



SPRING 2027 CO-OP PROGRAM

October 15, 2026



FY27 CO-OP | Program Overview

The Maryland Office of Tourism Co-op Program offers advertising opportunities backed by state funding to give participating destinations greater reach, stronger media buying power and more exposure.

Goal:

Create greater impact for Maryland destinations while collectively growing the state's visitor economy.

Objective:

Give participating DMOs greater reach, visibility and marketing value than they could achieve independently.

Strategy:

Combine DMO investment with OTD's funding, buying power, brand reach and marketing support through flexible, turnkey opportunities.



FY27 CO-OP | Built to Evolve

Over the years, the Co-op program has evolved with your needs.

Diversified media mix to include digital, outdoor, custom content, and other integrated marketing opportunities

Co-op opportunities built from DMO survey feedback and partner needs

Co-op opportunities per areas of interests (water, culinary, history & heritage, outdoor recreation)

Custom opportunities around itinerary-based travel, multicultural travelers, and emerging traveler interests

Media partner contacts for direct DMO access and outreach

**We will continue to adapt and grow the Co-op program.
Your feedback is important to us.
There will be more program assessment and surveys in the future!**



FY27 CO-OP | Why Participate

The Co-op Program offers cost match advertising opportunities and access to specially negotiated rates.

This year's program is supported by \$150,000 in state funding to amplify your marketing efforts.

- **Amplify Your Reach** with statewide campaigns targeting qualified travelers.
- **Stretch Your Budget** thanks to statewide buying power, negotiated rates and state-supported funding.
- **Get Built-in Expertise** from the state's marketing team and agency partners on program development.
- **Maximize Exposure** with targeted, strategic placements as well as bigger, more eye-catching collective placements.
- **Drive Visitors Directly** to your channels while elevating Maryland as a whole.



FY27 CO-OP | 2026 Participation Summary

THANK YOU TO ALL 2026
PARTICIPANTS!



Print Media		
Publisher	OTD Spend	Participant
Southern Living	\$22,440	Cecil, Talbot, Annapolis, Frederick, Montgomery, Hagerstown, Queen Anne's, Baltimore County, Alleghany, Garrett
Food Network/ Pioneer Woman	\$6,990	Frederick, Calvert, Baltimore, Montgomery, Talbot, St. Mary's
Leisure Group Travel	\$3,025	Baltimore
PA Bus Association	\$0	Caroline, Carroll, Queen Anne's

Digital Media		
Publisher	OTD Spend	DMO Spend
Expedia		
Montgomery	\$5,000	\$5,000
St. Mary's	\$5,000	\$5,000
Frederick	\$5,000	\$5,000
Visit Baltimore	\$5,000	\$5,000
Sojern		
Visit Baltimore	\$5,000	\$5,000



FY27 CO-OP | Collective Tourism Impact

Bring your destination stories together with Maryland's brand platform to showcase the breadth of Maryland experiences and strengthen our collective impact.



**Get the Co-op Ad Tool Kit
available on the
Visit Maryland WebDAM.**

Learn about the Co-op Program, Participant Checklist, WebDAM Photography Usage, Ad Templates, Anatomy, Typography and more.





FY27 Co-op Program Details



FY27 CO-OP | Planning Parameters

Objectives

- Increase awareness and consideration of Maryland and participating destinations among target travelers
- Drive travel demand by generating trip planning, website traffic, and visitation/bookings for OTD and participating DMOs

Target Audience

- Travel intenders age 25-64, mostly married/partnered, HHI \$100K+, 2+ travel members
- Custom targeting opportunities in digital
- Provides audience diversity in media placements

Geography

- Maryland (Baltimore metro/state of Maryland), Washington D.C., Ohio (Cincinnati, Cleveland, Columbus), New York (NYC, Long Island), New Jersey, Pennsylvania (Pittsburgh, Harrisburg, Philadelphia), Virginia (northern VA, Tidewater region, Richmond)

Budget

- \$150,000



FY27 CO-OP | Media Strategies

- **Tell One Maryland Story** – Connect destinations through shared travel experiences and cohesive storytelling.
- **Elevate the Audience** – Reach more affluent, travel-minded consumers in premium environments.
- **Maximize Co-op Buying Power** – Unlock higher-profile opportunities DMOs may not access independently.
- **Expand Travel Audiences** – Reach both leisure travelers and group travel decision-makers.
- **Balance Inspiration + Performance** – Pair storytelling with measurable digital opportunities.



FY27 CO-OP | Partners

Southern Living

TRAVEL+
LEISURE

GARDEN & GUN

BLUE RIDGE
outdoors
MAGAZINE



COUNTRY LIVING

The Pioneer Woman

The Washington Post

lonely planet

AFAR

 Expedia

 SOJERN



GROUP TOUR
MAGAZINE

LEISURE
GROUP TRAVEL

PBA | PENNSYLVANIA
BUS ASSOCIATION
Representing the Motorcoach Industry Since 1923



FY2027 CO-OP PROGRAM SUMMARY

Publisher	Issue/Timing	Media Type	Metric	DMO Participation Cost	OTD Participation Cost	OTD Match	Media Partner Match	Space Deadline	Material Deadline
Consumer Print Media									
Southern Living	April 2027 Issue - South's Best	Print Custom Content	Circulation: 398,200	Various Discounted Rates	\$22,440	-	-	12/5/2026	12/19/2026
Travel & Leisure	June 2027 Issue - Summer Escapes	Print Custom Content	Circulation: 370,000	Various Discounted Rates	\$24,000	-	-	3/1/2027	3/8/2027
Garden & Gun	April/May 2027 - 20th Anniversary Issue	Print Custom Content	Circulation, 1,600,000	\$7,625 for 1/4 pg space (4 participants required)	\$22,500	-	-	1/7/2027	1/14/2027
Blue Ridge Outdoors	March/April 2027 - Outdoor Families	Print Custom Content	Circulation: 80,000	Various Discounted Rates	-	-	-	2/2/2027	2/5/2027
Hearst Magazines (Food Network, The Pioneer Woman, Country Living)	April/May 2027 - Food Network, The Pioneer Woman - Summer Issue April 2027 - Country Living - Country's Best Small Towns Issue	Print Custom Content	Circulation: 194,358	Various Discounted Rates	\$15,000	-	-	1/9/2027	1/9/2027
The Washington Post	January - June 2027	Print	Circulation: 571,000 daily, 595,000 Sunday readers	Various Discounted Rates	-	-	-	TBD	TBD
Digital Media									
Lonely Planet	Best in Travel 2027	Digital custom content and social media	Impressions	\$5,000-\$6,250 per DMO (8-10 total DMO participants)	-	Up to \$5,000 in matching funds per DMO per media partner for a total budget of \$50,000. Available on a first-come, first-served basis.	-	12/2/2026	12/15/2026
AFAR.com	Spring 2027 (March-June)	Digital custom content, run-of-site media, co-op email, and FP4C print advertorial	Impressions	\$9,600 per DMO (4 total DMO participants)	\$9,600		-	1/29/2027	TBD
Washingtonpost.com	Spring-Summer 2027 (run by 6/30/27)	Digital package solutions including custom content, social media creator and digital display	Impressions	\$10,000 minimum	-		-	2/28/2027	TBD
Sojern	January 1 - June 30, 2027 (3 consecutive months)	Digital display, native and/or video packages	Impressions	\$1,500, \$2,500 or \$5,000 tiered options	-		1:1 Match	3/15/2027	TBD
Expedia Group	January 1 - June 30, 2027	Digital package includes display, native, social and responsive placements with shared custom landing page featuring participating DMOs	Impressions	\$5k minimum Minimum of 3 DMO participants	-		-	12/4/2026	TBD
Elite Media Group	January 1 - June 30, 2027 (3 consecutive months)	Digital display, native and QLV advertising	Impressions	\$5k minimum	-	1:1 Match	3/15/2027	TBD	
Group Trade Media									
Group Tour Magazine	March 2027 Issue	Print & Digital	Impressions: 13,000	Print Co-op: \$1,000 per DMO Digital only: \$500 per DMO	\$2,500	-	-	1/27/2027	1/27/2027
Leisure Group Travel	February 2027 Issue - Destinations to Watch and Culinary Destinations	Print	Circulation: 12,000	Various Discounted Rates	\$3,295	-	-	12/15/2027	12/15/2027
PA Bus Association	January 2027 - Annual Membership Guide	Print	Circulation: 350	\$499 per DMO (up to 3 total participants)	\$499	-	-	11/6/2026	11/6/2026
				OTD Budget Subtotal	\$99,834	\$50,000			
				OTD Budget Total	\$149,834				





FY27 CO-OP MEDIA: Consumer Print

Southern Living



Southern Living

As one of the top paid monthly magazines in the country, Southern Living is consistently our most popular program with DMOs year after year. Its April *South's Best* issue lands right when readers are planning spring and summer travel.

Circulation

398,200

Geographies

DC, DE, MD, NJ, NY,
PA, VA

Flight Dates

April 2027

Space & Material Deadline

12/5/26 & 12/19/26



Southern Living

A narrative storytelling opportunity in the April 2027 *South's Best* Issue celebrating destinations shaping the South's culinary scene. The 2027 approach is a fully custom, editorial-style Maryland section with each participating destination woven into one cohesive story.

Maryland, Served will explore how food brings the state to life, from Chesapeake traditions and waterfront tables to mountain breweries, family-owned institutions, global flavors and emerging culinary talent. The final narrative will be shaped around participating destinations, with food serving as the invitation to discover everything else Maryland has to offer.

OTD Participation

FP custom content and presenting
sponsorship \$22,440

Visit Maryland branding throughout
participating pages

DMO Participation

Full page \$22,500

½ page \$11,220

⅓ page \$7,500

Added Value:

Reader Service listings + Featured Destination
pending participation level



Southern Living - Branded Content Example

ADVERTISEMENT

SO MUCH TO LOVE FLORIDA

Discover the Southern Living lifestyle through photos, videos of creative meet-up events, information, tips on how to plan your trip, and the best ways to explore the state. So much to love Florida together you.

FLORIDA

ADVERTISEMENT

WEST FLORIDA'S EASYGOING BEACH GETAWAYS

Discover the best beach lifestyle of Florida and how to enjoy it. From the Gulf Coast to the Panhandle, there's a beach getaway for everyone.

BEACH IDEAS

Discover the best beach lifestyle of Florida and how to enjoy it. From the Gulf Coast to the Panhandle, there's a beach getaway for everyone.

FLORIDA

THE WAY TO BEACH? UNPACK. UNPLUG. UNWIND.

Pensacola FLORIDA

FLORIDA

ADVERTISEMENT

IN FIVE HOURS BEACHES ARE JUST THE START

Whether it's a family beach day or a solo escape, there's a beach getaway for everyone.

FLORIDA

DISCOVER CLEARWATER, FL

White Sand & Wild Art

Beyond our award-winning white sand beaches, there's always something new to discover in St. Pete-Clearwater. From the world-renowned Dadi Museum and vibrant street murals to chef-driven restaurants and diverse neighborhoods brimming with character. Come experience why we're America's Favorite Beaches, and so much more.

VISITSPC.COM

YOUR GETAWAY. YOUR HOME COMING.

South Walton is a beautiful area of white sand beaches, clear water, and a laid-back atmosphere. Discover the best of South Walton in this guide.

ROOMS WITH A VIEW

South Walton is home to unique architecture, beautiful views, and a laid-back atmosphere. Discover the best of South Walton in this guide.

FLORIDA

BEST SEAT IN THE HOUSE

South Walton has a perfect place to relax and enjoy the view. Discover the best of South Walton in this guide.

FLORIDA

ADVERTISEMENT

SOUTH WALTON A PERFECT PLACE TO UNPLUG

Discover the best of South Walton in this guide.

FLORIDA

ADVERTISEMENT

FROM COASTAL BEACHES TO DISCOVER COASTAL GEMS

Discover the best of South Walton in this guide.

FLORIDA

ADVERTISEMENT

PURE ON THE WATER CROWD-FREE LOCAL ARTS GULFSTREAM BEACH FLORIDA

Discover the best of South Walton in this guide.

FLORIDA

Southern Living - Last Year's Participation

Capital Region

BALTIMORE COUNTY
Adopt a Park
 Baltimore County is proud to be a member of the Adopt a Park program. This program allows residents to help maintain and improve local parks. Baltimore County has over 100 parks and recreation facilities. Residents can help with tasks such as weeding, painting, and cleaning. For more information, visit www.baltimorecountymd.gov.



Capital Region

FREDERICK COUNTY
Adopt a Park
 Frederick County is proud to be a member of the Adopt a Park program. This program allows residents to help maintain and improve local parks. Frederick County has over 100 parks and recreation facilities. Residents can help with tasks such as weeding, painting, and cleaning. For more information, visit www.frederickcountymd.gov.



FROM VIBRANT MAINSTREETS TO HISTORIC TOWNS, CULINARY DELIGHTS TO SAVORY TREATS, SCENE CHANGES TO 200+ MILES OF WATERFRONT, you'll find it all in BALTIMORE COUNTY.

FOR THE CURIOUS
www.visitbaltimorecounty.com



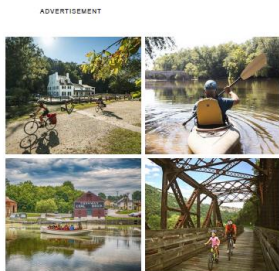
Happy Place FOUND

Be more of what you love at VisitFrederick.org



CEO CANAL NATIONAL HISTORICAL PARK
A Pair of Discoveries
 Something more than 180 miles, the CEO Canal National Historical Park offers a wonderful opportunity to explore some of Maryland's most beautiful areas. Throwing four separate counties - Montgomery, Frederick, Washington, and Allegany - this historic concept has been recognized as a destination for outdoor enthusiasts who come to hike, bike, and explore the canal and its nearby attractions. In Montgomery County, check out the diverse culinary scene in Bethesda and Silver Spring, as well as farm breweries and wineries along the Tappanville Trail. The town of Bryn Mawr, in Frederick County, offers a cozy escape with local homes as landmarks. Hunting, fishing, and canoeing are popular in the Betty, a converted church. History buffs will enjoy delving into the Civil War as in Washington County, especially in Hancock and Sharpsburg. And nature enthusiasts will love the 200-plus miles of trail systems in Allegany County, known as the "Mountain Side of Maryland." www.ceocanal.com

ADVERTISEMENT



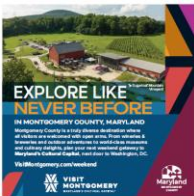
EXPLORE & EXPERIENCE
ADVENTURE AWAITS ON AND OFF THE TRAIL

Discover unique finds at stylish boutiques, treat yourself to a savory meal, and unwind at a local winery. Let's Go!

BEYONDTHECANAL.COM



EXPLORE LIKE NEVER BEFORE
IN MONTGOMERY COUNTY, MARYLAND
 Montgomery County is a truly diverse destination. It's a beautiful landscape of rolling hills, forests, and water. It's a place where you can enjoy the best of both worlds. For more information, visit www.visitmontgomery.com.



LOOKING FOR NEW ADVENTURES?
THE TRAIL SYSTEMS



Capital Region

MONTGOMERY COUNTY
Adopt a Park
 Montgomery County is proud to be a member of the Adopt a Park program. This program allows residents to help maintain and improve local parks. Montgomery County has over 100 parks and recreation facilities. Residents can help with tasks such as weeding, painting, and cleaning. For more information, visit www.visitmontgomery.com.



ADVERTISEMENT

ALLEGANY COUNTY
Adopt a Park
 Allegany County is proud to be a member of the Adopt a Park program. This program allows residents to help maintain and improve local parks. Allegany County has over 100 parks and recreation facilities. Residents can help with tasks such as weeding, painting, and cleaning. For more information, visit www.visitallegany.com.



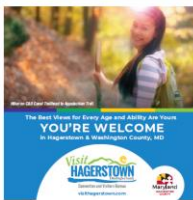
ADVERTISEMENT

HAGERSTOWN
Adopt a Park
 Hagerstown is proud to be a member of the Adopt a Park program. This program allows residents to help maintain and improve local parks. Hagerstown has over 100 parks and recreation facilities. Residents can help with tasks such as weeding, painting, and cleaning. For more information, visit www.visithagerstown.com.



ADVERTISEMENT

THE BEST VIEWS FOR EVERY AGE AND ABILITY ARE YOURS
YOU'RE WELCOME
 in Hagerstown & Washington County, MD



Travel & Leisure



Travel & Leisure

Elevate Maryland's story within a trusted travel environment reaching affluent travelers seeking distinctive experiences and destinations.

Circulation

370,000

Geographies

East of Mississippi

Flight Dates

June 2027

Space & Material Deadline

3/1/27 & 3/8/27



Travel & Leisure

Extend the storytelling approach within Travel & Leisure's June 2027 issue focused on Summer Escapes. Content would showcase the diversity of experiences within the state to entice visitation.

Maryland, Made for Summer will feature the places and experiences that make the state an unforgettable warm-weather escape, including beaches, bays, mountain retreats, scenic road trips, outdoor adventures, festivals and vibrant towns. Seasonal flavors and open-air experiences will complement the broader summer travel story.

OTD Participation

FP custom content and presenting
sponsorship \$24,000

Visit Maryland branding throughout
participating pages

DMO Participation

Full page \$24,000

½ page \$12,000

¼ page \$6,000

Added Value: listing on in-book promo
page

Full-page advertisers in both Southern Living and
Travel & Leisure can receive choice of sponsorship
of 1X SL or T&L newsletter, subject to availability



A scenic view of Mount Fuji reflected in a lake, framed by cherry blossom branches. The image is a full-page spread from a magazine. The top half features a blue sky with cherry blossom branches framing the title. The bottom half shows a calm lake reflecting the snow-capped Mount Fuji and the surrounding town. The text is centered in the upper half.

ADVERTISEMENT

JAPAN IN FOCUS

From ancient temples and gardens to futuristic tech, Japan is a country of striking contrasts. Whether you're in the mood for a vibrant urban escape or a quiet onsen retreat, this island nation offers a multitude of exceptional destinations and experiences.

ADVERTISEMENT

ADVERTISEMENT

Image © The Imperial Hotel, Ltd. All Rights Reserved. 2015

THE NEW AND EXTRAORDINARY IMPERIAL HOTEL, KYOTO

This striking, world-class and unparalleled hotel in Kyoto is the latest work of the master of the most iconic hotel brand across the planet: The Imperial Hotel Group.

Astonishing 150 years, seven-time language of the world, the Imperial Hotel Group has a rich history of excellence in design, construction and service. With a long tradition of excellence in design, construction and service, the Imperial Hotel Group has a rich history of excellence in design, construction and service.

AN OASIS OF SUSTAINABILITY

In an ever-changing world, the Imperial Hotel Group has a rich history of excellence in design, construction and service. With a long tradition of excellence in design, construction and service, the Imperial Hotel Group has a rich history of excellence in design, construction and service.

The Imperial Hotel Group has a rich history of excellence in design, construction and service. With a long tradition of excellence in design, construction and service, the Imperial Hotel Group has a rich history of excellence in design, construction and service. The Imperial Hotel Group has a rich history of excellence in design, construction and service. With a long tradition of excellence in design, construction and service, the Imperial Hotel Group has a rich history of excellence in design, construction and service.

The Imperial Hotel, Kyoto, 1915

In the new collection, a remarkable combination of the worldwide

AN OASIS BRAND OF PEAK & PERMANENT
The Imperial Hotel Group has a rich history of excellence in design, construction and service. With a long tradition of excellence in design, construction and service, the Imperial Hotel Group has a rich history of excellence in design, construction and service.

has been named with the 150 years of the Imperial Hotel Group.

Over the years, the Imperial Hotel Group, and the Imperial Hotel Group, has a rich history of excellence in design, construction and service. With a long tradition of excellence in design, construction and service, the Imperial Hotel Group has a rich history of excellence in design, construction and service.

DISCOVER THE IMPERIAL HOTEL AT IMPERIALHOTEL.CO.JP













A DYNAMIC LIFESTYLE DESTINATION

Binding modern design, refined amenities, and an impressive architectural vision, Grand Hyatt captures the vibrant spirit of the capital city of Beijing. The Grand Hyatt is a landmark for modern luxury hotels, embracing an art-inspired architectural vision of the future.

CAPTIVATING CENTERS
 Grand Hyatt's iconic design spans every step into Grand Hyatt's modern lobby, featuring a large, curved, and sculptural design. The lobby is a masterpiece of modern design, featuring a large, curved, and sculptural design. The lobby is a masterpiece of modern design, featuring a large, curved, and sculptural design.

RESTAURANT
 Grand Hyatt's restaurant is a masterpiece of modern design, featuring a large, curved, and sculptural design. The restaurant is a masterpiece of modern design, featuring a large, curved, and sculptural design. The restaurant is a masterpiece of modern design, featuring a large, curved, and sculptural design.

ENTERTAINMENT
 Grand Hyatt's entertainment center is a masterpiece of modern design, featuring a large, curved, and sculptural design. The entertainment center is a masterpiece of modern design, featuring a large, curved, and sculptural design. The entertainment center is a masterpiece of modern design, featuring a large, curved, and sculptural design.

CONVENTION & MEETINGS
 Grand Hyatt's convention and meeting space is a masterpiece of modern design, featuring a large, curved, and sculptural design. The convention and meeting space is a masterpiece of modern design, featuring a large, curved, and sculptural design. The convention and meeting space is a masterpiece of modern design, featuring a large, curved, and sculptural design.

THE GRAND HYATT
 Grand Hyatt is a landmark for modern luxury hotels, embracing an art-inspired architectural vision of the future. The Grand Hyatt is a landmark for modern luxury hotels, embracing an art-inspired architectural vision of the future. The Grand Hyatt is a landmark for modern luxury hotels, embracing an art-inspired architectural vision of the future.













TO LEARN MORE, VISIT GrandHyatt.com

Garden & Gun



Garden & Gun

Garden & Gun reaches an affluent experiential traveler with enough disposable income to take multiple leisure trips, dine well, stay somewhere distinctive, and spend on experiences—but not necessarily seeking five-star luxury.

Circulation

1,600,000

Geographies

National coverage
w/ 69% in Southeast

Flight Dates

April/May 2027

Space & Material Deadline

1/7/27 & 1/14/27



Garden & Gun

The April/May 20th Anniversary Issue will be a buzz-worthy issue and a direct lead-in as travelers plan for the Spring/Summer season.

OTD Participation

FP advertorial \$22,500

DMO Participation

Adjacent branded content requiring four participating DMOs. Additional space available; must be sold in increments of four.

¼ page \$7,625

Rate Savings: 70% off rate card and national distribution



Garden & Gun - Branded Content Example



MOUNTAINS of MEMORIES

Tennessee's great outdoors is a playground of misty peaks, winding trails, and rushing rivers

In Tennessee, the challenge of outdoor adventure isn't finding something to do—it's narrowing the list. Between the great hikes, dazzling waterfalls, legendary fishing holes, and music festivals that seem to appear wherever the scenery is best, the hardest part is deciding where to start. Pack a car and your hiking shoes and you're already on the path to a vacation unlike any other in the Volunteer State.

Take the sheer number of scenic backcountry roads to hike through. Tennessee has compiled more than fifty state-approved routes on BikeTNCam for cyclists to discover. Or familiarize yourself with a map of the state's radiant rivers. From the gentle roll of the Duck to the leisurely floats on the Caney Fork to the scenic Obel along the Cumberland Plateau, the rugged beauty of this land is just a paddle away.

Perhaps that's why so many trailblazers choose to visit. They're not limited to merely one activity. In a single day, one can go Zorbing at Outdoor Gravity Park in Pigeon Forge, then hike Grotto Falls to stand in awe of a twenty-five foot waterfall inside Great Smoky Mountains National Park. Or a trekker could hike the Creek Golf Trail in Sevier Golf State Park on his first day of a getaway, then cruise to Nashville for the CMA Fest (this year June 4-7), followed by dinner at Rolf & Daughters downtown.

Music, after all, is never far away here. In Tennessee, nearly every city and town has a musical connection with a story to tell. You've already heard the songs—now you can experience the places and sights that inspired those classics. For a music-themed journey steeped in history, the Tennessee Music Pathways driving tour links legendary venues, hometown landmarks, and hidden gems across the state.

Striking views, seasonal live music, and seriously satisfying menus are all available across the state. Because the only thing better than finishing a hike ride through Memphis's Midtown Loop is knowing you've got a table waiting that evening for down home Southern fare at Felicia Suzanne's. With thirty-six restaurants earning recognition in the inaugural Michelin Guide-American South, the state's culinary landscape ranges from inventive tasting menus to globally inspired fare.

Of course, the opportunity to catch your own supper is available as well. Tennessee is famous for its Bill Dance Signature Lakes, packed with catfish, bass, and walleye. Cast off on a solo outing, or hire a guide to increase your odds of reeling in a catch worthy of stories long after you've left the water.

Whether you're celebrating a memorable meal in Sevierville or a prized catch in Gatlinburg, both deserve a proper toast. Tennessee delivers there, too. The Tennessee Whiskey Trail is a must for any whiskey enthusiast, while craft breweries across the state offer fun and tastings that showcase the local brewing spirit. Stop in to sample time-tested Tennessee favorites—and discover a few new ones to take home or back into your truck for the next day's trek. In Tennessee, the best days don't end when the trail does—they roll on with a song, a good meal, and a glass raised to the memories that made the memory.

Start planning your Tennessee Vacation at TNVacation.com



A Smoky Mountain Summer

APPALACHIAN ADVENTURES AWAIT IN GATLINBURG

Four days of fun include zip-lining, fly fishing, and guided hikes. Gatlinburg is ready for you. The season to look outside town will take this gateway to the Great Smoky Mountains, where outdoor adventures abound with the easy charm of Appalachian culture.

Summer comes with the easy charm of Appalachian culture. Summer comes with the easy charm of Appalachian culture. Summer comes with the easy charm of Appalachian culture.

Gatlinburg.com



A Cultural Gem

HERITAGE FEELS LIKE HOME IN RUTHERFORD COUNTY

Just beyond Nashville's skyline, Rutherford County blends American history with contemporary Southern culture. From preserved landmarks that reflect the region's storied past to traditions still practiced today, heritage here is part of daily life.

Beyond its history, vibrant culture thrives—craft distilleries, craft breweries, and independent shops create a scene that feels both rooted and fresh. With live music, local makers, and a welcoming spirit, it's a place that invites you to slow down and savor the moment.

VisitRutherfordTN.com

A Sevierville State of Mind

THE SMOKEYS SET THE STAGE FOR A ONE-OF-A-KIND JOURNEY

When it comes to Tennessee, there's truly nothing else out there. From the Smoky Mountains to the heart of the state, there's always something new to discover. After all, who else can provide the right mix of scenic views, fine dining, and outdoor adventures in the state, and take in the Smokies from above on a panoramic helicopter tour all in the same trip?

Start with a round at Sevierville Golf Club, an upscale course offering two championship layouts and stunning mountain views. Plane enthusiasts will want to visit the Tennessee Museum of Aviation, home to a variety of vintage aircraft, including two of the world's last remaining Douglas A-1 Skyraiders. While here, meet America's national bird at the American Eagle Foundation. Guided tours introduce guests to majestic bald eagles and other birds of prey. For a more serene moment, FairStone Adventure Discovery Zoo offers unforgettable encounters where guests can feed some Tennessee's rescued animals. To see the Smokies from a new perspective, Sevierville Helicopters offers flights over the national park and surrounding foothills.

When it comes time to stay, Sanctuary Spa Resort offers unforgettable lodging with imaginative themed tree houses—including historic Mt. Le Conte, a road to heaven in the Smoky Mountains. For modern cabins and spa treatments, Oak Haven Resort offers a world-class spa and wellness center. For a star meal at The Appalachian, a true farm-to-table experience in downtown, cap it off with a warm sit-down message at the resort, and you have a trip you won't soon forget.

VisitSevierville.com

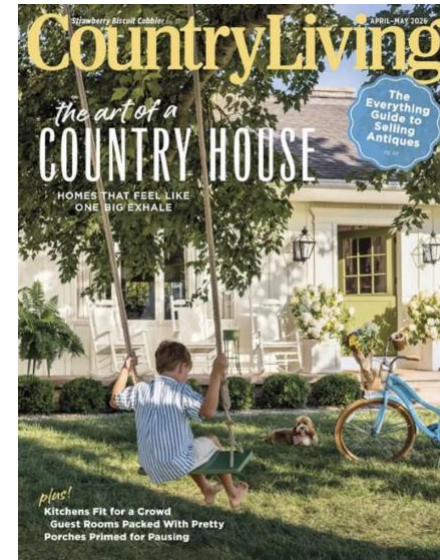


OUR MUSIC. YOUR STORY.
TENNESSEE
SOUNDS PERFECT

TNVACATION.COM



Food Network, The Pioneer Woman, and Country Living



Food Network, The Pioneer Woman and Country Living

Food Network and The Pioneer Woman are the two most powerful culinary brands with Food Network being the top culinary title on newsstands and The Pioneer Woman the #1 daytime TV show on the Food Network.

For 2027, we are expanding the Hearst buy to include Country Living, a broader lifestyle magazine covering food and travel—from road trips and weekend getaways to small-town exploration. This introduces Maryland to a new audience with a strong affinity for drive travel and destination discovery.

Circulation

194,358

Geographies

DC, MD, OH, NY, PA,
VA, DE, WV, NJ

Flight Dates

April/May 2027

Space & Material Deadline

1/9/27



Food Network, The Pioneer Woman and Country Living

April/May 2027 Food Network and The Pioneer Woman Summer Issue
Country Living April 2027 issue featuring the Country's Best Small Towns

OTD Participation

3-page advertorial lead-in \$15,000

(Section opener + advertorial spread
leading into 8-page Maryland section)

DMO Participation

Full page \$9,800

½ page \$6,400

Added Value: Addition of 3rd title with
reduced pricing vs. last year



Food Network, The Pioneer Woman - Last Year's Participation

ADVERTISEMENT

You're Welcome in Maryland.



WAY MORE THAN CRAB

Visit Baltimore
BALTIMORE.ORG

YOU WON'T GET IT IN YOU GET HERE

visitmaryland.org

YOU'RE WELCOME

ADVERTISEMENT

It's just
YOU AND NATURE

For more details at visitstmarysmd.com

ALWAYS in season

Visit our relaxing waterside community on the western shore of the Chesapeake Bay. Natural beauty and laid-back charm await.

Calvert Cliffs
RASTLAND

THE DESTINATION FOR COASTAL EATS
Discover local seafood, drink and dine restaurants and beautiful beaches along the shoreline of St. Mary's County, MD.

Plan your culinary journey at VisitStMarysMD.com

ENTIRELY MARYLAND
Distinctly Different

So farm-to-table cocktails at a gastropub, savor global cuisine, explore historic towns along the C&D Canal, and discover art, shopping, and cultural festivals. Plan your next weekend away in Montgomery County, Maryland. Just minutes from Washington, DC.

VISIT MONTGOMERY
MONTGOMERYCOUNTY.MD

VisitMontgomery.com/Weekend

YOU'RE WELCOME

Easton • Oxford • St. Michaels • Tilghman Island

TRUE TALBOT. TRUE CHESAPEAKE.

TRUE FLAVORS

SCAN FOR OUR TRAVEL GUIDE

Looking for Maryland blue crabs? Find them — and so much more — in Talbot County, where fresh Chesapeake flavors, historic waterfront towns, welcoming inns, and wide-open spaces create the perfect Eastern Shore escape. Plan your getaway today!



Talbot COUNTY

YOU'RE WELCOME



Blue Ridge Outdoors



Blue Ridge Outdoors

Blue Ridge Outdoors is the largest free outdoor lifestyle magazine and trusted guide to the best adventure in the Southeast. Readers are located within a day's drive of Maryland and are devoted adventurers who enjoy road trips to explore new destinations.

Circulation

80,000

Geographies

NC, SC, TN, GA, VA,
WV, KY, DC, MD, PA

Flight Dates

Mar/Apr 2027

Space & Material Deadline

2/2/27 & 2/5/27



Blue Ridge Outdoors

March/April is Blue Ridge Outdoors' Outdoor Families Issue with a focus on Hiking, Trails Adventure Guide and Spring fever Weekend Getaway Guide. Nice tie-in to Rails, Trails and Outdoor Rec theme.

OTD Participation

No participation

DMO Participation

Full page ad or advertorial \$5,200

½ page ad or advertorial \$3,000

¼ page ad or advertorial \$1,600

Added Value: 40% rate discount +
bonus sponsored Facebook post or web
ad based on level of participation



Blue Ridge Outdoors - Branded Content Example



UNIQUE EXPERIENCES AWAIT IN... KENTUCKY TRAIL TOWNS

Ready for adventure? Discover outdoor fun and stunning landscapes in Kentucky's 30 certified trail towns. From high adrenaline thrills to family friendly adventures, these welcoming communities offer endless ways to explore. After the adventure, enjoy local restaurants, shops, and stays... plus world-class hospitality that'll bring you back again and again. Kentucky State Parks are currently undergoing exciting new renovation projects, so please check parkscap.gov before visiting!

FORESVILLE

Located in the heart of central Kentucky, Foresville is a vibrant mountain town. Hiking the London Park to the Big Sandy River, you'll see a unique perspective of one of the largest water-moving projects in world history at the base of the **Rhinecliff** C&D Project. Newly constructed trail systems at **Blue Anne Park** offer a variety of routes for those seeking, as well as experienced and new adventure seekers alike.

LEITCHFIELD

Located at the intersection between two of central Kentucky's most popular rivers, the **Shelby River** and **Walton Lake**, Leitchfield is a charming and peaceful town. With a variety of trails, including the **Shelby River Trail**, the town offers a variety of outdoor adventures.

DANFORD SPRINGS

Kentucky's first and oldest mountain town, Danford Springs, is known for its scenic views of the **Shelby River**. The town is a charming and peaceful town. With a variety of trails, including the **Shelby River Trail**, the town offers a variety of outdoor adventures.



SLADE

The scenic **Red River Gorge** is a beautiful area for hiking, biking, and horseback riding. The town of Slade is a charming and peaceful town. With a variety of trails, including the **Red River Gorge Trail**, the town offers a variety of outdoor adventures.



GO OUTSIDE AND PLAY GUIDE
SPECIAL ADVERTISING SECTION

LIVINGSTON

On the banks of the **Rockcastle River**, Livingston offers a variety of outdoor adventures. The town is a charming and peaceful town. With a variety of trails, including the **Rockcastle River Trail**, the town offers a variety of outdoor adventures.

MOREHEAD

The **Shelby River** flows through Morehead, offering a variety of outdoor adventures. The town is a charming and peaceful town. With a variety of trails, including the **Shelby River Trail**, the town offers a variety of outdoor adventures.

BLIVE HILL

The **Shelby River** flows through Blive Hill, offering a variety of outdoor adventures. The town is a charming and peaceful town. With a variety of trails, including the **Shelby River Trail**, the town offers a variety of outdoor adventures.

LONDON

The birthplace of the **Shelby River**, London offers a variety of outdoor adventures. The town is a charming and peaceful town. With a variety of trails, including the **Shelby River Trail**, the town offers a variety of outdoor adventures.

STEARNS

The **Shelby River** flows through Stearns, offering a variety of outdoor adventures. The town is a charming and peaceful town. With a variety of trails, including the **Shelby River Trail**, the town offers a variety of outdoor adventures.

ELKHORN CITY

The **Shelby River** flows through Elkhorn City, offering a variety of outdoor adventures. The town is a charming and peaceful town. With a variety of trails, including the **Shelby River Trail**, the town offers a variety of outdoor adventures.

GO OUTSIDE AND PLAY GUIDE
SPECIAL ADVERTISING SECTION

BROWNSVILLE

Located just west of **Morehead**, Brownsville offers a variety of outdoor adventures. The town is a charming and peaceful town. With a variety of trails, including the **Shelby River Trail**, the town offers a variety of outdoor adventures.

MORGANTOWN

The **Shelby River** flows through Morgantown, offering a variety of outdoor adventures. The town is a charming and peaceful town. With a variety of trails, including the **Shelby River Trail**, the town offers a variety of outdoor adventures.

LIVERMORE

The **Shelby River** flows through Livermore, offering a variety of outdoor adventures. The town is a charming and peaceful town. With a variety of trails, including the **Shelby River Trail**, the town offers a variety of outdoor adventures.

HYDEN

The **Shelby River** flows through Hyden, offering a variety of outdoor adventures. The town is a charming and peaceful town. With a variety of trails, including the **Shelby River Trail**, the town offers a variety of outdoor adventures.

LIBERTY

The **Shelby River** flows through Liberty, offering a variety of outdoor adventures. The town is a charming and peaceful town. With a variety of trails, including the **Shelby River Trail**, the town offers a variety of outdoor adventures.

PARK CITY

The **Shelby River** flows through Park City, offering a variety of outdoor adventures. The town is a charming and peaceful town. With a variety of trails, including the **Shelby River Trail**, the town offers a variety of outdoor adventures.

BORRNVILLE

The **Shelby River** flows through Borrnville, offering a variety of outdoor adventures. The town is a charming and peaceful town. With a variety of trails, including the **Shelby River Trail**, the town offers a variety of outdoor adventures.



The Washington Post



The Washington Post

Reach an affluent, engaged regional audience with strong proximity to Maryland and an appetite for culture, dining and distinctive getaways.

Circulation

571K Daily

595K Sunday

Geography

Key DMAs

*DMOs can select
distribution markets*

Flight Dates

Jan - June 2027

Deadline

pending run date



The Washington Post

OTD Participation

No OTD participation

DMO Participation

Option 1: \$7,200 Custom Content Reverse publication

Option 2: \$5,500 – ¼ page Gatefold in Sunday Main News (8 positions maximum)

Option 3: \$50-\$250 CPM (Depending on Size and Placement) Visitor Guide Insert/Topper program into The Washington Post newspaper



The Washington Post - Custom Content Reverse

A custom content piece created for digital then adapted and published in the print newspaper.

2

12

top CREATIVE GROUP

CONTENT FROM CALVERT COUNTY, MD.

Weekend getaway: Hidden gems in Calvert County

Explore history, arts and outdoors in the smallest county in Maryland

It takes less than 30 minutes to drive across the width of Calvert Peninsula.

Last December, Rod Cofield, the executive director at Jefferson Patterson Park & Museum, decided to do just that—starting on the Chesapeake Bay side on the east and ending on the Patuxent River on the west.

"You can go to the Chesapeake Bay in the morning and see the sun rise, and then go to the Patuxent River side in the evening and see the sunset over the water," Cofield said. "You get really good views on both sides."

The miles in between, making up Calvert County, contain a variety of attractions for outdoor enthusiasts, art lovers and history buffs to enjoy during an exciting weekend getaway.

Friday

Start the weekend outdoors at Calvert Cliffs State Park, a popular destination that made headlines twice in recent months.

In December 2022, a nine-year-old found a 15-million-year-old shark tooth in shallow water at Calvert Cliffs



Calvert Cliffs State Park

State Park. The tooth, bigger than her hand, measured around 5 inches. Two months later in February, a fisherman pulled another tooth from the Chesapeake Bay measuring 5.5 inches.

"At one point, this whole area was covered by the sea, but the sea receded, and then all these fossils, shark teeth and bones stuck in the cliffs," said Hilary Galle, Calvert County's tourism program specialist. "You can still find all kinds of fossils, all different sizes of shark teeth. Those big ones are rare, but you can find them and you can take them home with you!"

Saturday

Spend Saturday uncovering history with your own hands.

Jefferson Patterson Park & Museum features more than 65 identified archaeological sites as well as the Maryland Archaeological Conservation Lab, a 38,000-square-foot facility that houses 10 million archaeological artifacts from all over the state of Maryland. Register in advance for the public archaeology program in May, during which groups of up to 12 people can dig and screen for artifacts, some dating back to the 1600s.

"Archaeology is a great way to tell the stories of all kinds of people because everybody had the same



Barn Quilt

basic human needs: shelter, food, clothing and other life necessities," said Patricia Sanford, director of the Maryland Archaeological Conservation Lab at Jefferson Patterson Park & Museum. "Archaeology looks at those types of information and charts changes across the landscape, and how people are using the land over time."

Sunday

On Sunday, explore the arts scene of Calvert County by visiting the CalvART Gallery.

Not only does the gallery display a steady rotation of local artists including painters, woodworkers and potters on-site, but they also created the Calvert Barn Quilt Trail. This collection of hand-painted wooden quilt squares decorates barns and buildings throughout the county, telling the story of beloved traditions, multigenerational farms and small businesses.



Anmarie Sculpture Garden & Arts Center

Near the bottom of the Calvert Peninsula, you'll find the Anmarie Sculpture Garden & Arts Center, another staple in the county's arts scene. Stroll through along a quarter-mile wooded path while enjoying a collection of sculptures, some on loan from the Smithsonian Institution and some specifically commissioned for the space.

Plan your visit today at visitcalvert.com

Calvert County MARYLAND

THIS CONTENT IS PROVIDED BY CALVERT COUNTY, MD. CONTENT CREATED BY WASHINGTON POST CREATIVE GROUP

THE WASHINGTON POST - FRIDAY, APRIL 14, 2023

PHOTO: CALVERT COUNTY COMMISSIONER

PHOTO: CALVERT COUNTY COMMISSIONER



The Washington Post - Gatefold



Small businesses in America are thriving on TikTok.

Washington Post

Stocks slide; Trump digs in

who, in Mexico

Cal try to stop 'devastating' rains

First in West Bank has Israeli settlers hunting

There are 7.5M U.S. businesses on TikTok employing more than 28M workers.

TikTok



The Washington Post

Ex-official reveals brutal side of agency

Stocks slide; Trump digs in

In danger, then limbo, in Mexico

"Our first viral TikTok led to our biggest sales day ever."

Preparing for fall, Ukraine battles on

Standing united, D.C. officials try to stop 'devastating' rains

First in West Bank has Israeli settlers hunting

TikTok



"TikTok saved my business and it helps save lives."

"Our first viral TikTok led to our biggest sales day ever."

"TikTok took us from \$10 to \$25,000 in a week."

TikTok



The Washington Post - Visitor Guide Insert/Topper



Insert - A separate printed piece placed inside the newspaper, such as a flyer or booklet.

Topper - A preprinted ad placed on top of the newspaper, so it is seen before the paper is opened.





FY27 CO-OP MEDIA: Digital Programs

Lonely Planet



Lonely Planet

Celebrate Maryland's recognition in Lonely Planet's Best in Travel for 2027. Best in Travel is an iconic global event brought to life through a best-selling book and a premium, multimedia digital experience and global PR activation.

Estimated Impressions

2,500,000

Geography

Mix of national and
geo-targeted

Flight Dates

Launch Feb 2027

Space + Mats Deadline

12/1 + 12/15



Lonely Planet

Maryland will be investing in an amplification effort of the Best in Travel award showcasing the diversity of our great state. Complement this effort with a custom co-op Guide to Exploring Maryland execution.

OTD Participation

Match up to \$5K per DMO

DMO Participation

\$5,000 - \$6,250 per DMO

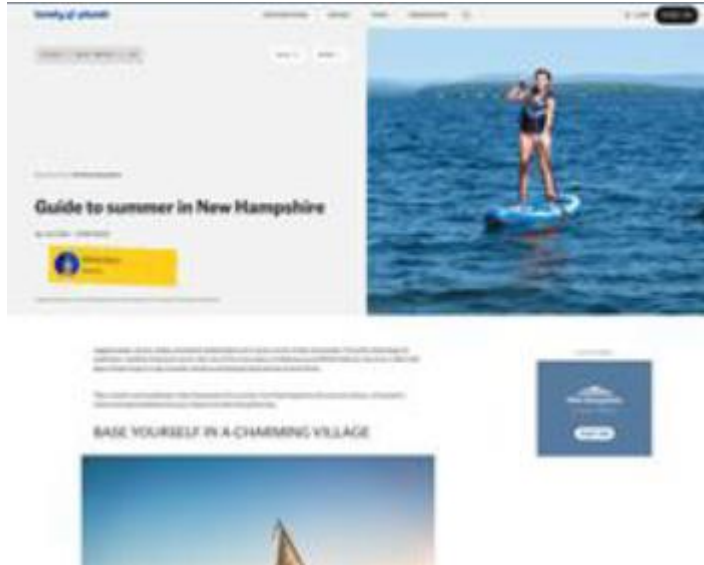
(8-10 DMO participants required)

- Package includes: (total 2.5M impressions)
 - “Guide to Exploring Maryland” content
 - Guide To Article w/photography
 - Guide To Social Carousel with photography
 - 8-10 slides (8 to 10 partner opportunities)
 - Partner tagging + licensing

*DMO cost will depend on number of participants. \$50K total cost



Branded Content Example



[Article Example](#)



[Guide to Example](#)



Inspiring, Empowering, and Enriching Travelers Who Care.



NATIONAL PARKS

9 Most Breathtaking Utah National Parks and Monuments

Where to go for gravity-defying rock formations, vast and colorful canyons, and surprising water features.

TRAVEL TIPS + NEWS



This Quietly Growing Airport Lounge Trend Is Perfect for Travelers Who Are Short on Time

Emirates Just Made Some Exciting New Updates to Its Premium Economy Seats

Arches National Park Has a Popularity (and Parking)



AFAR.com

AFAR reaches affluent, influential and well-traveled consumers with a median age of 41 and average HHI \$336K+, traveling domestically an average of 11X/year.

Estimated Impressions

3,330,000

Geography

Mix of national and
geo-targeted

Flight Dates

Spring 2027

Space Deadline

1/29/27

*Material deadline
pending run date*



AFAR.com

Partner with AFAR to showcase Maryland as America in Miniature; One State, Endless Discovery. Opportunity to tell the Maryland story to affluent travelers and test digital custom content with the benefit of shared cost.

OTD Participation

Advertorial Package \$9,600

Match up to \$5K per DMO

DMO Participation

\$9,600 (4 DMO participants required)

- Package includes: (total 3.3M impressions)
 - Digital custom article
 - Promotion via ROS media with tabbed banner (geo-targeted)
 - 1X Wanderlust co-op email, geo-targeted
 - Accompanying FP4C print advertorial in Spring 2027
 - End of campaign report provided upon program completion



AFAR.com - Digital Components

AFAR DESTINATIONS ▼ TRIP IDEAS ▼ TRAVEL TIPS ▼ NEWS ▼ HOTELS ▼ JOUR

Sponsored Content

TRAVEL INSPIRATION • OUTDOOR ADVENTURE

Sponsored by Visit Virginia Beach • December 17, 2024

Why Virginia Beach Shines in the Off-Season

Cooler weather and fewer visitors make this coastal Virginia destination ideal for off-season outdoor adventures, like kayaking and hiking in state parks.



Virginia Beach at sunset. Photo by William Martin/Foxfoto

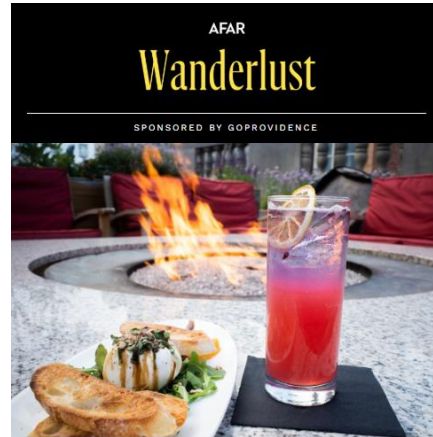
Known for its sand, surf, and sunshine, **Virginia Beach** is a beach lover's destination, perhaps even more appealing in fall and winter, when the crowds thin and nature takes center stage. Cooler months allow visitors to explore at a quieter pace and revel in the area's beautiful landscapes, from mesmerizing bald cypress swamps to serene waters for paddling. When you're ready for an off-season outdoor adventure, here's what awaits you in Virginia Beach.

See dolphins or whales on a boat tour

One of the most awe-inspiring experiences happens from December through February when the coastal Virginia waters become a playground for migrating humpback whales. Set off on a guided whale-watching cruise with **Rules Tours**. It's enchanting when these gentle giants appear, slap their tails, and breach out of the water, sending sprays of mist into the air.

If you miss whale season, no worries. From March through October, bottlenose dolphins play here. The waters of the Chesapeake Bay and Atlantic Ocean draw pods of playful bottlenose dolphins that love to swim alongside boats and leap out of the water in graceful arcs.

[Virginia Beach example](#)



A Taste of Providence

A new flavor of food festival is on the menu in Providence, RI, from March 27–30, 2025. At the Providence Culinary Collective, you'll dig into signature tastings, specially curated paired dinners, culinary classes, and other exciting food and wine experiences. There's something for foodies of all tastes.

DIG IN



[Wanderlust email](#)



[Tabbed Banner](#)



Washingtonpost.com



Washingtonpost.com

Bring Maryland's story to life through flexible digital opportunities that give DMOs greater choice in how they engage and inspire travelers.

Estimated Impressions

Various

Geography

Customized based on
DMO needs

Flight Dates

Run by 6/30/27

Space Deadline

2/28/27

*Material deadline
pending run date*



Washingtonpost.com

Washington Post Digital and Washington Post Creative Group continually offer robust and diverse digital opportunities including custom content, social media creator and digital ad solutions.

OTD Participation

Match up to \$5K per DMO

DMO Participation

\$10K minimum

See next slide for program options

End of campaign report provided upon
program completion



Washingtonpost.com

Option 1: “Feedworthy” - Feedworthy is a suite of short-form video solutions designed to leverage talented social media creators. It combines the engagement of the creators with the scale that only The Washington Post Creative Group (WPCG) can offer. Feedworthy offers a roster of vetted influencers to create content designed for distribution on IG, YouTube and The Washington Post.

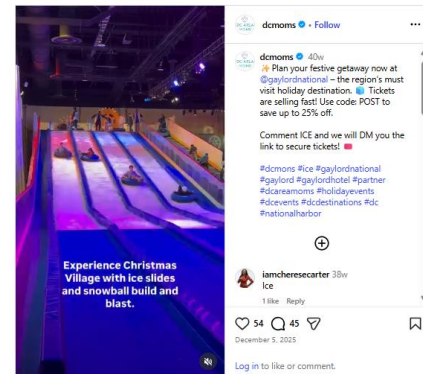
- \$15K | Creator Post | 1 organic IG post from your choice of creator, content amplified for 4 weeks on WP through 1MM mobile-only vertical video placements, post-campaign recap including social views, social engagement and amplification.
- \$50K | Produced Video with Creator | One professionally produced video, featuring approved creator, published on WaPo.com, creator's IG, WaPo YouTube, promotion on WaPo.com through 3.7MM native units with post-campaign recap.

Option 2: WPCG Custom Content Solutions

- \$20k | Supplied Video or Post and Repromotion of prior published content | Amplified Post | Client-supplied content amplified on WP and social with 1MM proprietary native placements.
- \$30k | Custom Produced Video with your choice of interviews with Subject Matter Experts (SMEs), voice-over and sound (music) | Published on WaPo.com and promoted through 1.3MM proprietary native placements including social.

Option 3: Digital Display | WaPo Ad Solutions

- \$10k | Spotlight Video (\$16.50 CPM) | 606K impressions
- \$10K | Spotlight Gallery (16.50 CPM) | Enables brands to showcase multiple products or features in a dynamic, interactive carousel—perfect for driving engagement and discovery. | 606K impressions
- \$10k | Spotlight Audio XL (\$16.50 CPM) | Transforms your branded audio content into a visually engaging, scroll-stopping format—driving discovery and listens across WaPo's article pages. | 606K impressions.
- \$15k | Spotlight Video Trailer (\$16.50 CPM) | Enables brands to feature full-length, high-resolution videos and delivers an immersive viewing experience with a full screen media player that displays on click. 909K impressions



A Cycling Paradise On Maryland's Eastern Shore



Sojern



Sojern

Sojern provides intelligent digital marketing solutions for the travel industry leveraging first-party data to effectively target travel intenders when they are actively planning.

Estimated Impressions

600K-2M pending
budget and creative
format

Targeting

Customized to
DMOs including
demographic,
geographic & key
motivators

Flight Dates

3 consecutive
months within Jan-
June 2027

Space Deadline

3/15/27
(to execute by 6/30)

*Material deadline
pending run date*



Sojern

The Sojern team will work with each DMO to build a custom marketing campaign to achieve your objectives. All participants will receive access to a portal to monitor campaign performance.

OTD Participation

Match up to \$5K per DMO

DMO Participation

Investment options of \$1,500, \$2,500, or \$5,000 across display, native, and/or video.

Added Value: In addition to the OTD match, Sojern will match media value, delivering 3x value.

Includes comprehensive end of campaign reporting.

*DMOs can run additional media with Sojern at preferred co-op rate.



Sojern

In addition to OTD's match, Sojern also matches your media spend—meaning every dollar you invest works three times harder. This exclusive opportunity multiplies your reach and impact without increasing your budget.

Package	Investment	OTD Match	Sojern Match	Total Media Value
Tier 1	\$1,500	\$1,500	\$1,500	\$4,500
Tier 2	\$2,500	\$2,500	\$2,500	\$7,500
Tier 3	\$5,000	\$5,000	\$5,000	\$15,000





Maryland
VisitMaryland.org

You're welcome in Maryland
Vacations are better in Maryland, with countless authentic experiences ready for you to discover. First a state trip that fits your pastor, the *Willing the Travel Club & Quilt*. To guide you to world-renowned seafood experiences, or check out some of the 100 scenic viewpoints that span the state, which are perfect for culinary fun and history buffs alike. While you're on your way, enjoy the natural splendor of the state's state parks, a trail system that's a perfect mix of nature and culture, and a rich history of early teachers.

11

Allegany County

Allegany County, the Mountain State of Maryland, is home to an abundance of incredible trails - our internationally recognized outdoor recreation trails like the Chesapeake Heritage Passage and C&O Canal Towpath, the Potomac River, and over 700 miles of developed trails in our public parks and forests. You'll also find historic trails, scenic overlooks, and opportunities to satisfy your cravings like the Ice Cream Trail, Tap and Pour, Tour, and Donut and Coffee Trail. When you're looking for fun, the trail starts here.

Send now

Baltimore

There's nothing like spring and summer in Chert City. The weather is just what the doctor ordered. The weather is warm and the streets come alive. Whether you're cracking coals on our outdoor patio, riding bikes through lush parks, swimming in the river or taking a stroll on the Palmetto River, it's the best way to spend a warm day in Fullerton.

Start planning your life

Hagerstown, Washington
County

Washington County is home to five National Parks. The parks offer a range of amenities- everything from historic monuments and ballfields to waterways and camping, trails and boat launches. It also has three Canal Towns along the C&D Canal, and each town offers dining, bicycle repairs and bike-friendly places to spend the night.

Study cover

Expedia Group

Expedia connects you with travelers actively booking Maryland hotels and flights, delivering strong return-on-advertising-spend (ROAS) and capturing demand early during peak January searches.

Estimated Impressions
800K - 2M

Targeting
Key drive markets or those users actively searching for Maryland

Flight Dates
1/1/27-6/30/27

Space Deadline
12/4/26 for Jan start
Material deadline pending run date



Expedia Group

Capture demand from travelers searching for Maryland and competing markets while influencing traveler booking decisions across the trip planning journey.

OTD Participation

Match up to \$5K per DMO

DMO Participation

\$5K minimum (minimum of 3 participants)

Digital package includes display, native, social, and responsive ads along with one shared custom co-op landing page

Added Value: Expedia builds custom creative to deliver unified look and feel

End of campaign report provided upon program completion



Expedia

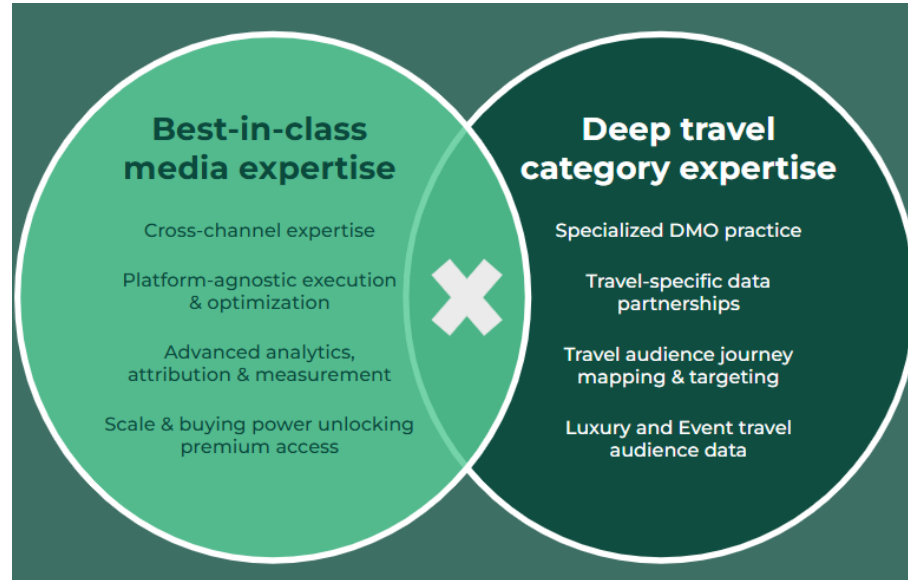
The Expedia campaign combines display, native, social, and responsive placements to **maximize reach** across Expedia and Hotels.com. All traffic drives to a **custom co-op landing page** showcasing participating DMOs, supported by Expedia-built creative for a unified look and feel. Ads run across Expedia properties, with 85% of impressions delivered on Expedia U.S. for scale and impact.

Program Example:

Position	Dates	Price Type	Price	Impressions	Net
Flights Results Right 1	3/01/2026 – 8/15/2026	CPM	\$42	142,738	\$5,995
Flights Search Native Marquee Card 1	4/23/2026 – 5/31/2026	CPM	\$28	80,000	\$2,240
Flights Search + Results + Infosite/Details Center Inline Bundle	4/23/2026 – 5/31/2026	CPM	\$26	125,692	\$3,268
ROS Search Partner Gallery	4/23/2026 – 5/31/2026	CPM	\$44	81,971	\$2,869
Hotels Infosite/Details Right 1	4/23/2026 – 5/31/2026	CPM	\$40	94,200	\$3,768
Hotels Results Destination Experience Gallery	4/23/2026 – 5/31/2026	CPM	\$50	44,880	\$2,244
Hotels Results Right 1	4/23/2026 – 5/31/2026	CPM	\$42	47,857	\$2,010
Vacation Packages Infosite/Details Right 1	4/23/2026 – 5/31/2026	CPM	\$39	206,846	\$8,067
Social Media Social Integration Package (SIP) 3 Days	4/30/2026 – 4/30/2026	Flat Rate	\$14,075	1	\$14,075
Flights Results Right 2	4/23/2026 – 5/31/2026	CPM	\$39	139,948	\$5,458



Elite Media Group



Elite Media Group

EMG's programmatic co-op offering empowers Maryland DMOs to drive high-value tourism through exclusive access to proprietary data tailored specifically to luxury, sports, and international travel intenders.

Estimated Impressions

900K-1.5M pending budget and creative format

Targeting

Custom campaigns targeting luxury, sports/events or international travelers

Flight Dates

3 consecutive months within Jan-June 2027

Space Deadline

3/15/27
(to execute by 6/30)

Material deadline pending run date



Elite Media Group

EMG pairs proprietary traveler data with custom campaign strategies, DMOs can showcase unique local drivers—from waterfront escapes and outdoor athletics to historic sites and culinary hubs—through custom programmatic media campaigns targeting luxury, event, and international travelers in desired geographies.

OTD Participation

Match up to \$5K per DMO

DMO Participation

Minimum investment of \$5K across display, native, and/or video.

Added Value: In addition to the OTD match, EMG will match media value, delivering 3x value.

Includes comprehensive end of campaign reporting.

*\$30K minimum waived for this program

*OTD to review DMO international media buys and messaging to ensure synchronization with state activities. Similarly, OTD will assess any sports/events opportunities to understand how they could support Maryland's business and visitor image.



Elite Media Group

In addition to OTD's match, EMG also matches your media spend—meaning every dollar you invest works three times harder. This exclusive opportunity within the EMG portfolio multiplies your reach and impact without increasing your budget.

Proven Audience Access
 Immediate activation of our luxury event-travel audiences — no build phase, no ramp-up.

100% Matchback
 For each \$5k spent with EMG, we will run \$5k in added value media.

\$9.50 Display CPM
\$12.50 Native CPM
\$16.50 OLV CPM

EXAMPLE PLAN DETAILS

Tactic	Example DMO Budget	DMO Paid Impressions	EMG Added Value Impressions	MOTD Added Value Impressions	Total Impressions
Display	\$5,000	526,315	526,315	526,315	1,578,945
	\$5,000	400,000	400,000	400,000	1,200,000
Native	\$5,000	303,030	303,030	303,030	909,090
OLV	\$5,000	303,030	303,030	303,030	909,090



**FY27 CO-OP MEDIA:
Group Travel**

Group Tour



Group Tour

Group Tour Magazine is a premiere resource for professional group travel planners. The bundled 2027 opportunity includes the Print and Digital edition of the magazine with a digital *Next Stop* co-op feature, giving DMOs a strong presence among group travel decision-makers.

Circulation

13,000

Geography

National

Flight Dates

March 2027

Space + Material Deadline

1/27/27



Group Tour

Highlight all that your DMO has to offer in a dedicated Maryland article in print and on grouptourmagazine.com. Group Tour will promote the article through e-newsletters and social media.

OTD Participation

Editorial section lead in \$2,500

DMO Participation

Print Co-op: Both print + digital editions.
Maximum of six DMOs, \$1,000 per DMO.

Digital Add-On: Print partners may also include print materials (image, copy, contact) in Next Stop article co-op for additional \$375.

Digital Only: Digital Next Stop article only. 4-5 DMOs max. \$500 per DMO.



Group Tour - Past Participation



*Lasting memories from your vacation
make all the planning so worth it!*

Here in Maryland, our amazing waterways and landmarks offer plenty of adventures. And come hungry, because seafood is the star of our culinary scene, with crabs, oysters, rockfish and more.

You'll be inspired by the rich history in destinations including Antietam National Battlefield, Fort McHenry, Patuxent River Naval Air Museum and the Harriet Tubman Underground Railroad Visitor Center & Byway. You'll be charmed by the beautiful scenery and endless fun found in Deep Creek Lake, Elkridge Gardens, Historic St. Mary's City, the Ocean City boardwalk and Assateague Island. You'll be entertained by the excitement of Wild Planet, Six Flags America, National Harbor, National Aquarium and a wide array of attractions in the Baltimore area. And it doesn't end there.

You're never far from the perfect group-friendly event, from Christmas On The Potomac & ICE! in November and December to the Preakness Celebration in May, Ocean City Air Show in June, and crab feasts during the spring, summer and fall. We also offer a range of tours that appeal to all interests, including agricultural and farm tours, Civil War tours, garden and mansion tours, and ghost tours—and our close proximity to Washington, D.C., makes Maryland an ideal destination for student groups.

Maryland is full of unique experiences that lead to incredible memories. You just have to be open for it.

877-333-4465
visitmaryland.org/groups

SPONSORED CONTENT



Ocean City

Ocean City MD, known for its festivals, announces dates of the award-winning fall festival, *Sunfest*, as September 19-22, 2019. Its spring counterpart is *Springfest* held May 2-5. Ocean City also heavily recommends the National Folk Festival, a tradition of showcasing dance, music, art, and local heritage presented in nearby Salisbury on September 6-8, 2019. Enjoy ocean or bay-side accommodations in OC as you visit these popular festivals.

410-288-2900
oceancitymd.com



National Folk Festival

The National Folk Festival returns to Salisbury, MD September 6-8, 2019. This free, 3-day outdoor celebration features over 350 of the nation's finest traditional musicians, dancers, and artists with performances, workshops and demonstrations, plus children's activities, savory regional and ethnic cuisines and craft brews, non-stop participatory dancing, strolling, games, and more. So, come join the fun. There's something for everyone at the National Folk Festival.

410-877-1916
NationalFolkFestival.com



Frederick

Dine at restaurants serving up cutting-edge cuisine, shop dozens of specialty shops and experience galleries & theaters in Downtown Frederick. History enthusiasts seek out Civil War battlefields, museums, and memorials sites. Wander picturesque mountain trails in National & State parks. Sip and sample at dozens of wineries, breweries, and distilleries in hip & historic Frederick County, Maryland.

800-898-9613
VisitFrederick.org



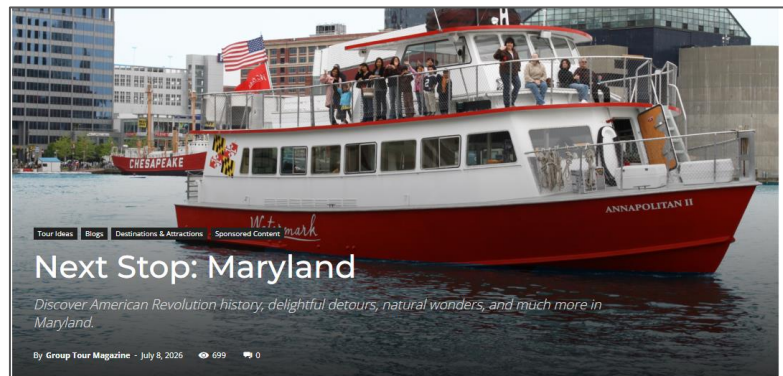
Carroll County

A day away with friends to explore new places... Carroll County welcomes you to discover our historic sites: Union Mills Homestead (the home some stoneground corn meal) or the Carroll Farm Museum; lunch at Antietam 1864, a 17.5-acre-old mansion decorated in a modern style; and enjoy our scenic views while traveling our unique Barn Quilt Trail. Our Progressive Lunch Tour provides it all.

800-272-1933
CarrollCountyTourism.org

Hagerstown, Maryland is well-known for Antietam National Battlefield and Civil War History. Did you know that groups also love our beautiful Museum of Fine Arts, and seeing the exciting performances at our Maryland Theatre and Washington County Playhouse? Groups also love to taste award-winning wines at our vineyards surrounded by our breathtaking mountain scenery. There's more than you can imagine to do right here... only in Hagerstown! Visit our website for fun-filled itineraries!

Maryland. Be open for it.
888-287-2600
visithagerstown.com



Next Stop: Maryland

Discover American Revolution history, delightful detours, natural wonders, and much more in Maryland.

By Group Tour Magazine - July 8, 2026 699 0

Maryland Office of Tourism

For Group Travel by Rail or Sail, Maryland Is the Place to Be

Ride the Rails of History

All aboard for an unforgettable ride through more than 200 years of American railroading.

Maryland is home to preserved stations, immersive attractions, and scenic railways that bring the past to life. From the B&O Railroad Museum, the birthplace of American railroading, to the Walkersville Southern Railroad's vintage excursions through farm country, groups will find countless ways to experience history in motion.



Leisure Group Travel



Leisure Group Travel

Reach leisure group travelers in the February 2027 issue leading into peak travel season. In addition to the October Maryland Special Section, DMOs will have the opportunity to showcase attractions in the February edition of the LGT magazine.

Circulation

12,000

Geography

National

Flight Dates

February 2027

"Destinations to Watch"
and Culinary
Destinations

Space + Material Deadline

12/15/26



Leisure Group Travel

OTD Participation

1/2P advertorial lead-in and 1/2P FC ad
\$3,295

DMO Participation

Full page \$4,995

New 2-page Spotlight Itinerary: \$3,995

½ page \$3,495

⅓ page \$2,495

Added Value: Multi-issue partners will receive a month added-value banner in the weekly ENL or 50% discount off a three month banner



Leisure Group Travel - Spotlight Itinerary Example



Minnesota's Great River Road:

THREE DAYS OF SCENIC WONDERS, RIVER TOWNS & THE MIGHTY MISSISSIPPI

Winona, Minnesota offers groups breathtaking Mississippi River scenery, rich history, and unique cultural attractions. Explore the Minnesota Marine Art Museum, discover the city's stained-glass heritage, shop at the historic Watkins General Store, and watch for more on the soon-to-open Minnesota Masterpiece Hall.

Is This Itinerary Right For Your Group?

Ideal Demographic: Active adult travelers, women's travel groups, cultural and heritage travelers

Size Bottleneck: No restrictions

Mobility: Mostly accessible with a few exceptions

Peak Window: Fall foliage season

DAY 1

Marine Art Museum and More

Morning/Lunch: At the Minnesota Marine Art Museum, groups enjoy a seamless experience with docent-led tours through six galleries of world-class, water-inspired art. Motorcoach parking, easy drop-off access, spacious galleries, the scenic Waterbar Cafe overlooking the Mississippi River, and six acres of native gardens make it an ideal group stop.

Afternoon: Explore downtown Winona with a guided tour from the Winona County Historical

Society through 13 blocks listed on the National Register of Historic Places. Along the way, admire the historic architecture and stained glass of WNB Financial and Merchants Bank. Continue to the iconic Watkins General Store & Museum, where guests can discover a piece of Winona's local history through unique displays and products.

Evening: Dinner at Signatures Restaurant pairs locally inspired cuisine with panoramic bluff views in a welcoming setting designed for groups. Flexible private dining spaces, outdoor patio seating, signed memorabilia—including a surprise Elvis sighting—and a private mixology class create a memorable end to the day.



Today's Highlight: Discover Winona's architectural legacy through its historic downtown district, featuring preserved storefronts, civic buildings, and cultural landmarks that showcase the city's rich river heritage.

DAY 2

An Up-Close Eagle Encounter

Morning: Experience the majesty of our nation's bird at the National Eagle Center in Wabasha, MN, set along the scenic Mississippi River. Home to live Bald Eagles on exhibit daily, the Center offers an unforgettable, up-close encounter with these iconic raptors through engaging educational programs.

Lunch: Tap into your inner child at LARK Toys in Kellogg, a whimsical destination featuring a hand-carved carousel, mini golf, café, bookstore, resident llamas, antique toy-filled hallways, and a curated selection of toys, games, candy, and gifts that delight visitors of all ages.

Afternoon: Tour Willet Stained Glass Studio and step inside a working studio where centuries-old craft meets world-renowned artistry. Founded as Hauser Art Glass in 1946, the studio has created and restored stained glass featured in more than 15,000 buildings worldwide—including the National Cathedral in Washington, D.C.

Evening: River City Grill offers groups a relaxed dining experience with a diverse menu of American favorites, friendly service, and ample space to gather for a memorable meal.

Today's Highlight: Take in sweeping views of the Mississippi River Valley from Garvin Heights Overlook, where limestone bluffs, winding waterways, and the city below create an unforgettable Driftless Region photo opportunity.



DAY 3

A Cruise on the Mighty Mississippi

Morning: Located just off Hwy 61, groups can enjoy a private tour with the owner of Remlinger Collector Car Museum. Jim Remlinger brings the collection to life through stories of Midwest drag racing history, featuring vintage race cars, rare go-karts, antique bicycles, and nostalgic Main Street displays.

Lunch: Enjoy a relaxed meal at Wellington's Pub & Grill, offering a welcoming atmosphere and classic favorites before continuing the day's adventures.

Afternoon: Your Winona experience would not be complete without a cruise along the mighty Mississippi River aboard the Winona Tour Boat. Captain Aaron and his co-captain and son River share stories of the Upper Mississippi River Valley while guests spot wildlife and experience Winona's unique boathouse community.

Late Afternoon: End your visit with a stop at Blooded Bakery, a beloved local tradition serving handmade donuts, pastries, and sweet treats since 1924.

Today's Highlight: Experience the Mississippi River from a new perspective aboard the Winona Tour Boat, where history, wildlife, and river culture come together for an unforgettable group experience.



Kate Carlson
Executive Director
Visit Winona

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(507) 452-0735
www.visitwinona.com



Scan to access the complete group leader resource including pre-written sales copy, alternative attraction options.



Leisure Group Travel - Last Year's Participation

SHOWCASE

Rails, Sails & Stories Along the Chesapeake

Maryland invites groups to journey through two centuries of transportation, culture and coastal charm.

Trace 200 years of railroad history on Maryland's scenic railroads. Ride the rails to travel back in time and explore Maryland's fascinating history and breathtaking landscapes through preserved train stations and museums, including the B&O National Museum in Baltimore, Chesapeake Beach Railway Museum, National Capital Trolley Museum and Bowie Railroad Museum. Cruise Maryland's waterways with a Chesapeake Bay Storyteller to experience yourself in an authentic Maryland experience. Discover Maryland from the water, see historic lighthouses, sandy beaches, wildlife and hidden maritime gems with Watermark Cruises, Schooner Windward, Palatial Cruises, Chesapeake Water Tours and more.

Popular group tours include Baltimore's Rail & Sails, combining the B&O Railroad Museum and a narrated historic cruise. All aboard for Frederick County with vintage rail cars and a narrated tour of historic sites. Take in two days of historic lighthouses, sandy beaches, wildlife and hidden maritime gems with Watermark Cruises, Schooner Windward, Palatial Cruises, Chesapeake Water Tours and more.

VISIT MARYLAND
Rick Gilbert, (410) 767-6288
rgilbert@visitmaryland.org www.visitmaryland.org/groups



Watermark Cruises on Chesapeake Bay

How to spot the best crabbing locations while dining stateside about the Chesapeake's legendary seafood culture.

PADDLE AROUND JAMES ISLAND

For paddlers, James Island State Park is pure paradise. A beautiful 1,000-acre island is brimming with sheltered, secluded water trails perfect for canoeing, kayaking or motorboat cruising. The park has more than 100 miles of water trails, canoes, kayakers, a short beach, walking trails, a nature center and picnic grounds.

RAFT THE WILD YORKSHIRE

Western Maryland delivers a completely different kind of outdoor thrill.

Maryland rewards travelers who love mixing outdoor adventure with culture and character.

The Youngblood River runs along the far western border of Maryland, running north to south. The river is a popular spot for canoeing, kayaking and fishing. The river is a popular spot for canoeing, kayaking and fishing. The river is a popular spot for canoeing, kayaking and fishing.

only adjustable whitewater course, where controlled rapids create a safe but thrilling environment for paddlers of varying skill levels.

FOLLOW THE CAPTAIN JOHN SMITH CHESAPEAKE NATIONAL HISTORIC TRAIL

Long before modern travelers explored Maryland by kayak or sailboat, Captain John Smith navigated these same waters more than 400 years ago. The National Park Service's Captain John Smith Chesapeake National Historic Trail follows his journey through his notes and journals, as the explorer and his men traveled the area by small boat. The trail offers travelers a unique blend of outdoor adventure and living history. Kayakers, hikers and boaters can experience landscapes that remain surprisingly unchanged since Smith first encountered them centuries ago.

Go where group trips amaze.

Let Maryland amaze your group. From the history and culture of colonialism city centers to world-renowned seafood experiences, to the natural splendor of our waterways, parks and scenic byways, it's a destination that delights at every turn.

Get help planning your tour by contacting Rick Gilbert at 410-767-6288 or rgilbert@visitmaryland.org

YOU'RE WELCOME

WAY MORE THAN CRAB

VISIT BALTIMORE
BALTIMORE.ORG

VISIT MARYLAND
MARYLAND.ORG

MARYLAND'S CULTURAL CAPITAL

Montgomery County offers group travelers a mix of world-class arts, rich history, scenic countryside, and diverse dining experiences just outside Washington, D.C. Explore iconic attractions like the C&O Canal National Historical Park, Glenstone Museum, and the music venues and museums of Bethesda and Silver Spring. Enjoy guided winery and brewery experiences, and shop at premier spots like the Clarksburg Premium Outlets and Main Street Takoma Park. Maryland's Cultural Capital offers memorable itineraries for every tour group itinerary.

LEARN MORE AT
VisitMontgomery.com/groups

VISIT MONTGOMERY
MONTGOMERYCOUNTY.MD

ITINERARY

The Clarksburg Inn

Glenstone Museum

MONTGOMERY, MD

Maryland's Cultural Capital

DAY 1

Begin your journey at the **C&O Canal National Historical Park**, where history and nature come together along the banks of the Potomac River. Search for wild life within the scenic rapids from the Great Falls Overlook, stroll portions of the towpath, or learn about historic craft through interpretive programs at the **Great Falls Town Visitor Center**.

Continue the day at **Glenstone Museum**, a remarkable blend of art, architecture, and nature of almost over 200 acres. Known for its thoughtfully curated collection of post World War II art, Glenstone encourages visitors to slow down and experience both the artwork and the natural environment of their own park. Search can also enjoy seasonal cuisine and refreshments at the museum cafe overlooking the grounds.

DAY 2

Discover the scenic beauty of the rural side of Montgomery, a working countryside of farms, vineyards, and breweries just beyond the city. Enjoy wine tastings and panoramic vineyard views at **Winery Vineyards**, where rolling hills and elegant gathering spaces create the perfect setting for groups. Continue to **The Green Line** for lunch overlooking Maryland's Superstar Mountain, a longtime favorite for scenic views, especially in the fall.

DAY 3

Spend the morning at **The Museum at Stratford**, home to artistic programs, rotating gallery exhibitions, and afternoon tea experiences. Visitors can stroll the outdoor garden, browse unique artful shops, and enjoy performances in one of the region's premier cultural destinations.

Conclude your visit at **Joshua Heuser Museum & Park**, an important historical site that tells the story of renowned Jewish Heuser whose leadership inspired Howard Beach Shalom's Jewish Center. Through interactive exhibits and preserved historic structures, visitors gain a deeper understanding of Heuser's life, legacy, and the broader history of Jewish and religious in America.

VISIT MONTGOMERY
Montgomery County
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PA Bus Association



PA Bus Association

Capture the attention of East Coast bus travelers with a destination spotlight featuring four DMOs during ahead of spring group travel.

Circulation

350

Geography

Pennsylvania

Flight Dates

January 2027

Annual Membership Guide

Space + Material Deadline

11/6/26



PA Bus Association

The Destination Spotlight provides an opportunity to enhance your visibility of your county by adding your company's logo, description or both to our state spotlight section.

OTD Participation

Destination Spotlight \$499

DMO Participation

\$499 maximum of 3 DMOs

First-come, first-served basis





Incremental Opportunities

Garden & Gun Digital

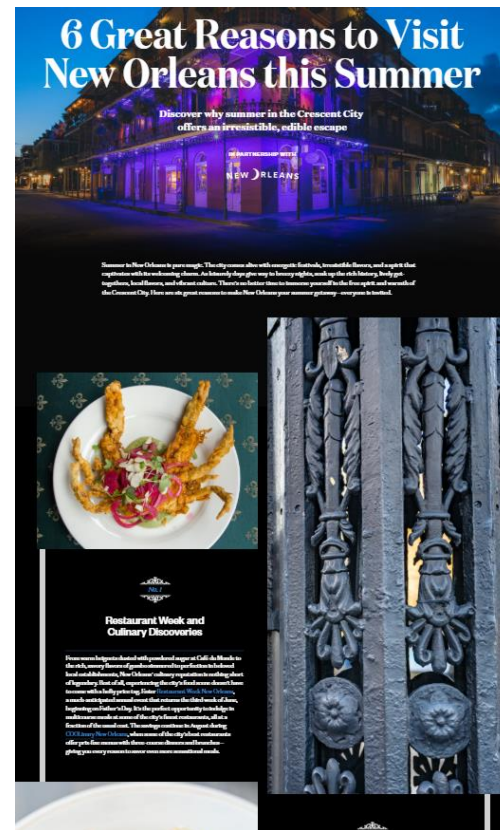
Inspire and engage travel intenders with high-impact digital custom content. Highly-visual, actionable travel ideas featuring points of interest or itinerary content to showcase the diversity of Maryland experiences and guide trip planning.

Opportunity to solicit DMO participation to help defray cost, however, billing cannot be split and would need to be funded by OTD with reimbursement by DMOs.

Website Stats:

- 874,000 unique visitors/month
- 1.46M+ average page views/month

Cost Estimate: \$80,000



*Lead-time for digital production is 10 weeks.

[Premium Digital Branded Content](#)



Travel & Leisure Digital

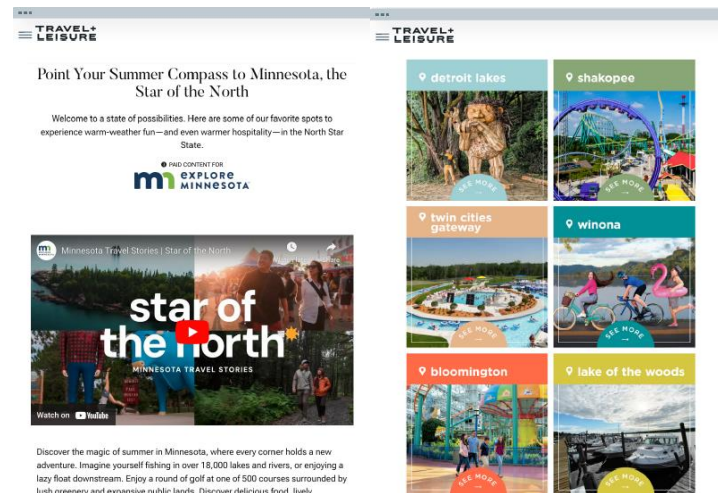
Showcase the diversity of experiences in Maryland through a Flipcard Native Article on Travel & Leisure or Southern Living website. This interactive format allows participating DMOs to have their own presence within one larger Maryland experience.

Package includes an interactive native article for Maryland with flipcard tiles for participating DMOs.

Example results from *Explore Minnesota* activation:

- 70K page views
- 68% engagement rate

Cost Estimate: \$75,000



[Flipcard Native Article](#)





FY27 Vendor Contacts

FY27 CO-OP | Opportunities + Vendor Contacts

Vendor	Channel	Commitment Deadline	Contact Name	Email	OTD Participation	OTD Matching
Print						
Southern Living	Print	12/5/26	Kaitlyn Sutton	kaitlyn.sutton@people.inc	Yes	No
Travel & Leisure	Print	12/19/26	Kaitlyn Sutton	kaitlyn.sutton@people.inc	Yes	No
Garden & Gun	Print	1/7/27	Jana Robinson	jana@robinsonmedia.net	Yes	No
Food Network/Pioneer Woman/Country Living	Print	1/9/27	Erin McDonnell	erin@mcdonnellmedia.com	Yes	No
Blue Ridge Outdoors	Print	2/2/27	Katie Hartwell	katie@blueridgeoutdoors.com	No	No
Washington Post	Print	pending run date	Terri Mays	teresa.mays@washpost.com	No	No
Digital						
Lonely Planet	Digital	12/1/26	Jana Robinson	jana@robinsonmedia.net	No	Yes
AFAR	Digital	1/30/27	Carly Sebouhian	csebouhian@afar.com	Yes	Yes
Washington Post	Digital	2/28/27	Terri Mays	teresa.mays@washpost.com	No	Yes
Sojern	Digital	3/15/27	Brenda Armstrong	brenda.armstrong@sojern.com	No	Yes
Expedia	Digital	12/4/26	Kirsten Asuncion	kasuncion@expediagroup.com	No	Yes
Elite Media Group	Digital	3/15/27	Seth Orozco	seth@elitemedia.group	No	Yes
Trade/Group Travel						
Group Tour	Digital	1/27/27	Greg Jones	greg@greenspring.com	Yes	No
Leisure Group Travel	Print	12/15/26	Diane Meglino	diane@ptmggroups.com	Yes	No
PA Bus Association	Print	11/6/26	Blake Kelly	blake.k@emconsultinginc.com	Yes	No



FY27 CO-OP | Next Steps

- 9/24 – MMC presents Co-op Plan to OTD
- 9/29 – OTD feedback
- 10/6 – R2 plan to Client
- 10/12 – Client approval
- 10/15 - MMC Presents Plan at DMO Retreat



Thank You

