



New Hampshire Department of Business and Economic Affairs  
Division of Travel and Tourism Development  
**JOINT PROMOTIONAL PROGRAM**

**ONLINE MEDIA GUIDELINES**

*DTTD has the right to screen each line item in a JPP request, based on the qualifications of a web marketing vendor or consultant included in the grant; DTTD can also reduce any line item if the vendor or consultant is charging beyond usual and customary rates. Applicants are encouraged to provide proof of multiple bids for all online media estimates, for consistency with DTTD requirement for multiple print bids for traditional media.*

**Websites**

**Matchable**

Content Management System (Web-based)  
Web Design, Development, Strategy

**Non-Matchable**

Web Hosting and Domain Registration (Akin to brochure distribution)  
Desktop Web Development/Design Software (Photoshop/Dreamweaver)  
Routine Content Updates (text/imagery)

**SEO/SEM**

**Matchable**

Paid Search Consulting  
Paid Search Campaign Cost Per Click  
Web Analytics Consulting

**Non-Matchable**

Employee expense or routine updates to keyword management or site optimization

**Social Media**

**Matchable**

Developing social media strategy; including set up and training

**Non-Matchable**

Routine daily updates to social media feeds  
Video and photo uploads to social media sites

## **Email Marketing**

### **Matchable**

- Content development (copy and design)
- Email marketing strategy
- Email marketing analytics
- Monthly fees for email subscription service
- Sponsored message in third party email/eNewsletters

### **Non-Matchable**

- Labor to deploy emails

## **Banner Advertising/Online Display Advertising**

### **Matchable**

- Design of banner ads
- Cost of placement/impressions
- Strategy for ad placement and behavior/geo targeting, etc.