

# 2015 PARTNERSHIP Opportunities



[traveliowa.com](http://traveliowa.com)

travel  
**IOWA**®

# CATCH THESE UNIQUE OPPORTUNITIES TO PROMOTE YOUR DESTINATION.



The Iowa Tourism Office annually invests more than \$500,000 in its Cooperative Partnership Program. We negotiate the purchase of large advertising buys and then selling that space back to our tourism partners at a cost far cheaper than what they could purchase directly.

In addition, the Cooperative Partnership Program allows the Iowa Tourism Office to diversify its audience and gives the industry a range of advertising choices - from group travel to boomer to family -focused publications and niche web sites. The program truly is a public/private partnership that extends the reach of Iowa's travel message and gives the tourism industry a chance to be a part of Iowa's broader marketing efforts.

## Co-Op Task Force

Thank you to these individuals who volunteered to help craft the 2015 Cooperative Partnership Program.

Shannon Espenscheid, Marshalltown CVB

Kathy Fiscus, Council Bluffs CVB

Ellen Gerharz, Creston and Union County Tourism

Matt Kiernan, Prairie Meadows

Jannae Lane, Des Moines CVB

Jennifer Pickar, Cedar Rapids CVB

Print ads for the cooperative partnership program feature a high res photo from the partner, website, phone number and a reader description. Digital ads vary based on the platform. In addition, partners have the opportunity to proof the ads before they go to print or go live online.

If you have questions or comments about the program, please contact:

Colleen Murphy, Partnerships Manager,  
Iowa Tourism Office  
515.725.3089, colleen.murphy@iowa.gov



# MAGAZINES

## AAA LIVING

AAA Living is published for American Automobile Association (AAA) members. It features travel stories on the entire United States, including Iowa. The 2015 co-op is targeted exclusively to Minnesota readership.

**Circulation: 288,630**  
(MN)

**Published: Four issues per year**

### Reader Profile:

- Median age: 53
- Median household income: \$71,200

### Advertising Opportunities:

- March/April 2015 Issue
- May/June 2015 Issue
- Free Reader Service Listing

### Placement Cost:

\$1,100

## FAMILY FUN

Family Fun magazine provides parents with unique ideas and inspiration to create unforgettable family moments that will last a lifetime. Families will be inspired to try new recipes, craft projects and vacation ideas.

**Circulation: 323,000**  
(IA, IL, MN, MO, NE, KS, ND, SD, WI)

### Reader Profile:

- Median Age: 38

### Advertising Opportunities:

- April 2015 Issue
- Free Reader Service Listing

### Placement Cost:

\$1,075

## IOWA OUTDOORS

The colorful magazine of Iowa's Department of Natural Resources effectively reaches outdoor enthusiasts across the state and includes travel articles in every issue. Target your message to readers interested in fishing, hunting, camping and hiking. Reach Iowans who are advocates for the enjoyment and protection of the environment.

**Circulation: 41,000**  
(IA)

**Published: Six issues per year**

### Reader Profile:

- 38% traveled to a new part of the state
- 58% have visited an outdoor destination

### Advertising Opportunities:

- March/April 2015 Issue

### Placement Cost:

\$230

## MIDWEST LIVING

A regional consumer publication devoted to the interests, values and lifestyles of Midwestern families. Provides region-specific information to travel attraction and events: food, dining and recipes; home decorating, building and remodeling; and gardening and landscaping.

**Circulation: 950,000**  
(IA, IL, IN, KS, MI, MN, MO, NE, ND, OH, SD, WI)

### Advertising Opportunities:

- March/April 2015 Issue
- May/June 2015 Issue
- Free Reader Service Listing

### Placement Cost:

\$3,700



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# MAGAZINES Continued

## THE GROUP TRAVEL LEADER

The Group Travel Leader is read by group tour planners who plan trips for senior clubs and organizations. It includes news about the travel industry and destination features.

**Circulation: 20,020**  
(NATIONAL)

**Published: Monthly**

### Reader Profile:

- Reaches circulation base of qualified readers throughout the group travel industry
- Strong reach in Midwest region

### Advertising Opportunities

- April 2015 Issue
- Free one year free web link on "Partner's Links" page
- Free leads through "Trip Search" lead gen program

**Placement Cost:**  
\$325

## THE IOWAN

This high-quality magazine features beautiful photography of Iowa scenes and articles about our way of life. The Iowan is a favorite advertising vehicle for Iowa tourism attractions because of its loyal and active readership.

**Circulation: 18,741**  
(IA)

**Published: Six issues per year**

### Reader Profile:

- Mature, highly educated readership with a median income of \$50,000

### Advertising Opportunities:

- March/April 2015 issue
- Free online ad with downloadable links

**Placement Cost:**  
\$200

## BETTER HOMES AND GARDENS AND ALL RECIPES

Better Homes and Gardens serves readers who embrace the totality of family life. Most of BH&G readers travel by car, so editorial emphasizes destinations within specific geographic regions that can be reached in one day of driving or less. All Recipes reaches active women who are family-focused and decision makers. Fueled by the #1 food brand for web and mobile, Allrecipes magazine energizes its readers to succeed with all their cooking aspirations and connects them to their greatest source of inspirations, other home cooks.

## BETTER HOMES AND GARDENS

**Circulation: 1,443,900**  
(IA, IL, MN, MO, NE, KS, ND, SD, WI)

### Reader Profile:

- Median Age: 49
- Median Household Income: \$63,524

### Advertising Opportunities

(This is for both Better Homes and All Recipes)

- April 2015 Issue
- Same artwork used for both publications
- Artwork will have a culinary theme and partners images and copy should follow this theme
- Free Reader Service Listing

**Placement Cost:**  
\$4,350

## ALL RECIPES

**Circulation: 189,000**  
(IA, IL, MN, MO, NE, KS, ND, SD, WI)

2 BIG  
MAGAZINES  
— FOR —  
1 LOW PRICE



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# DIGITAL

## DES MOINES REGISTER

Des Moines Register Media is a innovative multi-platform, news and information and advanced marketing services company reaching more than 500,000 actively engaged consumers every week.

**Circulation: 500,000 ads viewed by online readers for two months**

### Advertising Opportunities:

- Each ad will be interactive allowing readers the option to rollover the ad
- Readers will be able to go to any of the partners' websites
- Partners may select either March/April or May/June

**Placement Cost:**  
\$500

**The Des Moines Register**

## KANSAS CITY STAR

The Kansas City Star is Missouri's source for the latest breaking local news, sports, weather, business, jobs, real estate, shopping, health, travel, entertainment, and more.

**Circulation: 500,000 ads viewed by online readers for two months**

### Advertising Opportunities:

- Partners will be mentioned on the front side of an ad
- Each ad will be interactive allowing readers the option to rollover the ad
- Readers will be able to go to any of the partners' websites
- Ads will run in March/April

**Placement Cost:**  
\$600

**The Star**  
THE KANSAS CITY STAR

## MINNEAPOLIS TRIBUNE

Minneapolis Tribune is the #1 website in Minnesota- reaching 7 million unique visitors monthly.

**Circulation: 300,000 impressions on startribune.com for two months**

### Advertising Opportunities:

- Side-kick ads
- Upon rollover, the ad expands to a unit that shoves the home pages aside and occupies the entire space
- Readers will be able to go to any of the partners' websites
- Ads will run in May/June

**Placement Cost:**  
\$600

**StarTribune**

## SPOTIFY

Spotify is a music management platform with a deep social media experience that allows listeners to share playlists on Facebook

### Advertising Opportunities:

- Impressions will target women 25-54 in our target areas
- 199,045 banner ad impressions
- 157,828 audio impressions (audio ads on Spotify cannot be skipped)
- Ads will link to a special feature page on traveliowa.com that will highlight the co-op partners
- Ads will run March/April.

**Placement Cost:**  
\$3,000

**Spotify**



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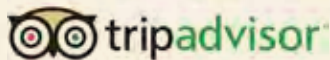
## TRIPADVISOR

### Advertising Opportunities:

- Banner ads on the Iowa content pages of TripAdvisor and links to each partners' website
- Results will be monitored and reported monthly
- Each partner will receive 147,059 impressions
- The Iowa Tourism Office will work with the partners to design 3 ads to represent the partner and tourism office.
- Ads will link to the partners website
- Ads will run April/May

### Placement Cost:

\$2,000



## MADDEN MEDIA - SEM

### Advertising Opportunities:

- Google Ad words
- Cost per click .64 cents per click and a minimum of 1500 clicks
- One on one work with Madden Media to analyze the partners website and made keywords and ad copy recommendations
- Must make a minimum commitment of 4 months
- Must add the Travel Iowa logo and link to your landing page
- Previous partners may begin as early as July 1, 2014, New partners can go live as early as July 1, 2014 if sign-up occurs by June 19, 2014

### Placement Cost:

Bronze, 391 clicks, \$250 per month  
Silver, 781 clicks, \$500 per month  
Gold, 1,172 clicks, \$750 per month  
Platinum, 1,563 clicks, \$1,000 per month

**“ THEY HAVE BEEN AMAZING TO WORK WITH. BEYOND JUST THE CLICKS, IT IS KIND OF LIKE A MASTER CLASS IN SEM. VERY HAPPY! ”**

**Kevin Hougham**

*Sky Tours Zipline on Madden Media*

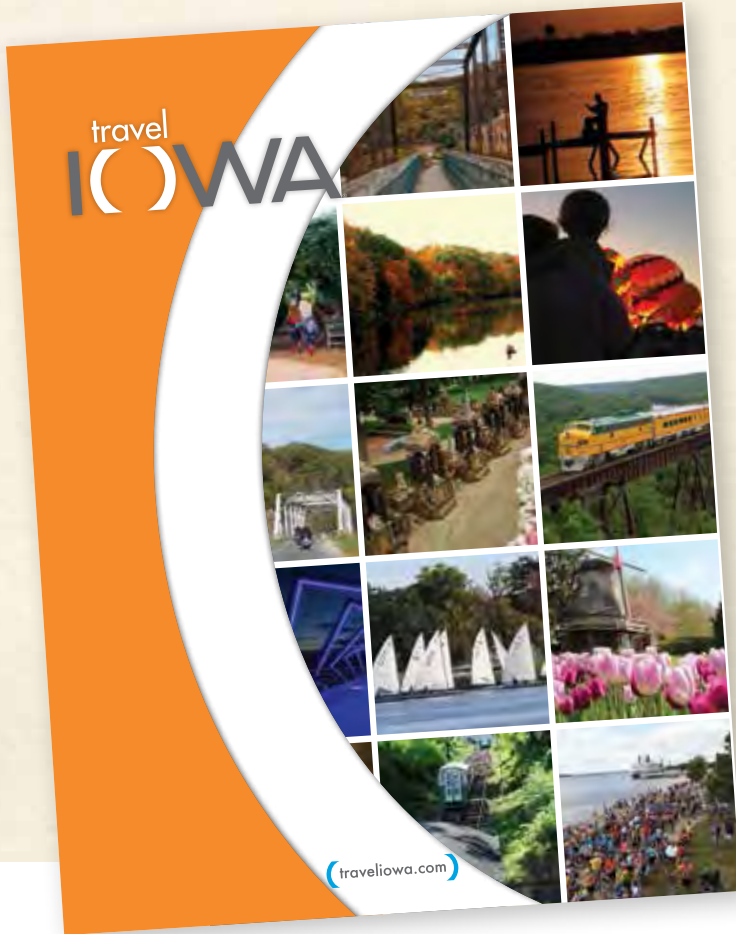


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AN EXCITING ADVERTISING OPPORTUNITY



# IN IOWA'S PREMIER TRAVEL PUBLICATION



## ATTRACT TRAVELERS TO YOUR BUSINESS BY PLACING AN AD IN THE IOWA TRAVEL GUIDE!

- The Iowa Travel Guide comes in both printed and electronic versions, giving travelers more ways to explore Iowa.
- The printed Iowa Travel Guide is available at no charge to travelers to request it by phone, online or at 19 Welcome Centers across Iowa that serve more than 500,000 travelers each year.
- In 2014, the Iowa Tourism Office will distribute 125,000 printed Travel Guides and see 30,000 online downloads of its digital version. These requests are qualified leads from those considering or planning to travel Iowa.
- The Digital Iowa Travel Guide is a virtual magazine at [traveliowa.com](http://traveliowa.com), with direct links from your ad to your website.
- The Iowa Travel Guide is supported through a multi-media campaign.

### TRAVEL GUIDE COST

1/6 page vertical: \$900

1/3 page square: \$1,800

1/2 page horizontal: \$2,650

Full page: \$5,250

Inside front or back full page: \$7,500

Photo (only with ad purchase): \$300

**RESERVE YOUR SPACE BY  
SEPTEMBER 30<sup>ST</sup>**  
(ARTWORK DUE 11/3)

## GET YOUR DESTINATION PHOTO-READY!

The Iowa Travel Guide has over 100 color photos to inspire travelers. This gives your business the opportunity to be seen as one of Iowa's featured destinations. Simply purchase a spot and provide us with a photo.

- Photos must be a minimum of 8 inches wide at 300 dpi
- Image will be used in the destination's travel region
- The name of the location, website and a photographer credit will be listed with each photo
- The photo and website will be live links in the Digital Iowa Travel Guide to take the user directly to your website
- The Iowa Tourism Office reserves the right to decline the usage of any photo based on photo quality, content or geographic diversity

**BLACKHAWK BEND CASINO**  
1721 W. 14th St. • 563-382-3300  
www.blackhawkbend.com

**IOWA COUNTY HISTORICAL VILLAGE**  
100 N. 1st St. • 562-3221  
www.iowacountyhistoricalvillage.com

**UNDERWOOD**  
100 N. 1st St. • 562-3221  
www.iowacountyhistoricalvillage.com

**WALNUT**  
100 N. 1st St. • 562-3221  
www.iowacountyhistoricalvillage.com

**UNION PACIFIC RAILROAD MUSEUM**  
100 N. 1st St. • 562-3221  
www.iowacountyhistoricalvillage.com