campaign or run materials that promote your specific destination or business.

The plan includes opportunities for matching funding, advertising (digital, social and television), campaign integration (OOH frames) and research.

- Custom plans, starting at \$25,000, can be created for entities that want an integrated option
- Digitally, partners can access our discounted rate structures with Tripadvisor, AdTheorent and ADARA
- On television in both the NY & Philadelphia markets, partners can have custom content pieces created that highlight their destination and will run alongside Boost Your Mood creative
- We can provide our buying expertise with social media for a nominal investment for any partner that doesn't have the time or know-how to promote their business on Facebook or Instagram
- We are providing matching funds to help partners install frames at their locations to help boost the state-wide campaign and help strengthen the brand
- Through AdTheorent, partners can access a Visitation Measurement Study that will show how many people saw ads and drove visits to their locations

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Ads that promote a New Jersey DMO, tourism product, service or in-state attraction are acceptable.

All digital packages will comply with IAB standards. All digital packages will be considered delivered in full if within 10% of purchased impression level. Make-goods will be secured for any package that underdelivers by this standard.

2021 Co-Op Program Overview

								
Media	Custom Plan– Integrated	Digital	Digital	Digital	Television	Social	Social	Out of Home
Minimum Investment	\$25,000	\$5,000	\$25,000	\$2,500	\$15,010	\$1,200	\$1,200	\$2,200
Matching Funds	Yes	Yes	Yes	Yes	No	No	No	Yes
Must Use Boost Your Mood Templates	Yes	No	Yes	No	Yes	No	No	Yes
Research	No	No	Yes	No	No	No	No	No
Contact	Karen Paton kpaton@danacommunications.com	Emily Brilliante ebrillanti@tripadvisor.com	Karen Paton kpaton@danacommunications.com	Don Jones Don.Jones@adara.com	Karen Paton kpaton@danacommunications.com	Ashley Kovacs akovacs@danacommunications.com	Ashley Kovacs akovacs@danacommunications.com	Karen Paton kpaton@danacommunications.com

Custom Advertising Co-Op

The New Jersey Boost Your Mood Co-Op Advertising Program provides tourism industry members the opportunity to work with the State on a custom basis to purchase advertising (digital, social and television) in partnership with the State. Advertising options are vetted and negotiated by our media experts to deliver the target segments and markets most relevant to your business or entity.

If you participate in the program, the media experts at Dana Communications will help you design a comprehensive, multi-touchpoint strategy in your target markets with matching funds up to \$50,000 (minimum commitment of \$25,000).

Why should I participate?

Participating in the co-op program grows your advertising budget for FREE! New Jersey will match each dollar you invest in the co-op, up to \$50,000, in exchange for incorporating the Boost Your Mood campaign theme into the advertising creative.

Who is eligible for the co-op program?

The New Jersey program is available to all New Jersey organizations that contribute to a healthy tourism economy—from DMOs to non-profits, lodging, cultural activities, festivals, attractions, events and more.

PROGRAM BENEFITS:

- Each plan is custom. The Dana team will work with you and present plan options that incorporate your goals and objectives, advising you on what media outlets and mediums will work best for you.
- You have equal approval rights on the final media plan along with the State contract manager.
- Campaign set up, execution and reporting* provided by Dana Communications.

PROGRAM CONDITIONS:

- The State requires that all media placements are made through Dana Communications. Once a plan is approved, your organization will pay Dana for your portion of the co-operative program and Dana will place the media on your behalf.
- The State requires that half of the total co-op plan include digital media (eblasts, content media, FB ads, digital video, banner ads, etc.). Thus if your contribution is \$50K and NJ contributes \$50K, the total investment is \$100K—and \$50K will go to digital and \$50K can go to tactics offline (TV, radio, print, outdoor, etc.).
- The State requires that at least 75% of the digital inventory be directed to a landing page on the State site (visitnj.org) that will include a direct link(s) to your business or organization. **For any traffic that is sent direct to your site, we would request metric reporting be provided by you to Dana Communications, including total visits and source, and any conversions. As an example, should the ads include a trackable package or offer, we would request data on the sales[†] of that package to help in determining the success of the media plan.*
- Partners must provide creative assets, photos, video, copy/content to be used to compile the final media files. The Dana Team will incorporate these elements into final designs to be approved by the State and co-op partner. The campaign must incorporate the NJ Boost Your Mood theme.
- The State's funding for co-operative marketing is limited—interested parties should contact Dana Communications as soon as possible:

—Karen Paton, Media Director, Dana Communications | 609-466-9187 x130
or kpaton@danacommunications.com.

[†]Either total transactions, total revenue or some other way to measure ROI. The Dana Team would work with you to determine the appropriate metrics.



tripadvisor®

Engage with travel enthusiasts actively looking for travel inspiration and resources.

Contact: [EMILY BRILLANTI](#)

Geo-targeted run-of-site banners on Tripadvisor.com will include targeting and retargeting travelers researching New Jersey from regional drive markets, or specific relevant first-party audiences from regional drive markets.

As part of the Co-op Partnership, New Jersey will match the investment of local partners 100%, up to 10K with additional investment from Tripadvisor.

- Partner investment: \$5,000 minimum
- NJT&T investment: 100% match; maximum match of \$10,000
- Tripadvisor investment: 25% match

Example Investment:

- Partner spend = \$5,000
- NJT&T match = \$5,000
- Tripadvisor match = \$1,250
- Total value to partner = \$11,250



ASSETS NEEDED*

- 728x90, 300x250, 300x600, and 320x50 standard (static) display ads.
- A click-through URL to which your ad will be linked.

SPECIFICATIONS

- Allowed file formats: JPEG, GIF or PNG
- 300x250, 300x600, 728x90 Maximum file size: 150k
- 320x50 Maximum file size: 50k



DETAILS

- Interested partners should reach out directly to Emily Brillanti with interest in Co-op participation. ebrillanti@tripadvisor.com, 315-345-7321.
- Flight can begin July 1 and must end by December 31. All flights must be booked by October 31.
- Tripadvisor will provide automated monthly reporting including impressions, clicks and total website visits.

*Creative is the responsibility of the partner; partners do not need to use the Boost Your Mood templates but Dana Communications can provide them to you for use or can offer production services at the reduced State contract rates to any partners who may need help designing materials and assets to be used to execute the Tripadvisor Co-Operative buy.



Contact: [KAREN PATON](#)

AdTheorent uses machine learning to collect, organize, and analyze data to deliver real-world value for destinations.

As part of the Co-op Partnership, New Jersey will match the investment of local partners 100%, up to 25K, with an added value internal visitation study being provided by AdTheorent.

- Partner investment: \$25,000 minimum
- NJT&T to match first \$25,000 investment
- AdTheorent to provide visitation study (more info below)
- The entire buy must use the Boost Your Mood NJT&T Campaign templates
- 50% of the total buy needs to be directed to a landing page on the NJT&T site

ASSETS NEEDED*

- 728x90, 300x250, 300x600, and 160x600 standard display ads
- 320x50 mobile display ad
- A click-through URL to which your ad will be linked

SPECIFICATIONS

- Allowed file formats: JPEG, GIF PNG or HTML5
- 300x250, 300x600, 728x90, 160x600 maximum file size: 200k
- 320x50 Max file size 50K
- Max Animation 15 sec
- Max FPS 60



DETAILS

- Interested partners should reach out directly to Karen Paton. kpaton@danacomunications.com, 609-466-9187 x130
- Flight can begin July 1 and must end by December 31. All flights must be booked by October 31. Flights to run for a maximum of three months.
- AdTheorent will include a Visitation Measurement Study as added value to this campaign. This measures campaign impact on visitation by identifying visitor insights tied to campaign performance and visitation activity. The visitation study reports on *how many impressions* resulted in driving visits to a specific location—sample report can be provided upon request.

—Example: They can measure a specific location like an amusement park and tell you how many people saw the campaign and then visited the location. Similarly, they can measure by DMO, county or zip code target media outside of the destination limits and tell you how many people saw the campaign and then visited the DMO/county/zip, etc.

*Creative is the responsibility of the partner; partners need to use the Boost Your Mood templates but Dana Communications will provide them to you for use or can offer production services at the reduced State contract rates to any partners who may need help designing materials and assets to be used to execute the AdTheorent Co-Operative buy.



Contact: [DON JONES](#)

With access to real-time first-party search, booking, and loyalty data from over 270+ global travel suppliers, ADARA can target travelers who are actively searching for their next vacation in real time. ADARA is a leader in the fastest growing trend in destination marketing, Big Data.

As part of the Co-op Partnership, New Jersey will match the investment of local partners 100%, up to 10K, with added value impressions from ADARA

- Partner investment: \$2,500 minimum
- NJT&T investment: 100% match; maximum match of \$10,000
- ADARA 100,00 impressions for every \$5,000 combined spend

Example Investment:

- Partner spend = \$5,000 (714,286 impressions)
- NJT&T match = \$5,000 (714,286 impressions)
- ADARA adds 200,000 impressions to buy (\$1,400 value)
- Total value to partner = \$11,400

ASSETS NEEDED*

- 728x90, 300x250, 300x600, and 160x600 standard (static) display ads
- A click-through URL to which your ad will be linked



SPECIFICATIONS

- Allowed file formats: JPEG, GIF or PNG
- 300x250, 300x600, 728x90, 160x600 Maximum file size: 150k

DETAILS

- Interested partners should reach out directly to Don Jones with interest in co-op participation. Don.Jones@adara.com, 646-342-6372
- Flight can begin July 1 and must end by December 31. All flights must be booked by October 31.
- ADARA provides detailed reporting and the ability to optimize off your preferred KPI (bookings, passengers, and engagement with content). Each campaign is customized based on YOUR goals/optimal customer profile/feeder markets.

*Creative is the responsibility of the partner; partners do not need to use the Boost Your Mood templates but Dana Communications can provide them to you for use or can offer production services at the reduced State contract rates to any partners who may need help designing materials and assets to be used to execute the Adara Co-Operative buy.



Contact: [KAREN PATON](#)

CBS & Dana will create a custom content piece highlighting your destination that will run alongside the NJT&T Boost Your Mood brand spot.

As part of the Co-Op Partnership, New Jersey will match the investment of local partners 100%, to create the final :30 second spot.

The spots would follow this general format, (:03) open slate introducing the content piece, working title "NJ One Tank Away," (:10) partner content, (:02) end slate with logo inclusion, :15 second Boost Your Mood NJT&T Brand spot.

Ad will run during news, daytime and early evening programming.

Partners can choose to run in just the NY or Philly DMAs or both.

- Partner Investment NYC Metro only \$17,600 (estimated 2.8 Million Gross Imp 25-64)
- Partner Investment Philly Metro only \$15,010 (estimated 2 Million Gross Imp 25-64)
- Combo NY & Philly Metro buy \$32,610 (estimated 4.8 Million Gross Imp 25-64)

ASSETS NEEDED*

- B-roll footage or stills & logo

SPECIFICATIONS

- Images: Hi-res images
- Video: 1920x1080 footage, H264 video or .mov or Apple Pro Res
- **Partner is responsible for having the TV usage rights on video or images provided for spot**

DETAILS

- Interested partners should reach out directly to Karen Paton with interest in co-op participation.
kpaton@danacomcommunications.com, 609-466-9187 x130
- Flight dates tbd, production of content piece will take a minimum of 3 weeks, media to run during July & August. Interested partners should reach out no later than July 9.



*Creative assets are the responsibility of the partner; Dana and CBS will produce the final spot with assets provided by partner.



Contact: [ASHLEY KOVACS](#)

Video or image news feed posts on desktop or mobile targeting adults 25-64 interested in shore/beach travel, amusements, outdoor adventure, arts & culture, history, food & wine, etc. Campaign can be custom geo-targeted based on partner requests.

PARTNER INVESTMENT

- Partner minimum investment: \$1,200 minimum per month; \$5,000 maximum per month.
- Estimated total clicks at \$1,200 spend level 1,000

DETAILS

- Interested partners should reach out to Ashley Kovacs. akovacs@danacommunications.com, 609-466-9187 x122
- Flight can begin July 1 and must end by December 31. All flights must be booked by October 31.

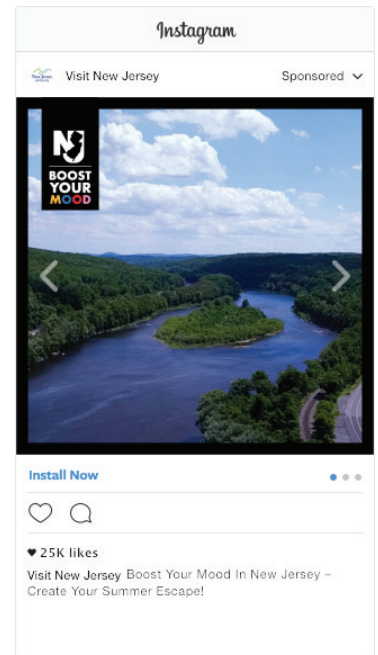
ASSETS NEEDED*

- Video or image
- Headline
- Text
- Link description
- Click-through URL
- Account manager access (see below)
- Instagram login credentials (see below)

SPECIFICATIONS

VIDEO

- Video File Type: .mp4 or .mov format
- Video Ratio: 9:16 to 9:16
- File Size: 4GB maximum
- Minimum Length: 1 second
- Maximum Length: 240 minutes
- Recommended Length: 15 seconds or less, according to specs received for the 2021-2022 proposal



VIDEO (cont.)

- Other video recommendations:
 - H.264 compression
 - Square pixels
 - Fixed frame rate
 - Progressive scan
 - Stereo AAC audio compression at 128kbps+
- Video Thumbnail Image Size: Same pixels and ratio as video file

IMAGE

- Image File Type: JPEG or PNG format
- Image Ratio: 9:16 to 9:16
- Recommended Image Size: 1200 x 628 pixels (Facebook)
- Recommended Image Size: 1080 x 1080 pixels (Instagram)

IMAGE (WITH LINK) — <https://www.facebook.com/business/ads-guide/image/facebook-feed/traffic>

- Image Ratio: 1.91:1 to 1:1
- Recommended Image Size: 1080 x 1080 pixels

COPY REQUIREMENTS (Same for image or video)

- Text: 125 characters recommended
- Headline: 25 characters recommended
- Link Description: 30 characters recommended

FACEBOOK ACCOUNT MANAGER REQUEST

- For your ad to be created, please accept Dana Communications' Account Manager request on your Facebook page. Dana Communications will send this request a few weeks before your assets are due.

INSTAGRAM LOGIN CREDENTIALS

- For your ad to also be shown on Instagram, please provide Dana Communications your login credentials for Instagram.

*Creative assets are the responsibility of the partner; Dana will produce the final ad with assets provided by partner.

OUT-OF-HOME BRANDING

We are bringing the creative campaign to life with a state-wide branding initiative designed to promote travel in New Jersey. We envision the NJ sign as out-of-home activations where locals and travelers can interact and take pictures of their NJ adventure while sharing them across social media.

The NJ sign is a great way for local communities and attractions to leverage the NJ Travel and Tourism brand to promote their own messages and unique destinations.

Depending on interest from our partners we see creating contests and travel itineraries in the future, encouraging people to visit multiple locations around the state.

- Partner Investment: \$2,200
- NJT&T Investment: \$2,200

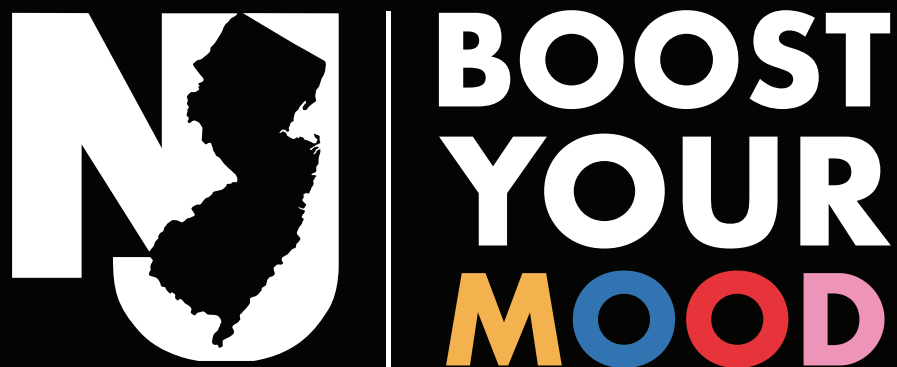
NJ SIGN SPECS

- 6' x 6' structure
- Powder-coated black steel with graphics

DETAILS

- Interested partners should reach out directly to Karen Paton with interest in co-op participation. kpaton@danacommunications.com, 609-466-9187x130
- Partner is responsible for obtaining any local permits or additional insurance if necessary on the structure
- Due to construction costs, program is dependant on interest from a minimum number of participating partners





Thank You

Questions? Call Karen Paton 609-466-9187 x130

