

<u>Meta</u>



Campaign Theme

Domestic Paid Media

<u>Multiple</u>	New & Emerging	Activation
<u>Multiple</u>	New & Emerging	OOH & Transit
WBD	All Paid Markets	Custom Films
	New & Emerging	Streaming Video
<u>Multiple</u>	New & Emerging	Streaming Video
	National	Themed Episode
SXM Media	National	Satellite Radio
	All Paid Markets	Podcasts
<u>Multiple</u>	New & Emerging	Streaming Music
Atlas Obscura	New & Emerging	Custom Content
<u>Matador</u>	National	Custom Content
<u>NatGeo</u>	All Paid Markets	Custom Content
<u>Smithsonian</u>	New & Emerging	Custom Content
<u>Outside</u>	All Paid Markets	Custom Content
Texas Monthly	Emerging	Custom Content
Lonely Planet	New & Emerging	Custom Content
<u>TravelSpike</u>	National	Contextual Content Ads
<u>TravelZoo</u>	New & Emerging	Destination Showcase
<u> Multiple</u>	All Paid Markets	Display
<u>Simpli.fi</u>	All Paid Markets	Display
<u>Flipboard</u>	All Paid Markets	Native Content
<u>Bidtellect</u>	All Paid Markets	Native Content
Expedia Group	All Paid Markets	OTA Package
Priceline/Booking	National	OTA Package
<u>TripAdvisor</u>	All Paid Markets	OTA Package
<u>Meta</u>	All Paid Markets	Inspiration
<u>Meta</u>	All Paid Markets	Content Promotion

National

Lead Generation

Sponsorship

Content/Influencer

OTAs
Travel
Publisher Content
Social

Travel Nevada FY24 Paid Media Plan

