

— 2014 PARTNERSHIP —

OPPORTUNITIES



travel
IOWA®

traveliowa.com

DON'T MISS OUT ON THESE OPPORTUNITIES TO PROMOTE YOUR

DESTINATION!

Think of the last time you went on vacation. It's very unlikely, I assume, that during your time away you sat isolated in your hotel room. Probably you visited attractions, ate at restaurants, enjoyed nightlife and explored the area. Vacations represent a combination of activities. Each person in the travel party likely has a favorite activity and comes away with favorite memory. But each part of the trip is necessary; all of the individual things we do on a vacation come together to really make the whole experience.

I think of the Iowa Tourism Office's Cooperative Partnership Program in the same way. It doesn't simply benefit the Iowa Tourism Office; it is a program that marries our goal to grow the state's economy with your goal to increase travel in your local area. It truly is a *partnership*.

Like a vacation, the program is diverse and offers a variety of outreach opportunities, from tried-and-true print publications to cutting-edge digital options. The Iowa Tourism Office invests about \$500,000 in the program annually, negotiating large advertising buys and selling the space back to you at a reduced rate. Each year we strive to craft a program that balances the needs of our diverse community of partners but maintains past success and introduces new technology.

The Iowa Tourism office is mandated by law to match our public dollars with private funds. The Cooperative Partnership Program is one of the ways we meet that mandate. But this program is more than a means to an end. It's a program that positions Iowa as an ideal travel destination and allows our partners to affordably and strategically place advertising messages in the medium(s) that best suits them. This program is a *partnership*. Thanks for your participation.

Kindly,



Shawna Lode
Manager
Iowa Tourism Office



MIDWEST LIVING

A regional consumer publication devoted to the interests, values and lifestyles of Midwestern families. Provides region-specific information on travel attractions 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, ND, NE, OH, SD, WI)

Published:

Six issues per year

Reader Profile:

- Median age: 53
- Median household income: \$66,236

Advertising Opportunities:

(Early Deadline for Fall 2013 Issue!)

- Sept/Oct 2013 issue- new for FY2014
- March/April 2014 issue
- Free reader service listing
- Free calendar listing
- Online event calendar

Placement Cost:

Sept/Oct 2013: \$4,000
(Ad size: 2" x 3.25") (Image: 1.5"x 1")
40 words

March/April 2014: \$4,500
(Ad size: 2" x 3.25") (Image: 1.5"x 1")
40 words

AAA LIVING

AAA *Living* is published for American Automobile Association (AAA) members. It features travel stories on the entire United States, including a regular focus on Iowa. The 2013 co-op is targeted exclusively to Iowa readership.

Circulation: 288,630 Minnesota

Published:

Four issues per year

Reader Profile:

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

Advertising Opportunities:

- March/April 2014 issue (MN)
- Free reader service listing
- Free office labels
- Free online ad

Placement Cost:

March/April 2014: \$1,400
(Ad size: 2" x 3.25") (Image: 1.5"x 1")
40 words

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

Published:

Six issues per year

Reader Profile:

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

Advertising Opportunities:

March/April 2014 edition

- Free 30 word listing
- Free online ad with links to partners website

Placement Cost:

March/April 2014: \$200
(Ad size: 2" x 3.25") (Image: 1.5"x 1")
40 words

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

Published:

Six issues per year

Reader Profile:

- 38% traveled to a new part of the state
- Nearly half are motivated to participate in an outdoor pursuit
- 58% have visited an outdoor destination

Advertising Opportunities:

March/April 2014 issue

- 25% discount for additional placements
- Free online ad with links to partners website

Placement Cost:

May/June issue: \$230
(Ad size: 2" x 3.25") (Image: 1.5"x 1")
40 words

*Measurements for all ad sizes and image sizes are width x height.



SPACE IS LIMITED — RESERVE **YOUR** 2014 SPACE TODAY!

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: 20,000

Published: Monthly

Reader Profile:

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

Advertising Opportunities:

April 2014 issue

- 1 year free web link
- Ad will appear on online edition
- One itinerary on the website for one year

Placement Cost:

April 2014 issue

\$350

(Ad size: 2" x 3.25")

(Image: 1.5" x 1")

40 words

*Measurements for all ad sizes and image sizes are width x height.

USA WEEKEND

General-interest Sunday newspaper magazine edited for baby-boomer readers, and younger, coping with a changing world. Topics focus on important and timely issues facing Americans, as well as covering the world of newsmakers and celebrities. The *USA Weekend's* Summer Travel issue inspires millions to plan last-minute getaways.

Circulation: 1,155,745

(IA, MN, MO, KS, NE, SD, ND)

Published:

Weekly

Reader Profile:

- Median age: 48
- Median household income: \$57,554
- Placed in wide economic demographic as a Sunday newspaper supplement

Advertising Opportunities:

- May 2014 Issue (Summer Travel Issue)
- Free online listing

Placement Cost:

- May 2014 Issues

\$390

(Ad size: 2.5" x 1.25")

(Image: 1" x .75")

20 words

BETTER HOMES AND GARDENS/FAMILY FUN

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. FamilyFun magazine provides parents with unique ideas and inspiration to create unforgettable family moments that will last a lifetime.

BETTER HOMES AND GARDENS

Circulation: 1,037,000

(IA, IL, KS, MN, MO,

ND, NE, SD, WI —

subscribers only)

Reader Profile:

- Median age: 49
- Median household income: \$63,524

Advertising Opportunities:

(This is for both Better Homes and Family Fun)

- April 2014 Issues
- Free reader service listing in each magazine
- Free website listing
- Limited to 9 participants

Placement Cost:

April 2014 Both Issues:

\$4,300

(Ad size: 2" x 3.25")

(Image: 1.5" x 1")

40 words

FAMILY FUN

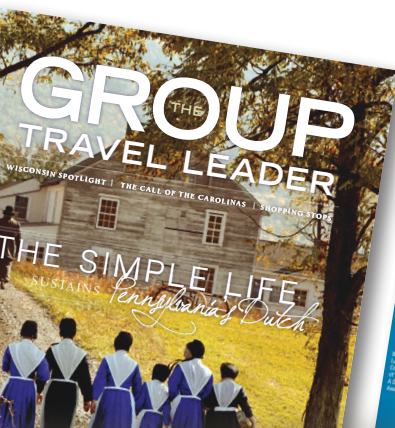
Circulation: 287,000

(IA, IL, MN, MO, NE)

Reader Profile:

- Median Age: 38
- Median Household Income: TBD

2 BIG
MAGAZINES
— FOR —
1 LOW PRICE!



SPACE IS LIMITED — RESERVE YOUR 2014 SPACE TODAY!

NEWSPAPER

DIGITAL

NEWSPAPER GROUP

This group of newspapers include:
*Cedar Rapids Gazette, Davenport
 QC Times, Dubuque Telegraph
 Herald, Iowa City Press Citizen,
 Omaha World Herald, Sioux City
 Journal, Waterloo Cedar Falls
 Courier, Des Moines Register*
 (includes 3 Sunday ads in the *Des
 Moines Register*)

Circulation: 1,200,000

Sunday Circulation

Advertising Opportunities:

- May 4, 2014 edition
- Additional ads in Des Moines Register on May 11 & 18.
- Includes all newspapers
- All four color ads
- Free website listing

Placement Cost:

Brochure Listing: \$2,000
 (Ad size: 1.5" x 3")*
 (Image: 1.25"x .75")*
 20 words

DES MOINES REGISTER RICH MEDIA

Advertising Opportunities:

- Partners will be mentioned on the front side of the ad
- Each ad will be interactive allowing readers the option to rollover the ad, opening up a map of the state where the partners will be highlighted
- Readers will be able to go to any partners website
- Open to 8 partners for March/April and 8 partners for May/June. Partners can only sign up once.

Circulation: 500,000 ads viewed by readers

Placement Cost:

March/April: \$500
 May/June: \$500
 (Ad size: 300 x 600 rich media)

The Des Moines Register

TRY A NEW
 — ONLINE —
 OPPORTUNITY!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed eget tellus

volutpat [X CLOSE](#)

tristique
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HEADLINE HERE



Lorem ipsum dolor sit amet,
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 Nullam consequat elit eget

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 eu sem tellus, in tincidunt
 nulla. Sed ultrices auctor sem

vel tristique. Etiam faucibus
 luctus urna sit amet
 dignissim. Vestibulum.



SPACE IS LIMITED — RESERVE **YOUR** 2014 SPACE TODAY!

ADVERTISING RESERVATION FORM

Please check the appropriate boxes below, and keep a copy of this form for your records.

RESERVE YOUR SPACE BY **OCTOBER 31, 2013.**

AAA LIVING

March/April 2014 issue

☐ **Ad: \$1400**

(Ad size: 2" x 3.25") (Image: 1.5"x 1")
40 words

BETTER HOMES AND GARDENS & FAMILY FUN

April 2014 both issues

☐ **Both issues: \$4,300**

(Ad size: 2" x 3.25") (Image: 1.5"x 1")
40 words

DES MOINES REGISTER RICH MEDIA

March/April: \$500

May/June: \$500

☐ **Ad: 300 x 600 rich media**

Partners may only sign up for
March/April or May/June

IOWA OUTDOORS

March/April 2014 issue

☐ **Ad: \$230**

(Ad size: 2" x 3.25") (Image: 1.5"x 1")
40 words

MIDWEST LIVING FALL EDITION

Sept/Oct 2013 issue

☐ **Ad: \$4,000**

(Ad size: 2" x 3.25") (Image: 1.5"x 1")
40 words

MIDWEST LIVING

March/April 2014 issue

☐ **Ad: \$4,500**

(Ad size: 2" x 3.25") (Image: 1.5"x 1")
40 words

NEWSPAPER GROUP

May 4, 2014 & additional ads in
Des Moines Register May 11 & 18.

☐ **Ad: \$2,000**

(Ad size: 1.5" x 3") (Image: 1.25"x .75")
20 words

THE GROUP TRAVEL LEADER

April 2014 issue

☐ **Ad: \$350**

(Ad size: 2" x 3.25") (Image: 1.5"x 1")
40 words

THE IOWAN

March/April 2014 issue

☐ **Ad: \$200**

(Ad size: 2" x 3.25") (Image: 1.5"x 1")
40 words

USA WEEKEND

May 2014 issue

☐ **Ad: \$390**

(Ad size: 2.5" x 1.25") (Image: 1"x .75")
20 words

RESERVE YOUR 2014 SPACE **TODAY!**

Contact Person

Advertiser

Business/Organization (if different)

Address

City/State

ZIP

Phone

Email

I, the undersigned, agree to pay the Iowa Economic Development Authority Tourism Office the amount of the ad placement when invoiced. The Iowa Economic Development Authority Tourism Office reserves the right to rescind or limit any co-op offering in the event of insufficient participation. In such event, all funds would be refunded.

Signature

Date

Submit this form to:

Colleen Murphy

Iowa Tourism Office
200 East Grand Avenue
Des Moines, IA 50309

Email:

tourismpartnership@iowa.gov

Phone: 888.472.6035

Fax: 515.725.3010

traveliowa.com