

STORYSTUDIO X HOUSTON CHRONICLE PRESENTS

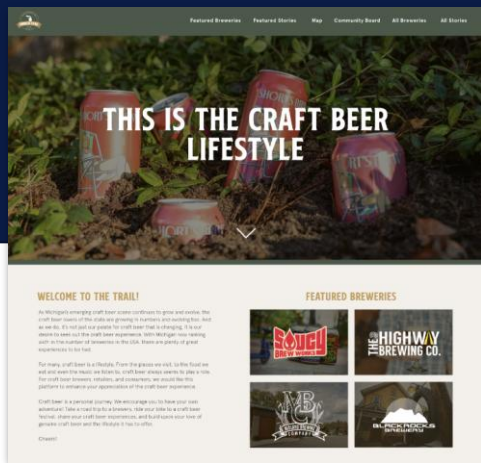
VISIT GALVESTON CO-OP HUB

PACKAGE OPTIONS

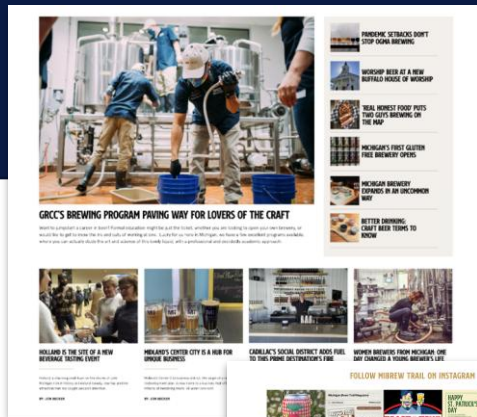
WHAT IS A CO-OP HUB?

PRODUCT OFFERINGS

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



FOOTER SECTION

INTERACTIVE
ELEMENTS

VISIT GALVESTON OVERVIEW

Overview

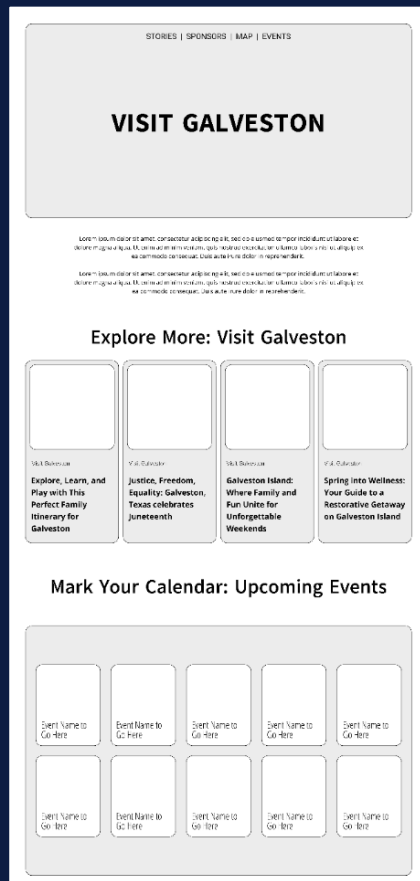
- A themed guide for multiple sponsors to participate at 3 month intervals.
- The hub itself will be live for 12 months and will include 3 refreshes to reflect the seasonal changes.

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.



Sample wireframe of 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

STORES | SPONSORS | MAP | EVENTS

VISIT GALVESTON

With its rich history, natural beauty, and vibrant culture, Galveston is a unique destination for visitors seeking a mix of relaxation, adventure, and education. Discover the island's rich heritage, from its role in the Texas Revolution to its status as a major port and resort. Explore the island's diverse ecosystems, from the pristine beaches to the lush wetlands. Experience the island's vibrant culture, from its historic architecture to its world-class cuisine. Galveston is a destination that offers something for everyone.

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Explore More: Visit Galveston

Visit Galveston

Explore, Learn, and Play with This Perfect Family Itinerary for Galveston

Visit Galveston

Justice, Freedom, Equality: Galveston, Texas celebrates Juneteenth

Visit Galveston

Galveston Island: Where Family and Fun Unite for Unforgettable Weekends

Visit Galveston

Spring into Wellness: Your Guide to a Restorative Getaway on Galveston Island

Mark Your Calendar: Upcoming Events

Event Name to Go Here

Event Name to Go Here

Event Name to Go Here

Event Name to Go Here

Event Name to Go Here

Event Name to Go Here

Event Name to Go Here

Event Name to Go Here

Complete participation on hub



WILD ADVENTURES & WESTERN FUN AWAIT AT RIVER RANCH

SPLASH INTO ADVENTURE AT RIVER COUNTRY WATER PARK TODAY!

Get ready to splash into adventure at [River Country Water Park](#), the newest attraction at [Westgate River Ranch Resort & Spa](#). Tucked along the scenic Kalamito River, this water park park perfectly blends high-energy fun with the rustic charm of Florida's authentic South Coast. Whether you're craving heart-pounding thrills or just back-scratching, there's something for everyone.

The park features three exciting water slides: River Run, a 280-foot open slide filled with twists and turns; Thunder Rapids, a wild ride of rapids and drops; and the 35-foot freestyle slide that's not for the faint of heart. Little ones can splash the day away at the interactive kiddie area, which includes mini slides, water cannons, and the playful "Buddy Beaver" water feature. Families can unwind in the lounge area with poolside shawls and towels perfect for soaking up the Florida sunshine.

For a full day of comfort, guests can reserve a private cabana complete with a mini fridge, TV, and cozy seating. When hunger strikes, head over to [Barn Blues](#) for tasty treats and craft refreshments.

Access to River Country Water Park is included with your stay. Dive into all the details at [rivercountry.com](#).

LEARN MORE



BOOK YOUR STAY - WATER PARK TICKETS INCLUDED



ADVENTURE PASS [SINGLE-DAY PACKAGE]



SINGLE-DAY WATER PARK PASS

ESCAPE TO THE GREAT OUTDOORS WITH ALL THE COMFORTS OF HOME AT WESTGATE RIVER RANCH RESORT & RODEO

An unforgettable Florida getaway that blends rustic charm with modern luxury. Set on 1,100 acres of pristine wilderness along the Kalamito River, our accommodations range from traditional lodge suites and cabins to one-of-a-kind options like [Cottages](#), [Cabins](#), [Houses](#), and [Vacation Homes](#). Each property is designed to deliver a unique and memorable experience.

Whether you're seeking tranquility under the stars or waking up to mountain views from your porch, every stay offers something special. Guests can enjoy morning horseback riding at the equestrian stables on the River, grab a quick bite at [Barn Blues](#), [Cottages](#), [Cabins](#), [Houses](#), or unwind with a cold drink at the [Barn Blues](#) after a day of adventure.

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:

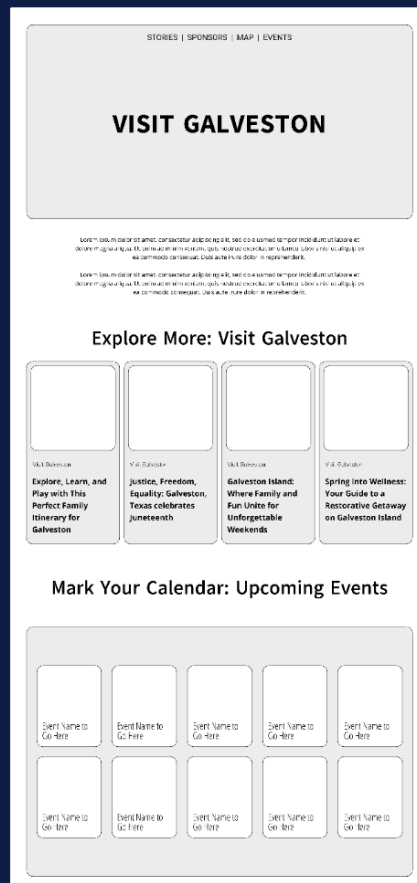
- 300k impressions direct to site

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: \$1,250



Complete participation on hub

ADDITIONAL INSIGHTS

OUR REACH: WE ENGAGE YOUR AUDIENCE WHEREVER THEY ARE

We are able to reach even your most highly focused audiences and detailed personas. Our audience segments will help you make the maximum impact possible with the right people.

We create custom audiences based on the following characteristics:



AUDIENCE

- Gender
- Age
- Demographics
- Household income
- Purchase intent
- Behavioral



LOCATION & DEVICE

- Zip code
- Mile radius
- Neighborhood
- State
- City



CONTEXTUAL

- Industry
- Employer
- Job Title

CASE STUDY: DISCOVER CANYON

Overview

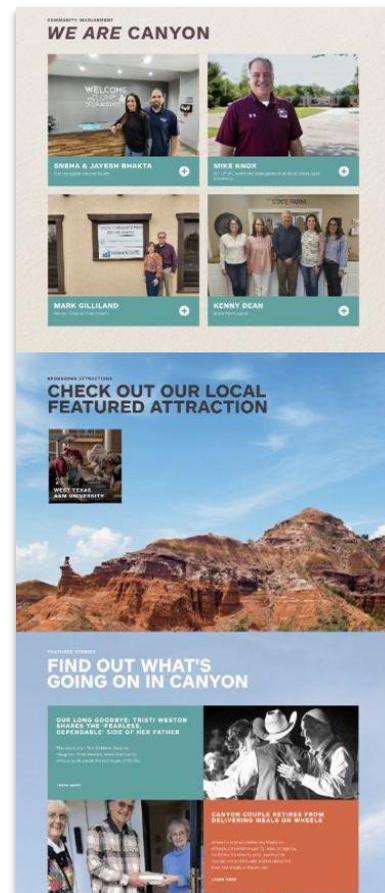
- A local travel Co-op Hub that allows for various sponsorship opportunities.
- Promotion began in August 2022 and we have been driving traffic to the hub ever since.

Promotional Details

- Flight Dates: August 18, 2022 - March 1, 2024
- Impressions: 38,462,071
- Page Views: 109,333
- Average Time: 4 minutes 57 seconds
- Outbound Link Clicks: 5,055

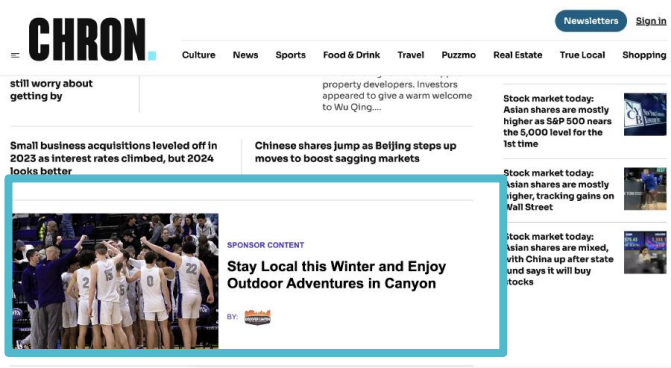
Additional Insights

- The average time spent is over 3 times the industry average of 1:06! That's some great readership!
- The high number of outbound indicates readers are hungry to learn more!



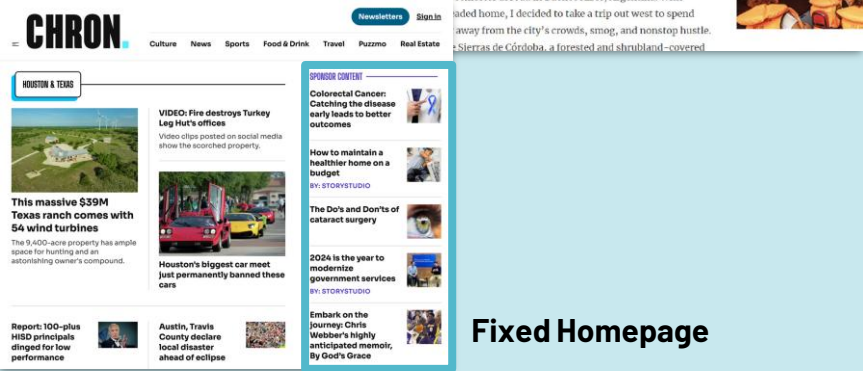
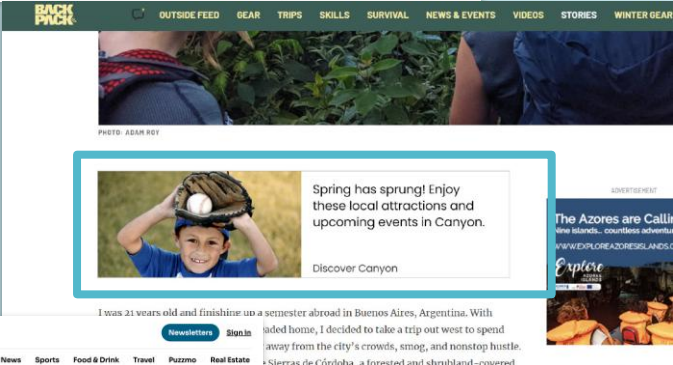
FINDING YOUR STORY

All stories direct to site promotion are found through search or targeted promotion.



Hearst
O&O

Audience
Extension



Fixed Homepage

HOW IT WORKS

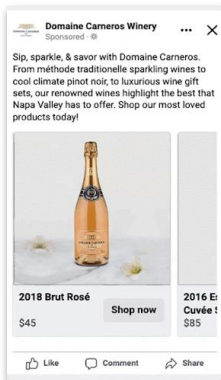
It all starts with a story. We leverage an existing or new story by pairing it with a social media offering to expand and reach new audiences.

Enhance a story by pairing with a social product.

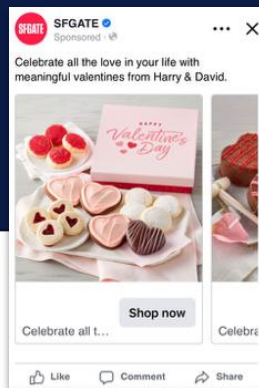
SPONSORED CAROUSELS



SPONSORED POSTS



ROI DRIVEN EXPERIENCES



THE PAIN AND STRAIN OF WORK

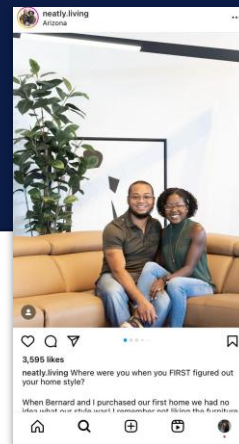
Back pain accounts for more than 25 million lost work days each year. There's two work days for every full-time worker in the country.

SPONSORED STORIES

STORYSTUDIO SCROLLS



INFLUENCER



SOCIAL PRODUCTS OVERVIEW

It all starts with a story. We leverage existing or new stories by pairing them with unique story-led social experiences. This gives partners the opportunity to expand and reach new audiences in different ways. We will repurpose assets from your StoryStudio campaign into fresh content and messaging and promote each program across Hearst and client ran social platforms.

StoryStudio Social Suite:

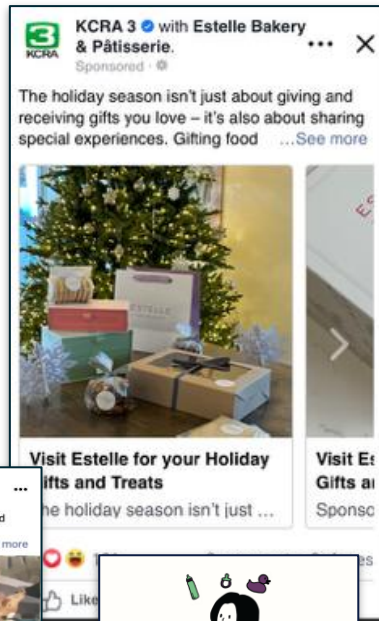
- Organic Snack Pack
- Sponsored Stories and Posts
- ROI Driven Experiences: Events and Ecommerce
- StoryStudio Scrolls
- Interactive Extensions
- Influencer Integrations



INTERACTIVE SOCIAL EXAMPLE



EVENTS



ECOMMERCE POST

THE
STORYSTUDIO

STORYSTUDIO
SCROLLS



Thank You



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