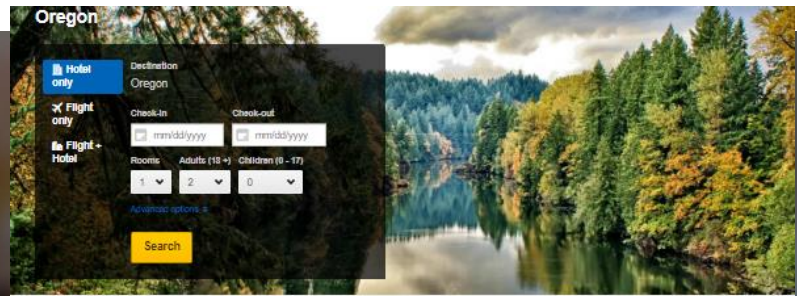


Co-Op Campaigns from Expedia Group™  
Media Solutions combines display  
advertising with custom landing pages to  
enable multiple advertisers to extend their  
marketing spend together, while still aligning  
with marketing budgets and business  
objectives.

**CLICK HERE TO  
SIGN UP NOW!**



**PRESENTING TIER**

**\$25K**  
(DMO/hotel group)

**FEATURED TIER**

**\$8,000** (individual hotel)  
**\$20K** (DMO/hotel group)

**STANDARD TIER**

**\$4,000** (individual hotel)

**Travel Oregon Spring Marketing Co-op**  
**March 21<sup>st</sup> – June 21<sup>st</sup>**

**THE STRATEGY**

- Targeting Oregon's **Top Fly/Drive Origin Markets**
- Retargeting competitive searchers: **shift share to Oregon**
- Targeting **Oregon searchers/travel intenders** who have yet to book their stays
- Multiple levels of exposure
- Expedia matches all media funds - 1:1 match
- Multi-tier pricing structure to accommodate budgets:
  - **DMO/hotel group Rates:** \$25K or \$20K
  - **Hotel Rates:** \$8K or \$4K

**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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