



IOWA®

TRAVEL IOWA CO-OP FY21 PROGRAM

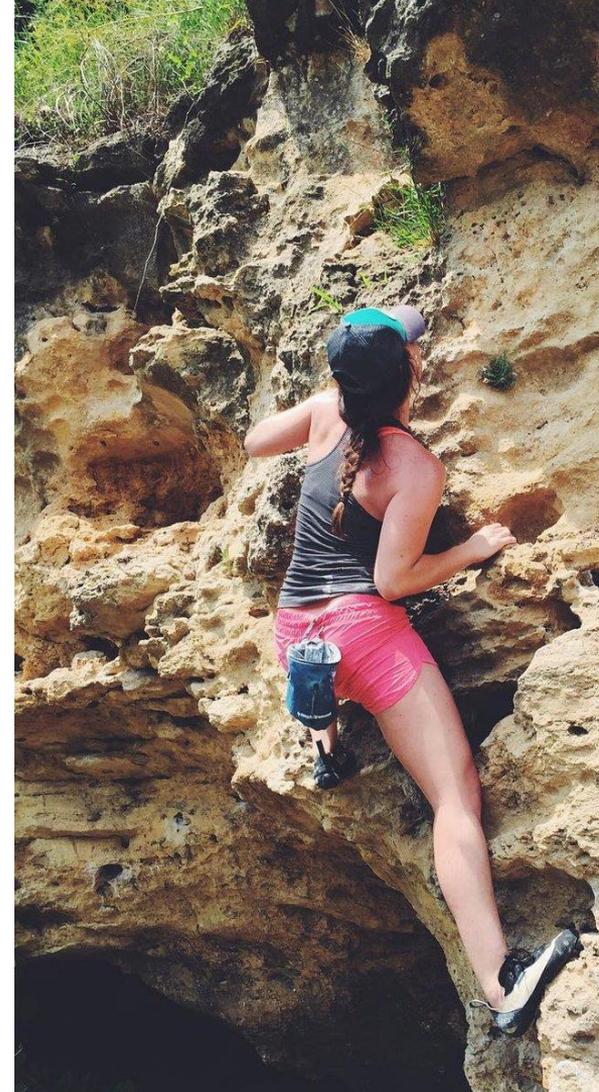


FLEISHMANHILLARD

July 17, 2020

FY21 COMMUNICATION GOALS

- Increase awareness and consideration of Iowa's benefits as a place to visit, live and work
- Increase visits and associated tourism expenditures within the state
- Instill confidence in Iowa as a safe place to travel, being mindful of current situations



KEY MESSAGE PILLARS

 NATURAL BEAUTY	 CULTURE & LIFESTYLE	 ECONOMIC VIABILITY	 AFFORDABILITY
Exploration and adventure including state and county parks	Art, music, restaurants, breweries, festivals, shows and nightlife	Energetic, thriving communities and downtowns	Family friendly weekend getaways

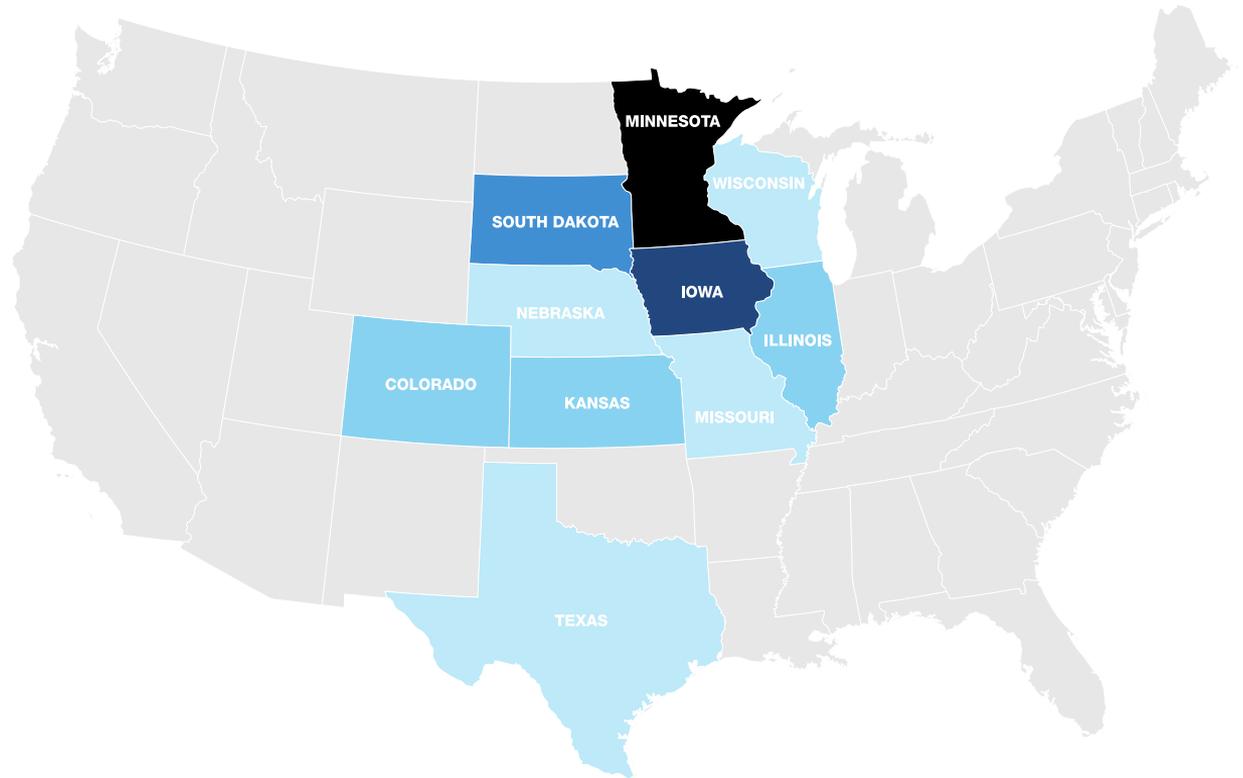
TARGET AUDIENCES

- Young adults looking to experience new adventures
 - Gen Z and Millennials ages 22 to 29
- Young families looking to make memories without breaking the bank
 - Millennials and Gen X ages 30 to 39
- Middle-age adults with disposable income for travel
 - Gen X and Boomers ages 40 to 55



TARGET GEOGRAPHY

- Iowa
- Minnesota
- South Dakota
- Nebraska
- Kansas
- Missouri
- Illinois
- Wisconsin
- Texas
- Colorado





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PRINT OPPORTUNITIES



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THE MEREDITH COMBO

Participation in this combo offering gives your brand exposure in both magazines for one low price!

- *SHAPE* inspires women to adopt the fit mindset. *SHAPE* is the go-to resource to live a modern, active lifestyle.
- Reader Profile: Regional audience (IA, MN, SD, KS, MO, IL, WI)
- Circulation (regional) : 266,100
- In-Market Dates: April 2021
- *Parents* helps busy moms navigate the uncharted waters of parenthood. *Parents* informs, entertains and reminds mom to nurture herself even as she nurtures her children.
- Reader Profile: Regional audience (IA, MN, SD, KS, MO, IL, WI).
- Circulation (regional): 253,500
- In-Market Dates: May 2021



CULTURE & LIFESTYLE

Investment: \$5,500
Partner Limit: 6



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REGIONAL REACH OPTIONS



Publication	Reader Profile	Circulation	In-Market Dates	Investment
Illinois Country Living	Rural families, women 55+	190,000	April 2021	\$375
Minnesota Monthly	Women 35+ who are educated, affluent and family oriented.	42,000	May/June 2021	\$525
Missouri Life	50% of readership is 18-44 and spends \$64 million on vacations.	23,500	March 2021	\$375
Nebraska Life	Women 45+ who enjoy collectible arts, horseback riding, family fun, crafts and domestic travel	42,500	March/April 2021	\$225
South Dakota Living	Adults 35+ with families who frequently travel and enjoy active, healthy lifestyles.	43,000	May/June 2021	\$225



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NATURAL BEAUTY



CULTURE & LIFESTYLE



ECONOMIC VIABILITY



AFFORDABILITY

Partner Limit:
8 per publication

BIG METRO HOLIDAY COMBO

Participation in this combo offering gives your brand exposure in all magazines!



Publication	Reader Profile	Circulation	In-Market Dates
Chicago Magazine	30% of readers are 25-54, average age is 46. Affluent readers with average HHI of \$235,600.	105,000	November 2020
inKC Magazine	60% of the audience are women, and more than 60% are 25-54.	25,000	November 2020
Mpls StPaul Magazine	75% of the readership are women with an average age of 42. Average HHI of \$246,000	70,000	November 2020
Omaha Magazine	80% of the readership are adults between 25-54	25,000	Nov/Dec 2020
DSM Magazine	73% of the readership are women. 85% of the audience is 25-64	40,000	November 2020



NATURAL BEAUTY



CULTURE & LIFESTYLE



ECONOMIC VIABILITY



AFFORDABILITY

Investment: \$2,750
Partner Limit: 6

IOWA LIFESTYLE COMBO

Participation in this combo offering gives your brand exposure in both magazines for one low price!

- *Our Iowa* is a high-quality magazine that celebrates all that is great about living in Iowa and will encourage locals to experience Iowa like they've never seen before.
- Reader Profile: 60% adults 25-64 who appreciate Iowa culture and frequently travel to experience new places. 80% of the readership lives in Iowa. Circulation: 97,000
- In-Market Dates: April/May 2021
- *The Iowan* is a general interest magazine and is considered to be a primary source of information for Iowans seeking in-depth information on Iowa culture, history, recreation, events, and more.
- Reader Profile: 70% adults 30-69 who appreciate Iowa culture and frequently travel to experience new places. 90% of the readership lives in Iowa. Circulation: 77,000
- In-Market Dates: March/April 2021



NATURAL BEAUTY



CULTURE & LIFESTYLE



ECONOMIC VIABILITY



AFFORDABILITY

Investment: \$650
Partner Limit: 8

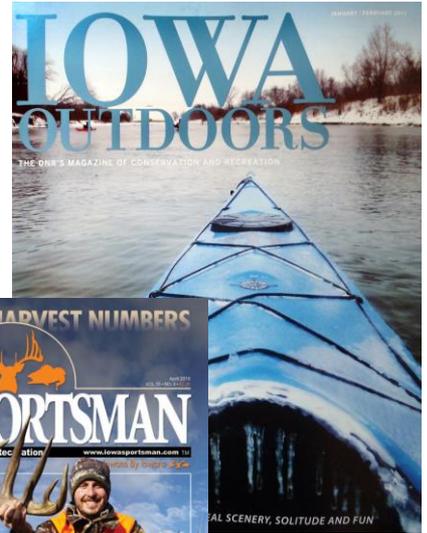


FLEISHMANHILLARD

IOWA NATURAL BEAUTY COMBO

Participation in this combo offering gives your brand exposure in both magazines for one low price!

- *Iowa Outdoors*, the official publication of the Iowa Department of Natural Resources, effectively reaches outdoor enthusiasts, hunting and fishing license holders
- Circulation:
 - 120,000 readers
 - 38,000 mail subscribers
- In-Market Dates:
 - Spring Magazine – April 2021
 - Summer Magazine - June 2021
- *The Iowa Sportsman* magazine is devoted to the sports and activities of Iowans of all ages, primarily reaching outdoor enthusiasts and nature lovers
- Circulation: 14,000
- In-Market Dates: April 2021



Investment: \$700
Partner Limit: 8

WEEKEND GETAWAY OPTIONS



Publication	Reader Profile	Circulation	In-Market Dates	Investment
Best of the Midwest	Adults 25-54 in IA, IL, IN, KS, MI, MN, MO, NE, ND, SD, OH, WI	110,000	March 2021	\$975
MPLS Star Tribune Summer Fun Guide	70% Minnesotans	423,000	May 2021	\$700
Omaha World Herald Spring & Summer Travel Guide	Adults 50+ who live in Nebraska	117,000	May 2021	\$450
Vacation Iowa	Adults 40+ who live in Iowa	101,970	May 2020	\$625



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AFFORDABILITY

Partner Limit: 6 per publication



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DIGITAL OPPORTUNITIES



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TARGETED DIGITAL DISPLAY



Utilizing a variety of targeting tactics, your digital banner ads will be served to a specific target audience based on the message pillar you choose from the list below. You will receive a private consultation with LS2group to develop a custom campaign that aligns with your brand.

Message Pillar options:

- Natural Beauty: outdoor adventure
- Culture & Lifestyle: Dining, foodies, restaurants, breweries
- Culture & Lifestyle: Art, music, nightlife
- Affordability: Family fun

Targeting tactics may include:

- Advanced audience targeting
- Contextual targeting
- Retargeting
- Website targeting

Two Flight Date options:

- September – February
- March – June

300,000 guaranteed impressions per flight



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NATURAL BEAUTY



CULTURE & LIFESTYLE



AFFORDABILITY

Investment: \$1,500 per flight
Partner Limit: 10 per flight



TARGETED DIGITAL VIDEO

Utilizing a variety of targeting tactics, your :15 and/or :30 video commercials will be served to a specific target audience based on the message pillar you choose. You will receive a private consultation with LS2group to develop a custom campaign that aligns with your brand.

Message Pillar options:

- Natural Beauty: outdoor adventure
- Culture & Lifestyle: Dining, foodies, restaurants, breweries
- Culture & Lifestyle: Art, music, nightlife
- Affordability: Family fun

Delivery tactics include:

- Video Preroll
- YouTube Truview

Flight Date options:

- September – February
- March – June

50,000 guaranteed impressions per flight



NATURAL BEAUTY



CULTURE & LIFESTYLE



AFFORDABILITY

Investment: \$1,125 per flight
Partner Limit: 5 per flight

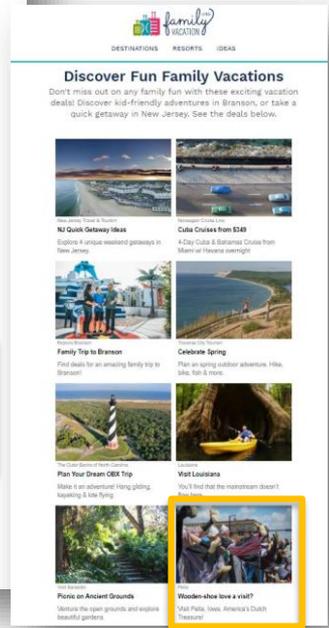
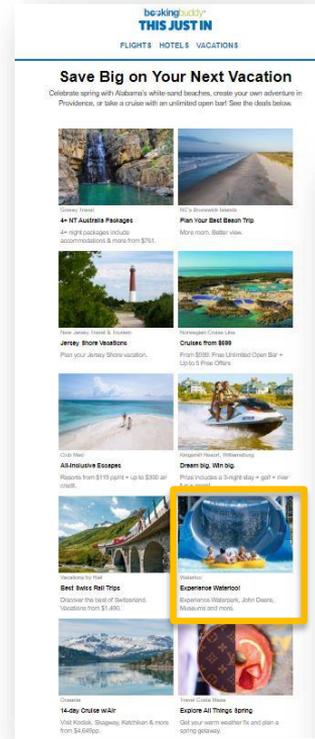


FLEISHMANHILLARD

TRAVELSPIKE NATIVE CONTEXTUAL CONTENT ADS

Available only through TravelSpike, Contextual Content Ads offer unparalleled efficiency in travel media. Ads are delivered in a 100% travel environment through on-site, native and email placements. Purchased on a cost-per-click, the ad must be viewed before a consumer engages by clicking. These positions are exclusive to TravelSpike with their premium travel publishers.

- Reader/Viewer Profile: US/National - Iowa Travel Intenders
- Clicks: 5,882
- Key Performance Indicator: Clicks
- In-Market Dates: March - May 2021



Investment: \$2,500
Partner Limit: 5



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OUT-OF-HOME OPPORTUNITIES



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DIGITAL BILLBOARDS



Metro Area	Location	Flight dates	Impressions	Cost
Des Moines	I-80 and East 14th Street, facing westbound near the east Mixmaster	May-June, 2021 8 weeks	11,200	\$800
Omaha	I-80 & 81st Street – roughly seven miles from the Iowa border	May-June, 2021 8 weeks	13,440	\$650
Moline	John Deere & 60th facing east (reaching traffic heading east to I-74)	May-June, 2021 8 weeks	11,200	\$850



Partner Limit: 5 per market

* Locations may vary based on availability but will be close to these intersections.

ABD TRAILER WRAP

Back by popular demand, your brand's message can be larger-than-life with ABD trailer wraps! ABD's fleet travels more than 700,000 miles on Iowa's roadways annually, making over 1,000 wine, beer, and liquor delivery stops in all 99 counties each week.

Your brand will takeover one side of the trailer, while Travel Iowa's state message will reside on the opposite side.

With 12-months full months of exposure, the estimated advertising value approaches \$60,000 per year.



We are still developing this program and reservations will open soon!

Investment Estimate: \$3,150
Partner Limit: 24 (one per trailer)

**Travel Iowa reserves the right to update the price of this opportunity once program details have been finalized.*



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INFLUENCER OPPORTUNITIES



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INFLUENCER MARKETING



- Word of mouth is a powerful driver of interest in our state. When a real person shares his or her authentic experience and endorsement of all Iowa has to offer via social media platforms, their followers take note. This is a valuable peer endorsement, fueled by photos, videos and stories from their first-person perspectives.
- Influencer Marketing for Travel Iowa partners will begin with a consultation, after which we'll identify the right influencers (native lowans or from neighboring states) for the right opportunities. Influencers will be contracted to write about custom experiences around the state. They will be responsible for a specific number of posts covering the experience. Posts will be owned by the partner and available for use in partner channels.



NATURAL BEAUTY



CULTURE & LIFESTYLE



ECONOMIC VIABILITY



AFFORDABILITY

Investment: \$1,500+
Partner Limit: 5





**TRAVELIOWA.COM
OPPORTUNITIES**

IOWA

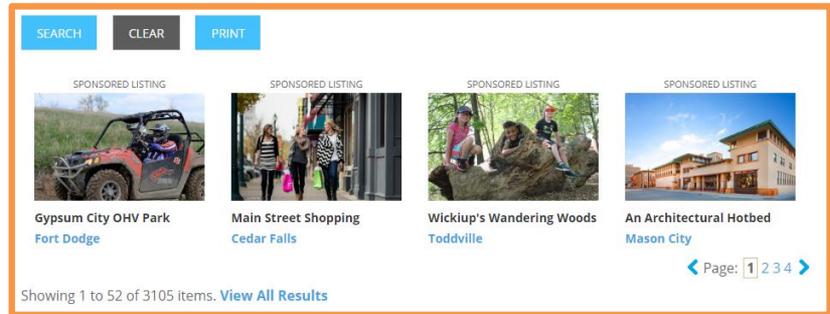


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TRAVELIOWA.COM SPONSORED LISTINGS



- Destinations that want to return first in traveliowa.com searches should consider sponsoring their listing. Sponsored listings appear in the top four spaces on attraction and lodging searches. Sponsored listings will rotate among a maximum of 12 partners in the four available spaces. The sponsored listing will click through to their traveliowa.com listing or city page. The sponsors must already have listings in the available search or be applicable to the search.
- Minimum three-month commitment anytime between September 1, to June 30, 2021
- Months must be consecutive
- In-Market Dates: Three months from start date



Investment: \$450
Partner Limit: 48

TRAVELIOWA.COM LEADS



- Give your business a boost with a database of direct leads! Prospective travelers who request the Iowa Travel Guide at traveliowa.com may also request information about your destination. Postal addresses will be available weekly.
- In-Market Dates: September 1 – June 30, 2021 (10-month commitment)

Please also send me information about these Iowa destinations:

- Select All
- Visit Quad Cities
- Vacation Okoboji
- Pella Convention & Visitors Bureau
- Burlington / West Burlington
- Cedar Valley (Cedar Falls & Waterloo)
- Clear Lake & Mason City

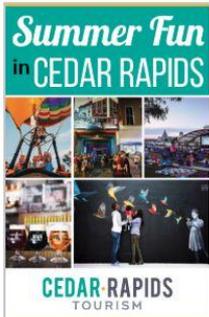
Investment: \$1,500
Partner Limit: 6



TRAVELIOWA.COM BANNER ADS



- Have your ads appear among listings when consumers conduct a search on traveliowa.com. Partner designs the ad.
- Each ad will click to your website.
- In-Market Dates: September 1, 2020 – June 30, 2021 (10-month commitment; may update creative quarterly)

 <p>319 Decor + Design Home store and showroom featuring flooring, lighting, cabinets, countertops and home decor. We ... (more)</p> <p>📍 Grundy Center</p>	 <p>400 Rustic Station A former DX gas station renovated to a retail shop for home decor, furniture refinishing and DIY cla... (more)</p> <p>📍 Whittemore</p>	 <p>Summer Fun in CEDAR RAPIDS</p> <p>CEDAR RAPIDS TOURISM</p>	 <p>4C Western Wear Retail shop offering men's, women's and children's Western clothing, footwear and access... (more)</p> <p>📍 Mason City</p>
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Investment: \$2,500
Partner Limit: 10



TRAVELIOWA.COM EMAIL MARKETING

- Put your brand in the inbox of consumers who've already expressed interest in Iowa by taking advantage of the Iowa Tourism Office's email database.
- Circulation: 90,000 subscribers. 20% average open rate.
- In-Market Dates: Partner receives banner ad placement one e-blast per fiscal year



travel
IOWA
#THISIOWA

Get outside and
make memories.

99  **PARKS**

PLAN YOUR TRIP →

99 COUNTIES, 99 PARKS
Explore Iowa's outdoors with this [list of 99 county parks](#) (one in each Iowa county)!

Investment: \$500
Partner Limit: 10



TRAVEL IOWA SOCIAL MEDIA



- With over 125,000 Facebook followers and 15,000 Instagram followers, Travel Iowa's social media channels engage visitors from across the country with inspirational photos and travel suggestions. Travel Iowa will post the partner's content on our Facebook page.
- Partner content will be posted to Travel's Iowa's Facebook page organically and then amplified with paid support to reach people who like Travel Iowa's Facebook page, their friends and other users who might be interested in the topic/opportunity.
- Viewer Profile: IA, KS, MN, MO, NE, SD, WI
- Impressions: 25,000-85,000+



Investment: \$500
Partner Limit: 24





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NEXT STEPS



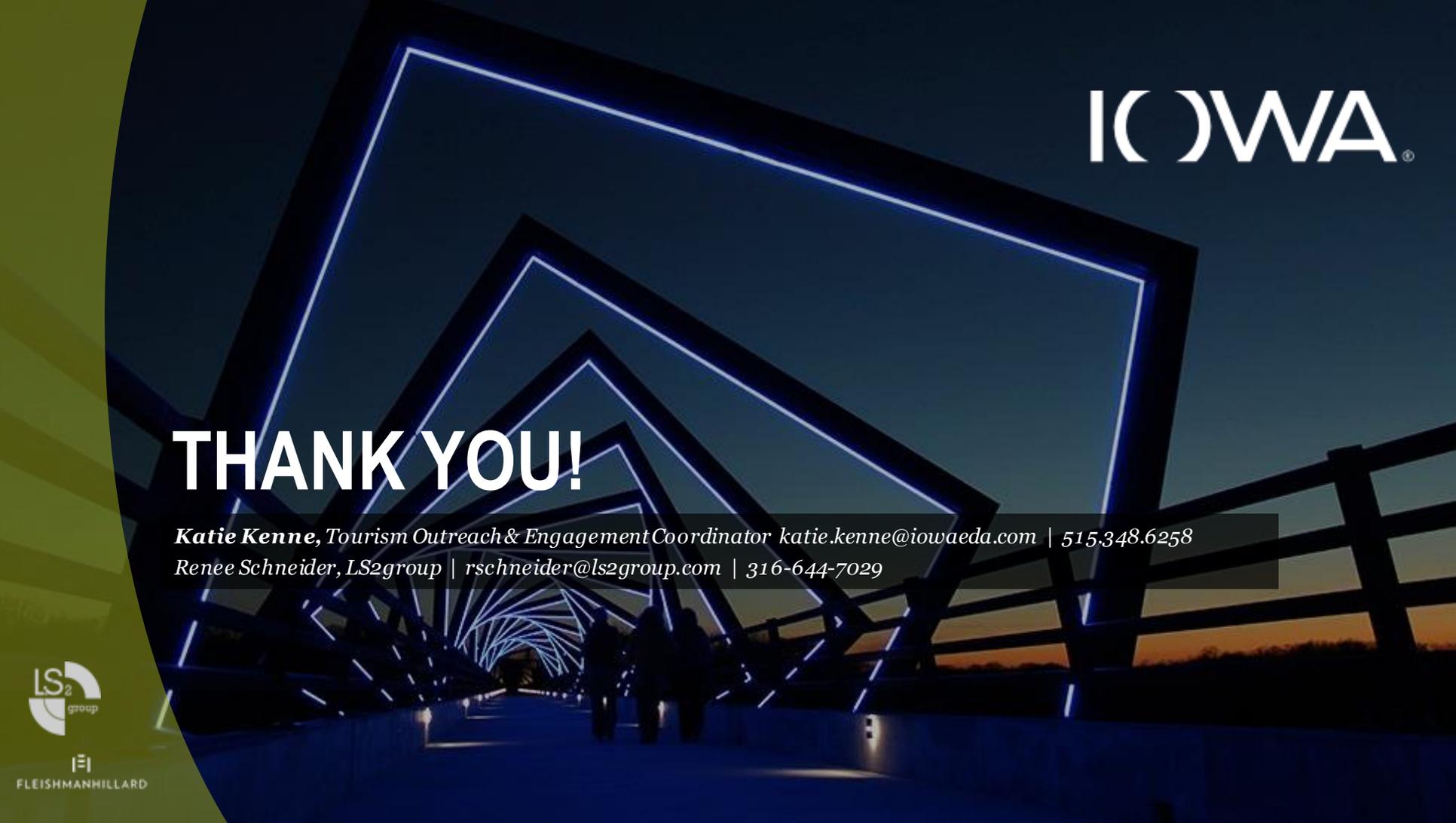
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SIGNUP ONLINE : July 28 – August 3, 2020



TravelIowa.com/coop

- *There is limited availability per opportunity.*
- *All opportunities are first-come-first-served. Sign up early!*
- *Registration is online only and will be date/time stamped.*
- *You will receive an email copy of what you signed up for immediately after you submit your request, but this is not confirmation of your participation.*
- *You will receive official confirmation of your participation on or before Friday, August 14, 2020*
- *If a program sells out, you will be placed on a waitlist and contacted if space opens in the order of registration.*
- *Cancellations between September 1 and March 1 require payment of 50 percent of the placement value. After March 2, no refunds will be given.*
- *Artwork guidelines will be sent in by the end of September, or sooner, and consultations will be scheduled in order of deadlines.*
- *Travel Iowa reserves the right to discontinue tactic offerings based on low partner participation.*



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THANK YOU!

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APPENDIX



FLEISHMANHILLARD

SELF-FUNDED PROGRAMS

GOOGLE ADWORDS

MADDEN MEDIA

Kim Thompson

816.873.1276

kthompson@maddenmedia.com

ALL RECIPES, BETTER HOMES AND GARDENS,

MARTHA STEWART LIVING, MIDWEST LIVING

Katy Hildman

515.284.3808

Katy.Hildman@meredith.com

PRESERVATION MAGAZINE

Bob Purdy

630.665.5315

bob@robertpurdy.com

BANDWANGO

Taylor McGurk

taylor@bandwango.com

319.270-4284

TRIPADVISOR DIRECT

Casey Benn

781.234.5575

cbenn@tripadvisor.com

Omaha World Herald GO Magazines

Murray Miller

402-201-1149

Murray.Miller@bhmginc.com



TERMS & CONDITIONS

RESERVATIONS:

Reservations are accepted beginning July 28, at 10 a.m. Space is available on a first come basis. Registration will close on August 3, 2020. Within two weeks after registration closes, you'll receive a formal confirmation from the Iowa Tourism Office. When opportunities are full, partners will be placed on a wait list. There is no cost to be on the wait list and being on the wait list does not confirm your interest in buying that opportunity if it becomes available. If space should become available and you are at the top of the wait list, you will be offered the opportunity to confirm your space or pass. Travel Iowa reserves the right to cancel a co-op offering based on low partner participation.

CANCELLATION POLICY:

There is no penalty for cancellations before September 1, 2020. Cancellations between September 2, 2020, and March 1, 2021, require payment for 50 percent of the ad placement cost. On or after March 2, 2021, no refunds are available.

Partner ad materials and due dates will be shared in as soon as possible once confirmations are sent. Reminders to send in materials will be sent to partners prior to the due dates. If a partner doesn't submit their materials by the appropriate due date, Travel Iowa may move forward with the ad without the partner's materials. The partner is still required to pay for the ad placement.

INVOICING:

You will receive an invoice for your confirmed selections before June 30, 2021.

Agency consultations will be scheduled in order of deadlines.

OTHER GUIDELINES:

Digital advertising landing pages will be directed to the partner profile page on traveliowa.com or the desired landing page on the partner's direct website. It is the partner's responsibility to update the information on traveliowa.com so it is current and relevant to their campaigns. If the destination URL is on the partner's website, Travel Iowa will require the placement of provided tracking pixels for campaign measurement and reporting.

Travel Iowa may edit any material provided by the partner for grammar or to fit within Travel Iowa's brand standards. Travel Iowa reserves the right to reject partner photos or ads based on content or quality. All ads must be consistent with the Travel Iowa brand campaign messaging and the messaging pillars.



GLOSSARY

Advanced Audience Targeting: Leverages comprehensive first-party data and industry-leading third-party data to find and target your most likely customers. This tactic allows you to target mobile and desktop users based on demographics, online behaviors, interests, hobbies and purchase intention.

Contextual Targeting: Helps drive conversions by reaching consumers who are engaging with pertinent content across various networks of websites and apps.

Retargeting: Retargets people who have visited your homepage and/or specific site pages, showing them brand ads as they travel across the web and apps. There are two options that can be used individually or collectively; **Click Retargeting** targets users who have clicked on your banner ad; **Site Retargeting** targets users who have visited your website.

Search Retargeting: Leverages third-party data to target consumers with a relevant search history to your product or service. Obtains information from partner search sites (for example: search engines, travel and ecommerce sites), and you can also create a customized list of keywords and phrases to ensure consistency with other marketing efforts.

Website Targeting: In addition to targeting sites of specific categories, you can “whitelist” or create a custom list of sites you’d like your ads to appear on as well as create categories of sites including finance, family/parenting, health, travel, news, entertainment, etc.

Run of Network (RON): Maximizes your presence in markets by running ads across the entire extended network of more than 1,100 of the major exchanges, accessing millions of sites and over 300 billion impressions per day. Layer geo-targeting onto RON to ensure your message is delivered to consumers in your business footprint.

Native Display: Integrates your brand messaging directly into the pages of national and local publisher sites with native placements that mirror the form and style of the trusted editorial content that they are surrounded by. In-content placements create greater brand awareness and affinity by matching the publisher’s look and feel. Native ads are consumed by people the same way they view editorial.



GLOSSARY, *cont.*

Hyper-Local Mobile Plus: Delivers your messaging to mobile users based on their current physical location or locations they've previously visited (up to 365 days in the past). This tactic allows you to target mobile users in or who have been in your business location, your competitors' locations and/or other relevant places where your prospects may hang out.

Conversion Zones: Targets consumers through their mobile device apps based on location and recency. You can track the success of your campaign by measuring foot traffic to your business (conversion zone). **Configurable geo-fencing** allows you to more accurately target an audience based on size and location, which results in more accurate and efficient targeting. Addressable geo-fencing is available by uploading a database into the campaign planning software and targeting specific addresses for up to 30 days. Measures actual visitors to your location(s) who have seen your ad on their mobile device, as well those visitors who have been in a target fence, but not seen your ad.

Event Targeting: Captures your desired crowd by creating a target fence around an event location for a set timeframe, collects the device IDs of attendees and retargets those attendees during and up to 30 days after the event.

Event Targeting + Conversion Zones: Tracks the number of mobile users who saw your promotional ad in a relevant geo-fenced location near your event (such as a hotel or restaurant) and then set foot in your conversion zone (event space).

YouTube TrueView: Broadcasts your brand's video to consumers on the popular YouTube platform in the TrueView format. This effective and efficient format distributes pre-roll with a cost per view (CPV) pricing model, ensuring that you only pay for ads that have not been skipped by the viewer.

Video Network: Reaches engaged digital video viewers with your :15 or :30 video. This offering will deliver your messaging alongside video content across an extended network of sites and apps.

Native Video: Engages consumers with video appearing alongside the content on national and local publisher sites. The video will capture the attention of readers as they are consuming trusted editorial, matching the publishers' look and feel.

Connected TV (OTT): Broadcasts your commercial to engaged viewers across Connected TV (CTV) devices. Your video ad will play alongside premium CTV publisher content. Providers include: Turner (CNN), Sling TV (ESPN, TBS, TNT), Discovery and A&E. IP-based geo-targeting is available by DMA or state. CTV inventory runs on Smart TVs, streaming devices (Apple TV, Roku, Amazon Fire TV, Google Chrome) and gaming consoles (Sony PlayStation, Microsoft Xbox).

