

THE STORYSTUDIO

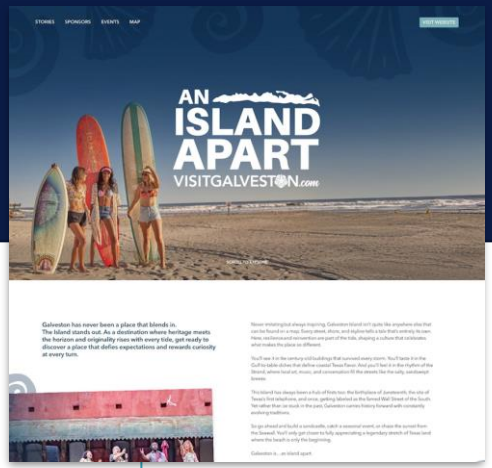
STORYSTUDIO X HOUSTON CHRONICLE PRESENTS

VISIT GALVESTON CO-OP HUB

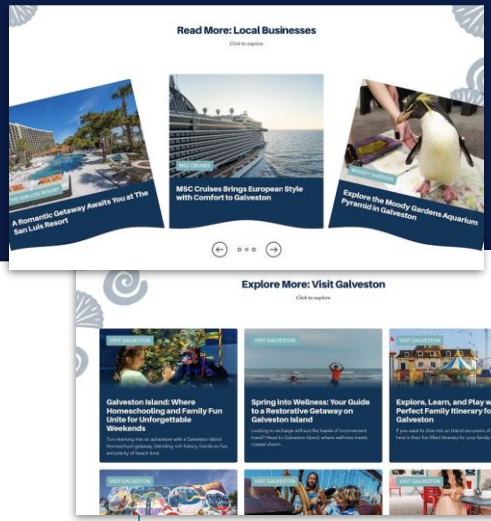
PACKAGE OPTIONS

WHAT IS A CO-OP HUB?

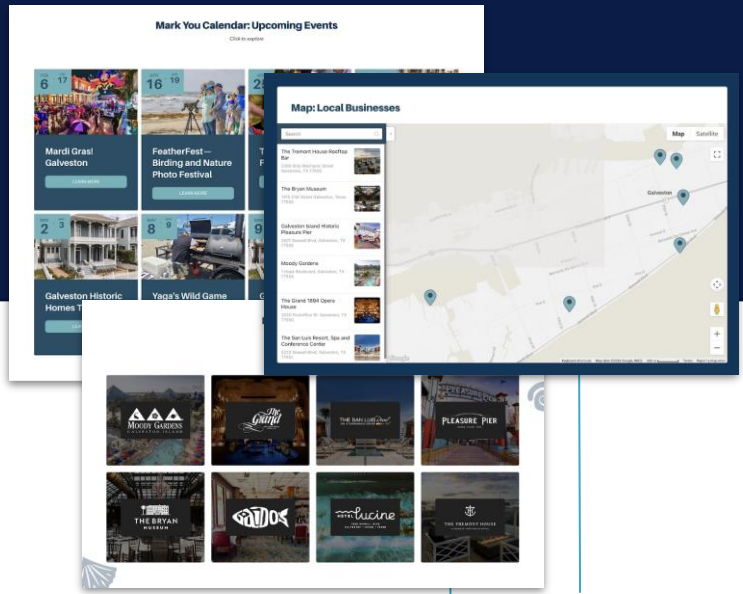
A themed guide for multiple sponsors to participate. These hubs are built in a fully immersive platform that allows for customization and full design control of the page from top to bottom. We build these hubs with set sales packages in mind, allowing for sponsors to be added seamlessly on a weekly or monthly basis.



HEADER/
INTRO SECTION



FEATURED
CONTENT



INTERACTIVE
ELEMENTS

RESULTS FOR AN ISLAND APART

THE PROGRAM

- **Vertical:** Travel
- **Promotion Details:** Texas
- **Flight:** Feb 2026 - Feb 2027
- **Goals:** 250k impressions/month

THE RESULTS

The campaign delivered strong results beginning in Feb 2026, generating 2.4m+ impressions. The content drove 8.6k+ engagements, demonstrating strong audience interest in travel and Galveston Island. Users spent an average of 4 mins engaging with the hub and we had 6 total sponsors participate in the program. The promotion will run until Feb 2027.

2,425,147
IMPRESSIONS

8,671
ENGAGEMENTS

4:10
MINUTES

4
ADDITIONAL SPONSORS



VISIT GALVESTON OVERVIEW

Overview

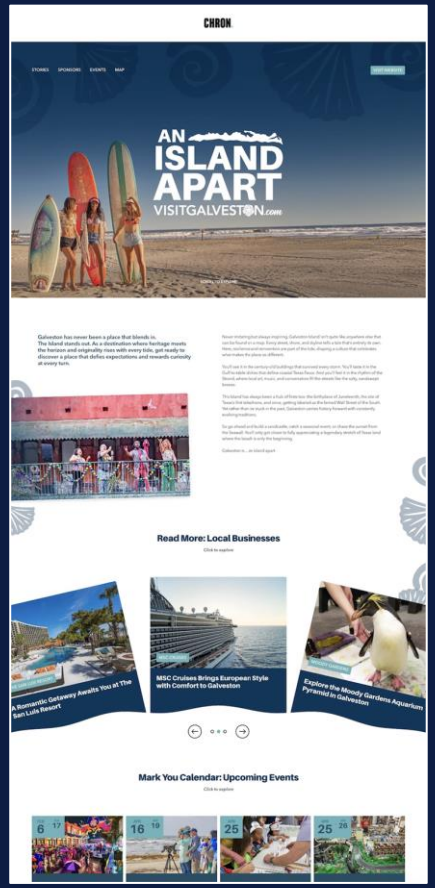
- A themed guide for multiple sponsors to participate at 3 month intervals.
- The hub itself will be live for 12 months and will include 2 refreshes to reflect the seasonal changes.

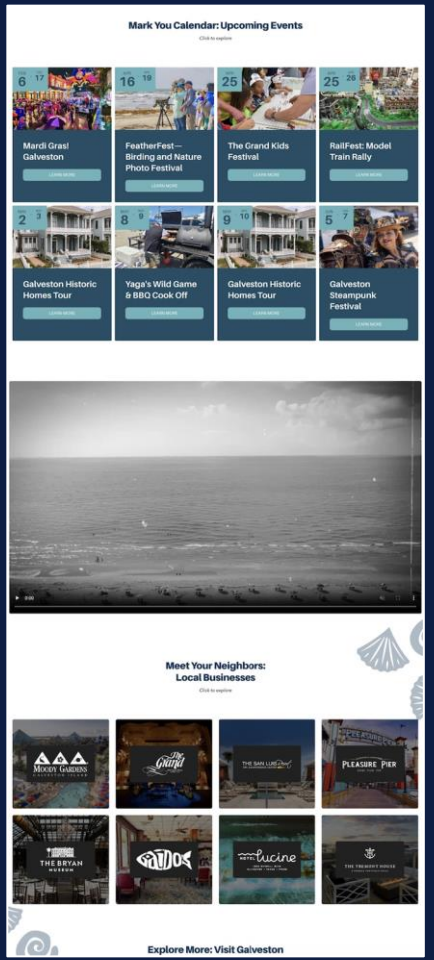
In partnership with Visit Galveston

- This co-op hub will focus on all the fun things to do in Galveston and the surrounding areas.
- Visit Galveston will be the presenting sponsor. We will collaborate with them on creation and sponsorship/editorial inclusions.

How the "Co-op" works:

- Visit Galveston will cover the upfront cost to build the hub.
- Houston Chron and Visit Galveston will team up to sell into this Co-op Hub to allow for other sponsors to be a part of this travel guide.





Screenshots from Visit Galveston Co-op Hub

FEATURED SPONSORSHIP
HIGH-IMPACT - 3 MONTHS

Featured sponsorship includes:

- High-impact layout - 1
- Complete participation on Co-op Hub
  - Featured story placement
  - Popup card
  - Upcoming events - up to 3
  - Map locations - up to 10
  - Featured logo w/ click through

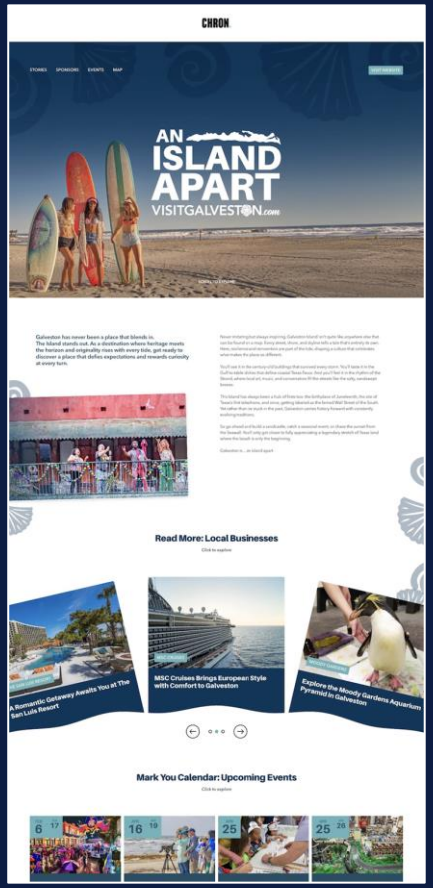
Promotion:

- 300k impressions direct to site
- 1.5m impressions; 3k engagements to high-impact layout

Flight:

- Co-op Hub and High-impact layout: 3 months

Total Investment: $12,000
Monthly cost: $4,000



Complete participation on hub



Space reserved for 1 high-impact layout

FEATURED SPONSORSHIP
SS GUIDE - 3 MONTHS

Featured sponsorship includes:

- SS Guide - 1
- Complete participation on Co-op Hub
  - Featured story placement
  - Popup card
  - Upcoming events - up to 3
  - Map locations - up to 10
  - Featured logo w/ click through

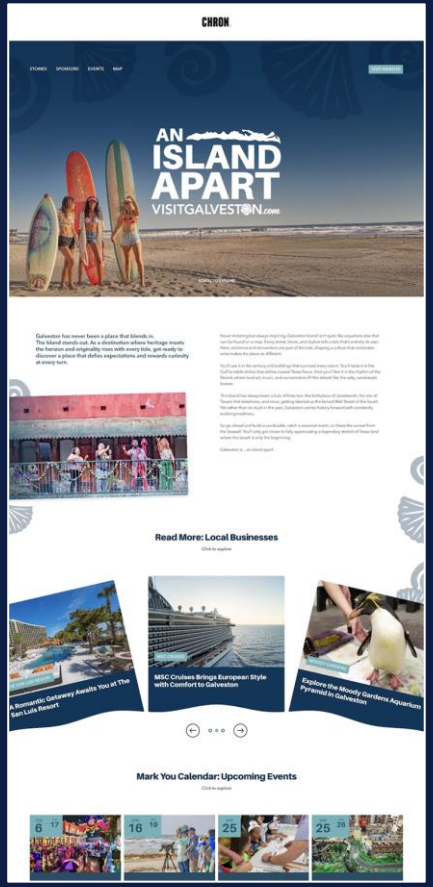
Promotion:

- 300k impressions direct to site
- 1.5m impressions; 3k engagements to SS Guide

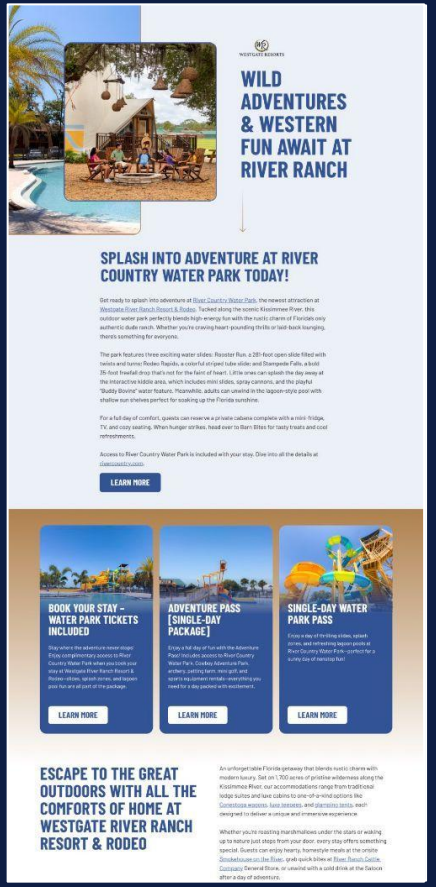
Flight:

- Co-op Hub and SS Guide: 3 months

Total Investment: $8,000
Monthly cost: $2,667



Complete participation on hub



Space reserved for 1 SS Guide

FEATURED SPONSORSHIP
CO-OP ONLY - 3 MONTHS

Featured sponsorship includes:

- Complete participation on Co-op Hub
  - Popup card
  - Upcoming events - up to 3
  - Map locations - up to 10
  - Featured logo w/ click through
  - Optional: featured story placement (story link provided from client)

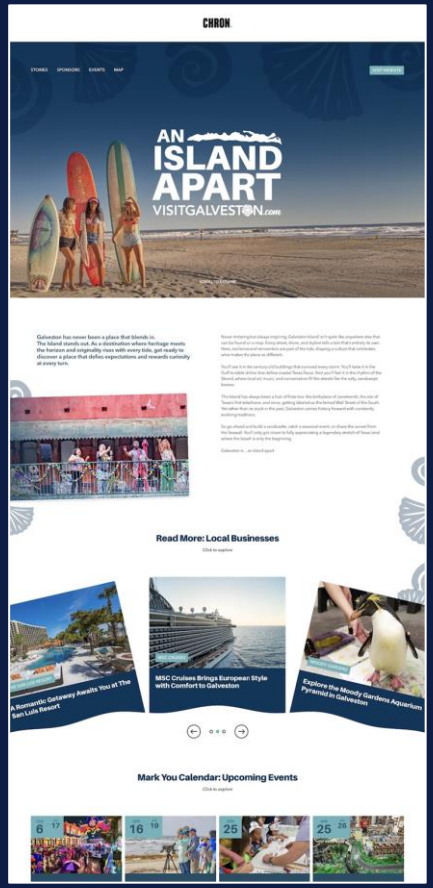
Promotion:

- 300k impressions direct to site

Flight:

- Co-op Hub: 3 months

Total Investment: $3,000
Monthly cost: $1,000



Complete participation on hub

FEATURED SPONSORSHIP
CO-OP ONLY - 3 MONTHS

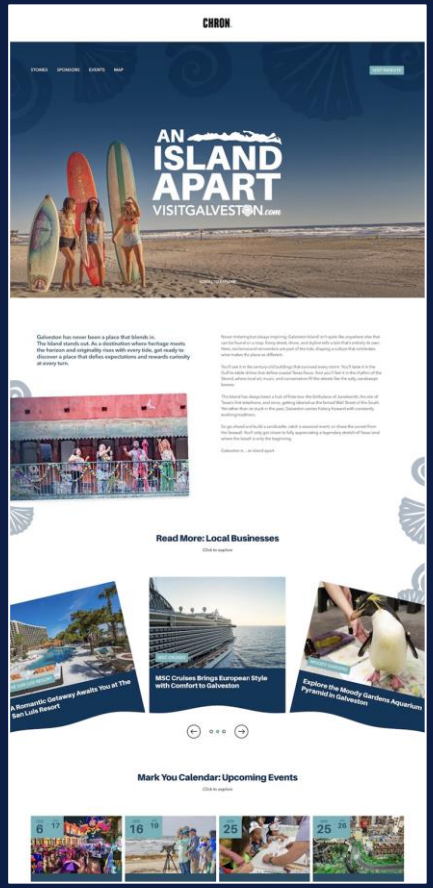
Featured sponsorship includes:

- Complete participation on Co-op Hub
  - Popup card
  - Upcoming events - up to 3
  - Map locations - up to 10
  - Featured logo w/ click through
  - Optional: featured story placement (story link provided from client)

Flight:

- Co-op Hub: 3 months

Total Investment: $1,500



Complete participation on hub