

	JANUARY					FEBRUARY					MARCH					APRIL					MAY					JUNE					JULY					AUGUST					SEPTEMBER					OCTOBER					NOVEMBER					DECEMBER				
	2	9	16	23	30	6	13	20	27	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	31							
BROADCAST																																																												
LINEAR TV																																																												
<i>Washington, D.C., Baltimore, Philadelphia, Pittsburgh, Boston, Cleveland, Columbus, Charlotte, Raleigh-Durham, Harrisburg, Charlottesville, Roanoke, Salisbury, Greenville-New Bern</i>																																																												
	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50																				
<i>New York</i>	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75																			
OUT OF HOME																																																												
Interactive Units																																																												
<i>Boston (Interactive Storefront)</i>																																																												
<i>New York (Interactive Storefront)</i>																																																												
<i>Washington D.C. (Interactive Storefront)</i>																																																												
Traditional OOH																																																												
Boston																																																												
<i>Static & Digital Transit Shelters</i>																																																												
<i>Digital Urban Panels</i>																																																												
<i>Digital Liveboards</i>																																																												
<i>Wallscape</i>																																																												
New York																																																												
<i>Digital Urban Panels</i>																																																												
<i>Wallscape</i>																																																												
<i>Digital Bulletin</i>																																																												
<i>Digital Liveboards</i>																																																												
Baltimore																																																												
<i>Digital Spectacular</i>																																																												
<i>Full Motion Digital Kiosks</i>																																																												
<i>Digital Bulletin Package</i>																																																												
Cleveland																																																												
<i>Wallscape</i>																																																												
<i>Static Pillars</i>																																																												
<i>Full Motion Digital Kiosks</i>																																																												
Philadelphia																																																												
<i>Dilworth Park Wall</i>																																																												
<i>Digital Transit Shelters</i>																																																												
<i>Digital Spectacular</i>																																																												
Washington D.C.																																																												
<i>Wallscape</i>																																																												
<i>Bike Share</i>																																																												
<i>Digital Liveboards</i>																																																												

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CTV																																																					
Tremor																																																					
Roku																																																					
DIGITAL MEDIA																																																					
Trip Advisor																																																					
Sojern																																																					
Pandora																																																					
Stitcher																																																					
InPowered																																																					
Vistagraphics Email																																																					
Stackadapt																																																					
GumGum																																																					
Adara																																																					
Priceline																																																					
Smartless																																																					
PPC / PAID SOCIAL MEDIA																																																					
PAID SOCIAL																																																					
Facebook/Instagram																																																					
TikTok (TBD)																																																					
PPC (PAID SEARCH)																																																					
INFLUENCER																																																					
Influencer Program																																																					
CONTENT PARTNERSHIPS																																																					
Partners TBD (Placeholder)																																																					
CO-OP PROGRAM																																																					
Partners TBD (Placeholder)																																																					
ANNUAL RENEWALS (Print)																																																					
CRUSA International Marketing Program (TBD)																																																					
Vistagraphics Print (goWilliamsburg, VRLTA, Coastal Virginia)																																																					
Leisure Media (Virginia Travel Guide) (TBD)																																																					
Ignite (TBD)																																																					
Premier Travel Media (VA Sports Guide) (TBD)																																																					
American Bus (TBD)																																																					
Travel South (TBD)																																																					