

BRAND MEDIA / MESSAGING	JANUARY					FEBRUARY					MARCH					APRIL					MAY					JUNE					JULY					AUGUST					SEPTEMBER					OCTOBER					NOVEMBER					DECEMBER				
	27	3	10	17	24	31	7	14	21	28	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19								
BROADCAST/CTV																																																												
LINEAR TV																																																												
TRADITIONAL BROADCAST																																																												
<i>Cleveland, Columbus, Philadelphia, Baltimore</i>																																																												
<i>New York, Boston</i>																																																												
CABLE PRIME ONLY																																																												
<i>Charlotte, Raleigh-Durham, Charlottesville, Harrisonburg, Roanoke, Salisbury, Greenville-New Bern</i>																																																												
CTV PRIME																																																												
<i>Cleveland, Columbus, Philadelphia, Baltimore, New York, Boston</i>																																																												
OUT OF HOME																																																												
NPRP Media (TBD)																																																												
<i>Cleveland, Columbus, Philadelphia, Baltimore, New York, Boston</i>																																																												
DIGITAL MEDIA																																																												
<i>Trip Advisor</i>																																																												
<i>Expedia (Timing TBD)</i>																																																												
<i>Epsilon</i>																																																												
<i>Sajern</i>																																																												
<i>Pandora</i>																																																												
<i>Vistagraphics</i>																																																												
<i>PushSpring/T-Mobile</i>																																																												
Golf.com																																																												
<i>Ad-Serving (AdSwerve/IAS)</i>																																																												
CONTENT PARTNERSHIPS																																																												
<i>Bon Appetit Food & Beverage Partnership</i>																																																												
<i>Partner TBD (Placeholder)</i>																																																												
PPC / PAID SOCIAL MEDIA																																																												
PAID SOCIAL																																																												
<i>Facebook/Instagram</i>																																																												
<i>Nom (YouTube)</i>																																																												
<i>TikTok (Final timing TBD)</i>																																																												
PPC (PAID SEARCH)																																																												
BLOG CONTENT																																																												
<i>InPowered</i>																																																												
INFLUENCER																																																												
<i>Influencer Program</i>																																																												
MISC. COMMITMENTS																																																												
<i>CRUSA International Marketing Program</i>																																																												
<i>Virginia Travel Guide</i>																																																												
<i>goWilliamsburg Guide</i>																																																												
<i>VRLTA Guide</i>																																																												
CO-OP PROGRAM																																																												
<i>Partners TBD (Placeholder)</i>																																																												