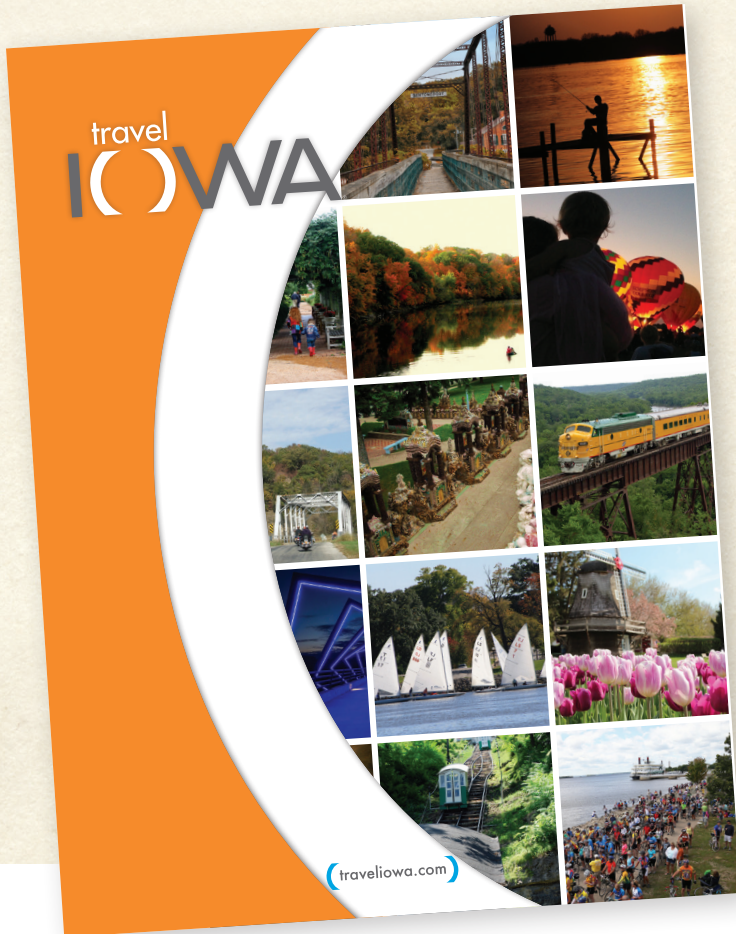


AN EXCITING ADVERTISING OPPORTUNITY



# 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

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