

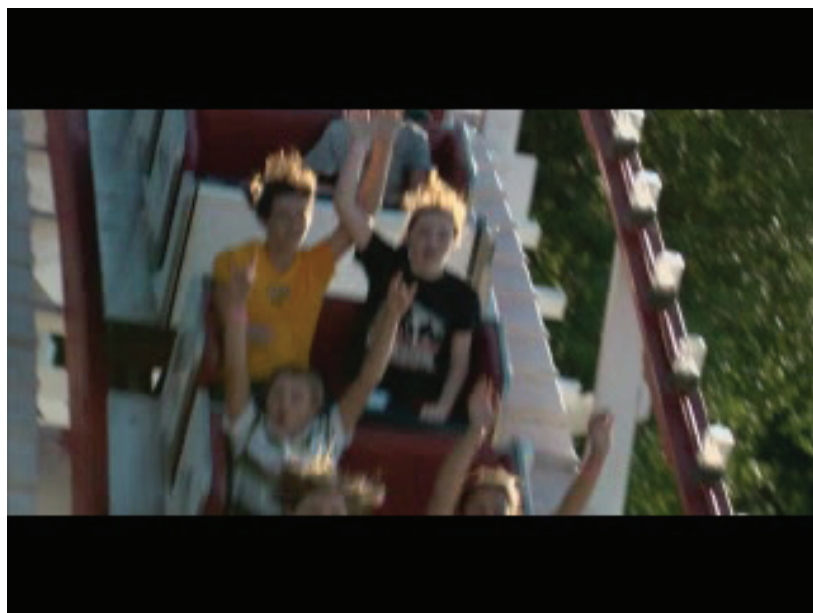
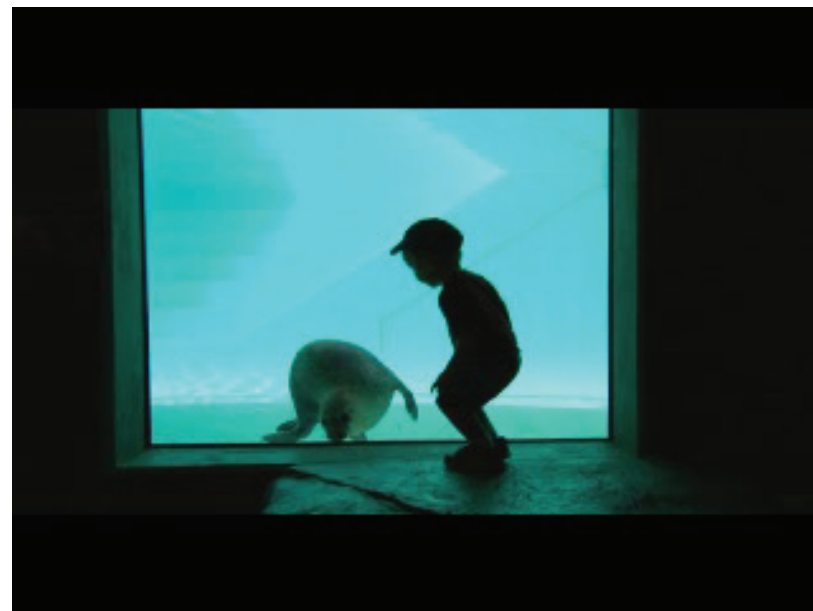
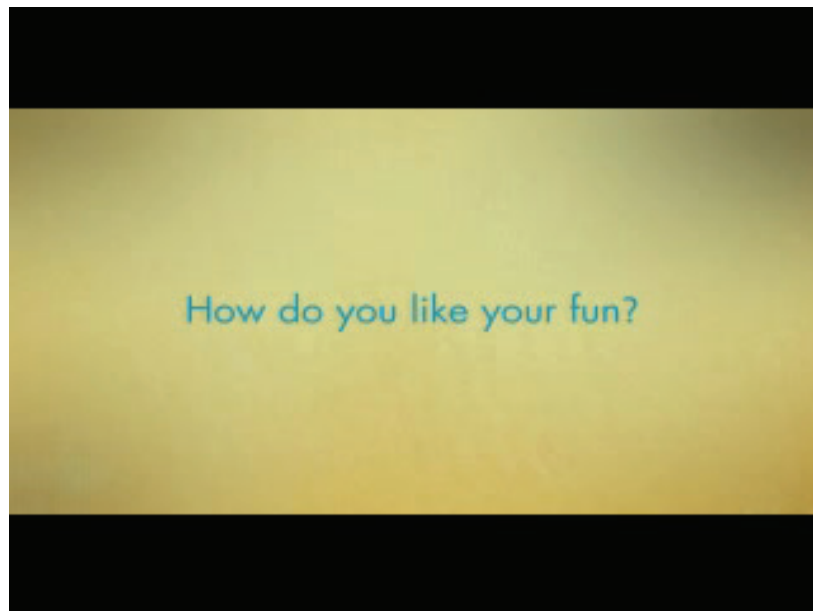
Travel Iowa 2013 Spring Campaign

Creative Messaging

Cable Television

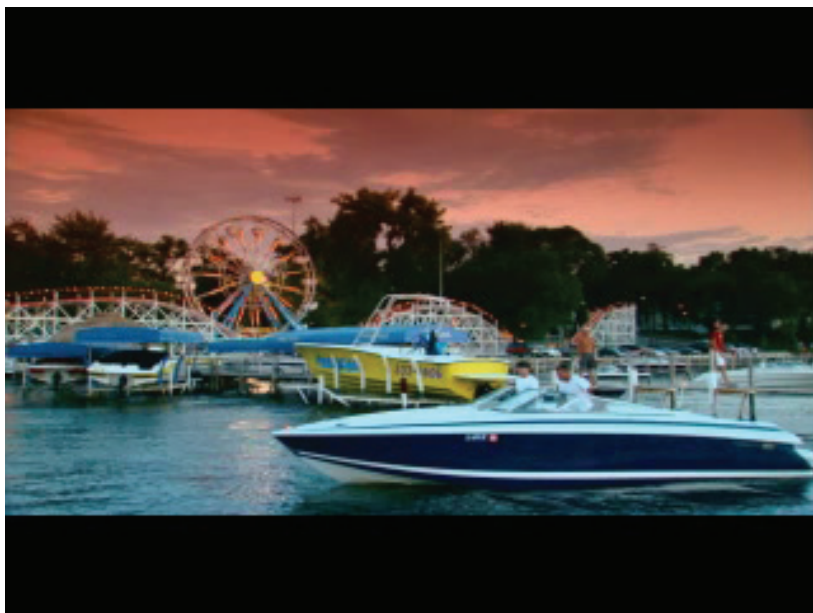
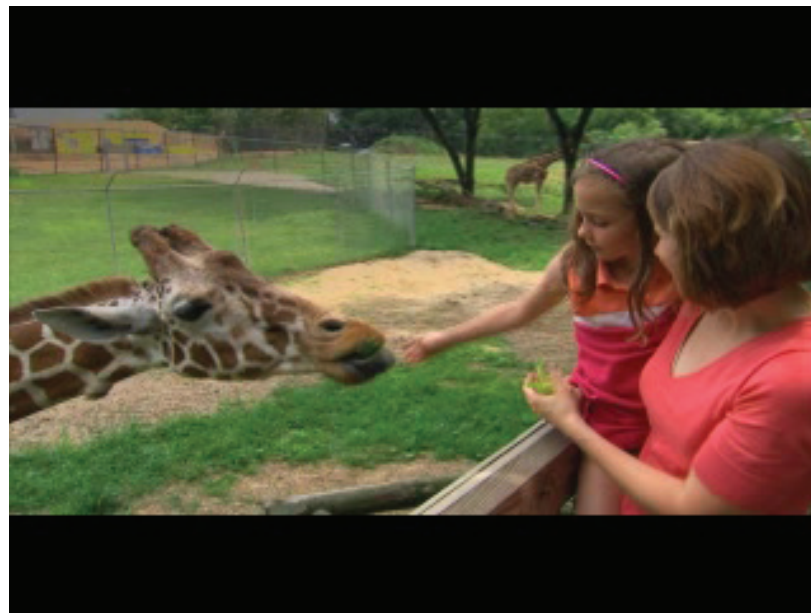
Chicago, Minneapolis, Kansas City, Omaha
April 15th – June 16

“Own Speed” Television



[View on YouTube](#)

“Verbs” Television



[View on YouTube](#)

Magazine Ads

Chicago, Minneapolis, Kansas City
Cosmo (4/30), Elle (5/14), Bazaar (5/21), InStyle (5/10), Marie Claire (5/14)

Scream Therapy Print



Scream therapy for the whole family.

There is an irony to life in the city. Everything moves faster. Except traffic. There is an irony to a vacation in Iowa too. When you go 80 miles an hour in a rollercoaster with your family, everything else slows down. You have time for jokes. You have time to throw your arm around your son. You have time to hold hands. You have time for a billion photos. You have time for a giant pickle on a stick. That's the kind of time you'll enjoy in Iowa. Quality time. Spent with the people who matter most.

travel
IOWA®

Get your **FREE**
Iowa Travel Guide
at traveliowa.com



Grow Up Fast Print



Loess Hills

Dubuque

Palisades-Kepler State Park

They grow up fast.

We know how to slow them down.

Does life seem like it's blowing by you? That you're always at a desk, racing against deadlines. That before you know it, your little kids become big kids. Who become graduates. There is a place where you can enjoy showing kids how to bait a hook. Where you can see whose cannonball can make the biggest splash. Where you can try a homemade ice cream cone. That's the kind of vacation you'll enjoy in Iowa. Spend it with the people who matter most.

travel
IOWA®

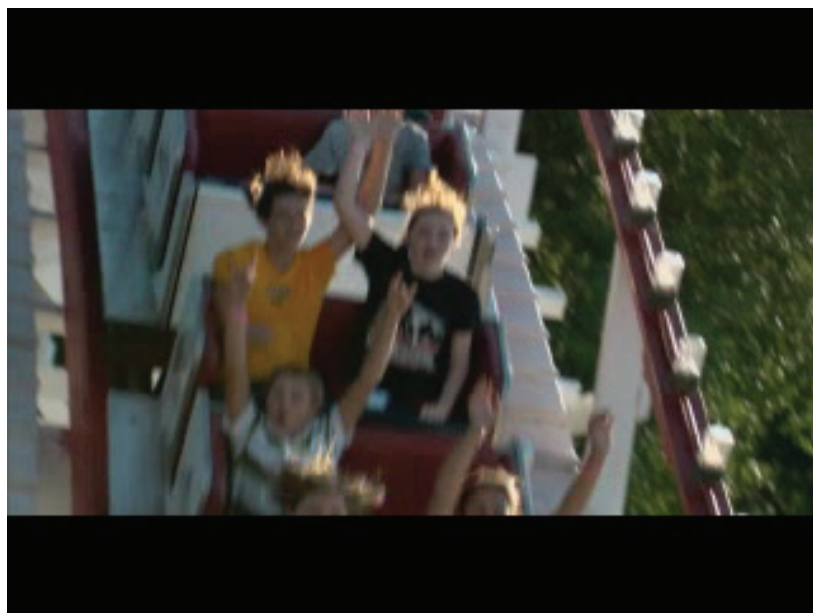
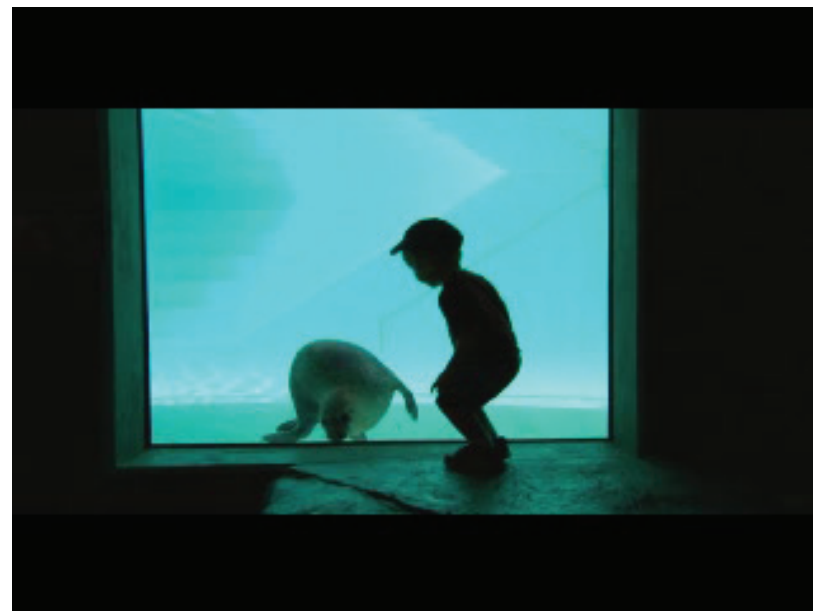
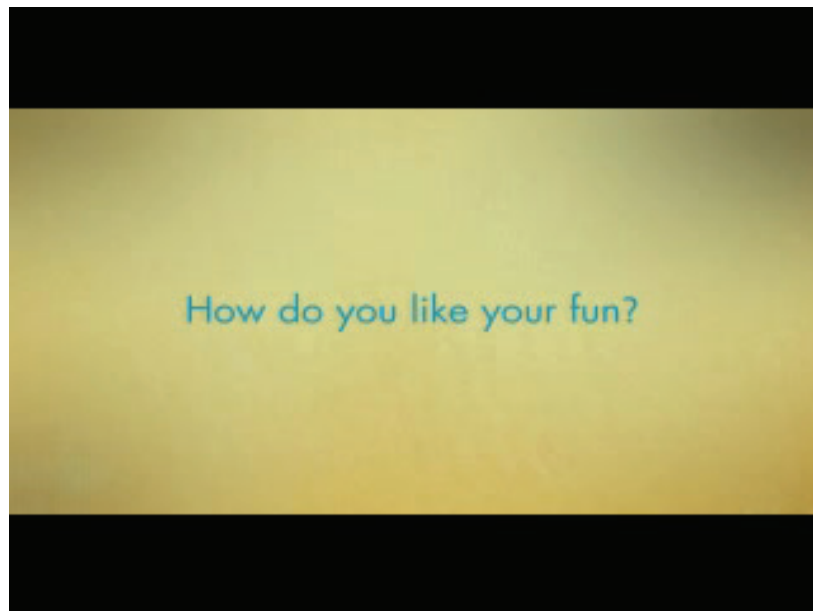
Get your **FREE**
Iowa Travel Guide
at traveliowa.com
800.345.IOWA



Digital – hulu

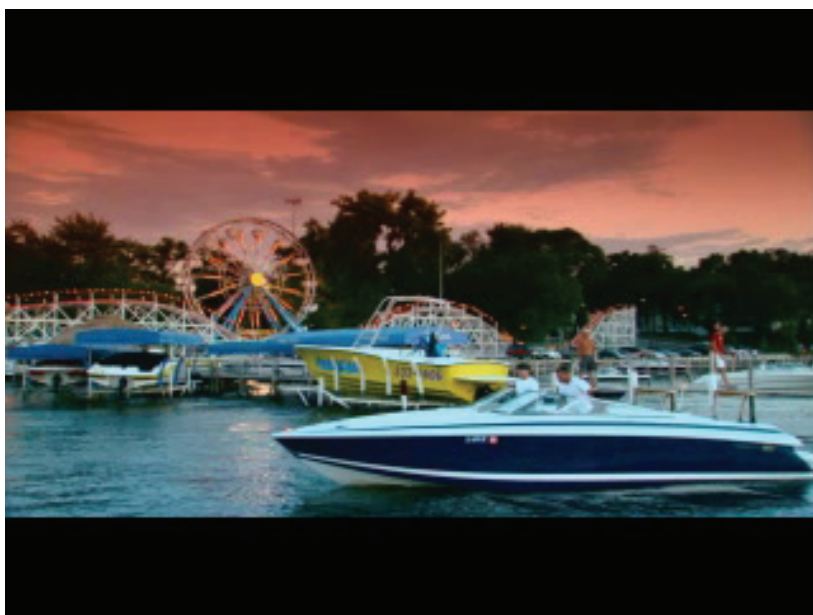
April 15th – June 30th

“Own Speed” Television





[View on YouTube](#)

“Verbs” Television




[View on YouTube](#)



Sponsorship Slide

 BROWSE  Try Hulu Plus for Free

Presented by



 **Nashville** My Heart Would Know

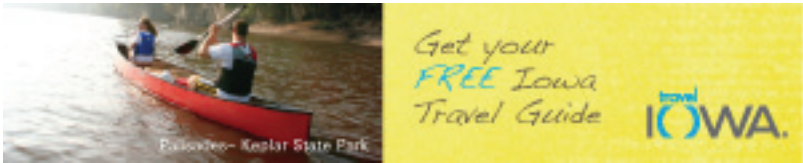
 details  comments  tweet  facebook  share  317



Get your
FREE Iowa
Travel Guide



“Palisades” Companion Banners – two sizes



Digital – Spotify

April 22nd – June 30th

“Time Together” :30 Radio

Long weekends with the family have Iowa written all over them. Lounge on our beaches. Camp in our parks. Cruise on our riverboats. Climb our cliffs. Make the most of your time together. Get your free Iowa Travel Guide at traveliowa.com.

“Palisades” Companion Banner

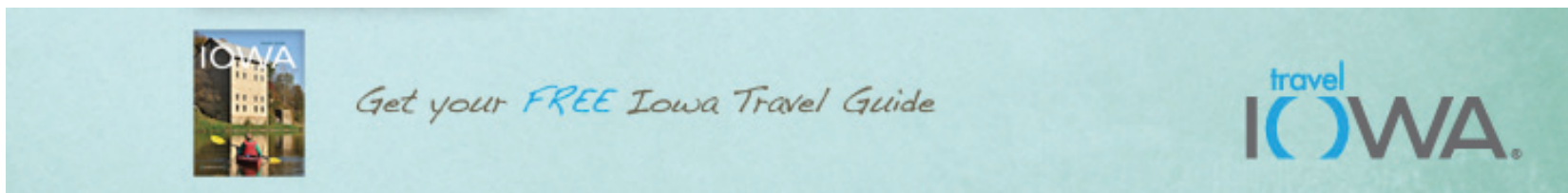
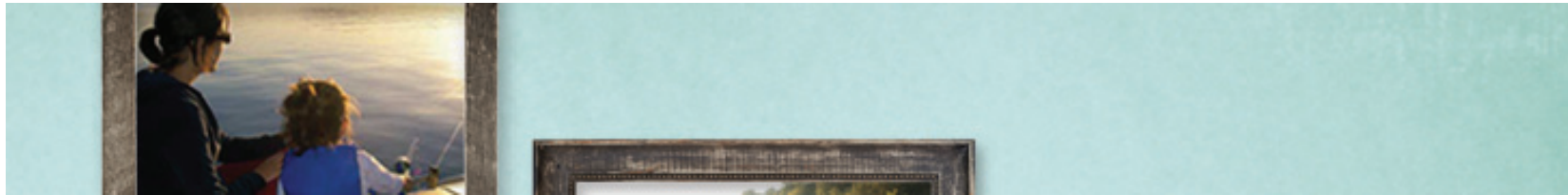


Palisades- Keplar State Park

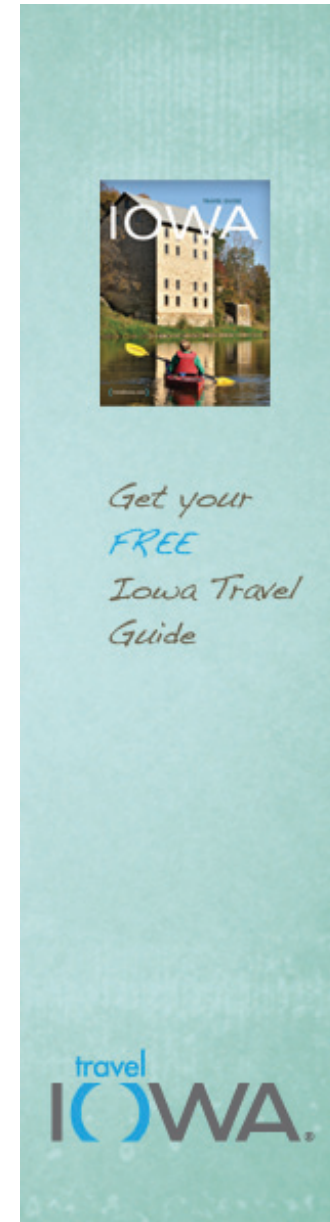
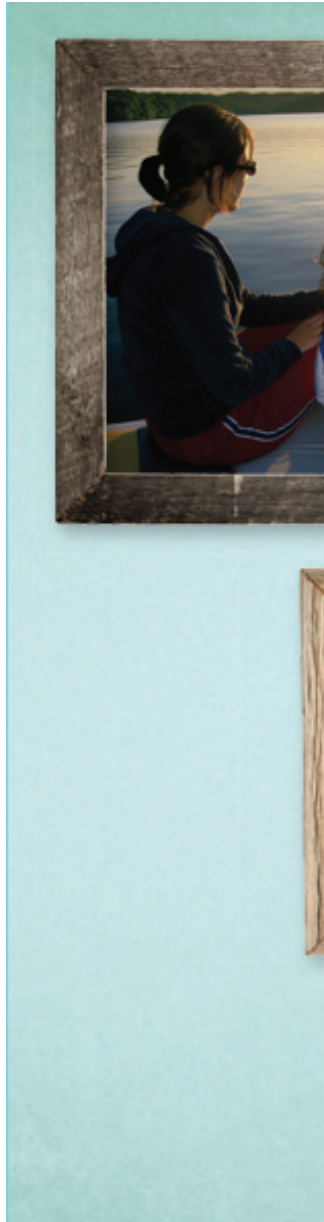
Get your
FREE Iowa
Travel Guide

travel
IOWA®

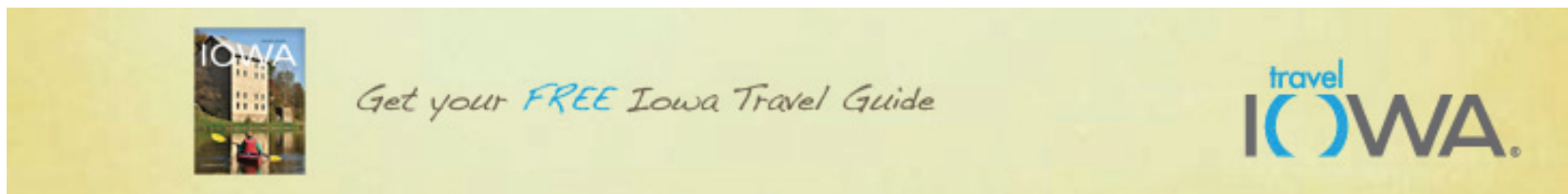
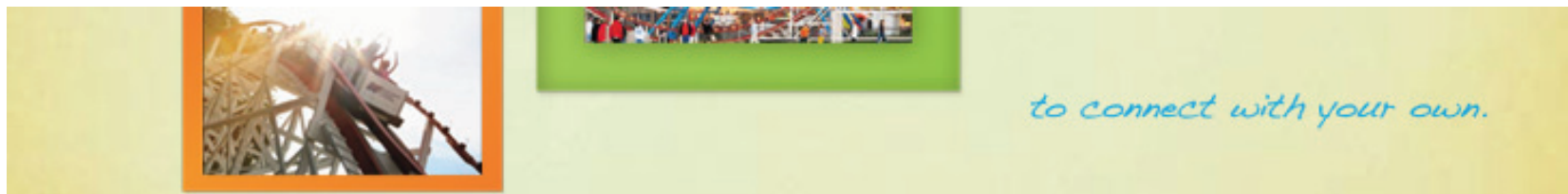
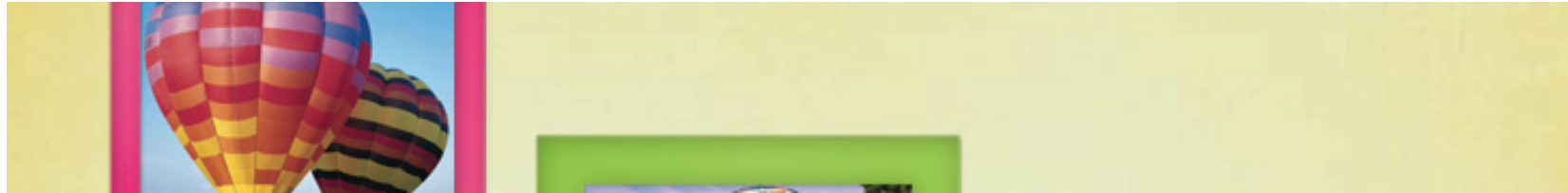
“Outdoor” Animated Banner – Leaderboard








"Outdoor" Animated Banner – Skyscraper



“Rides” Animated Banner – Leaderboard




“Rides” Animated Banner – Skyscraper



Sometimes all it takes is acting like a kid

to connect with your own.



*Get your
FREE
Iowa Travel
Guide*

travel
IOWA.

Digital – Pandora

April 22nd – June 30th

“Time Together” :30 Radio

Long weekends with the family have Iowa written all over them. Lounge on our beaches. Camp in our parks. Cruise on our riverboats. Climb our cliffs. Make the most of your time together. Get your free Iowa Travel Guide at traveliowa.com.

“Palisades” Companion Banner



Palisades– Keplar State Park

Get your
FREE Iowa
Travel Guide

travel
IOWA®

“Outdoor” Animated Banner – Square



*Fish should slip away from
you from time to time.*



*Life, on the other hand,
shouldn't.*

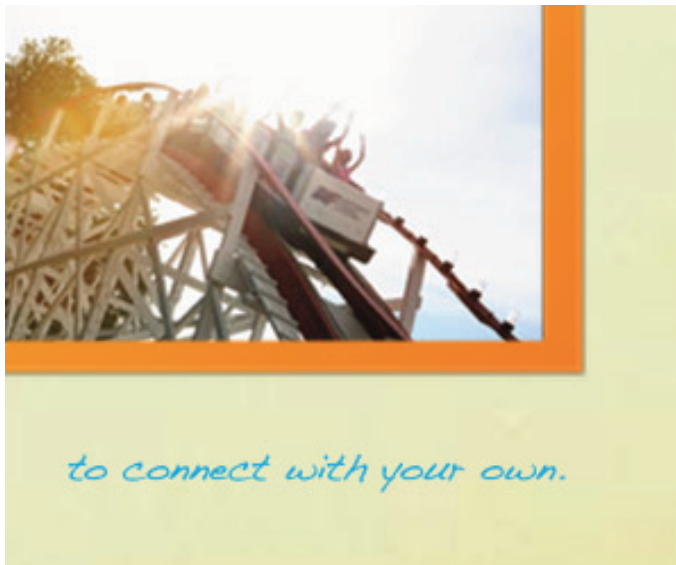


Get your **FREE**
Iowa Travel Guide

“Rides” Animated Banner –Square



*Sometimes all it takes
is acting like a kid*



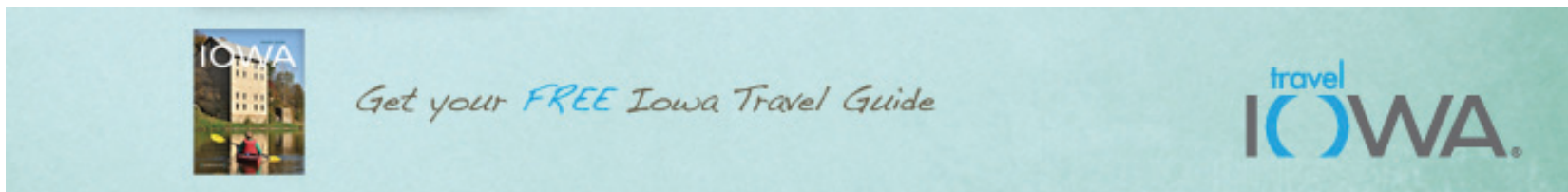
to connect with your own.



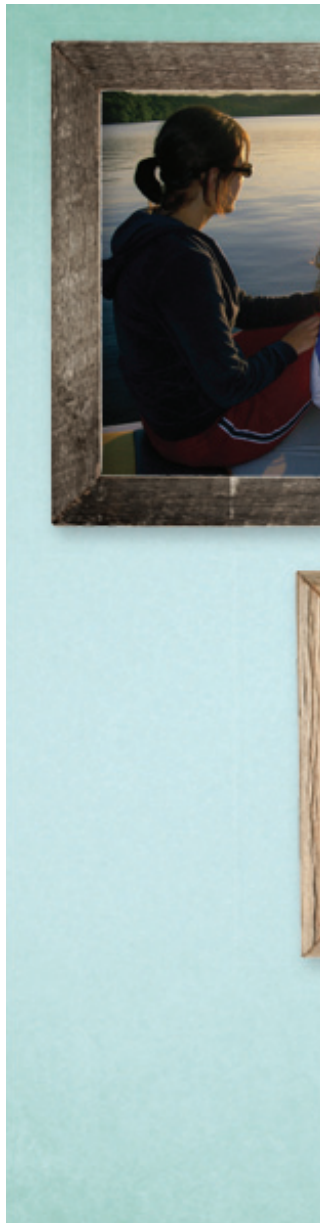
Digital – TripAdvisor

March 1st – June 30th

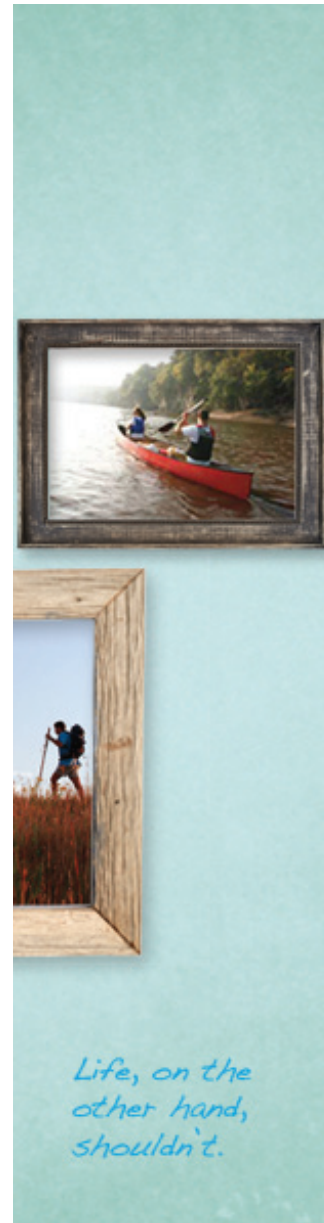
“Outdoor” Animated Banner – Leaderboard



"Outdoor" Animated Banner – Skyscraper



*Fish should slip
away from you
from time to time.*



*Life, on the
other hand,
shouldn't.*



*Get your
FREE
Iowa Travel
Guide*

travel
IOWA.

“Outdoor” Animated Banner – Square



*Fish should slip away from
you from time to time.*

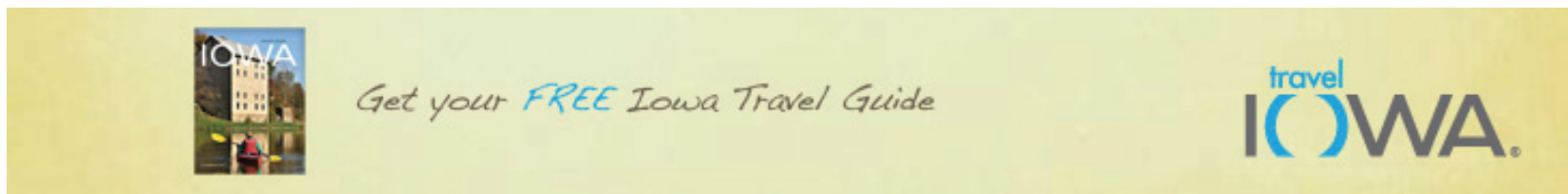
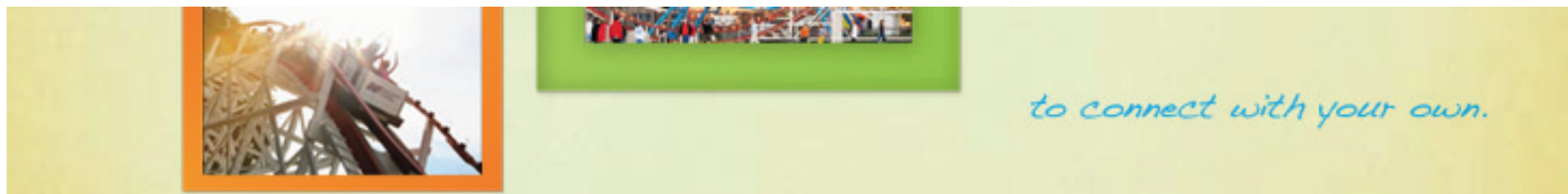
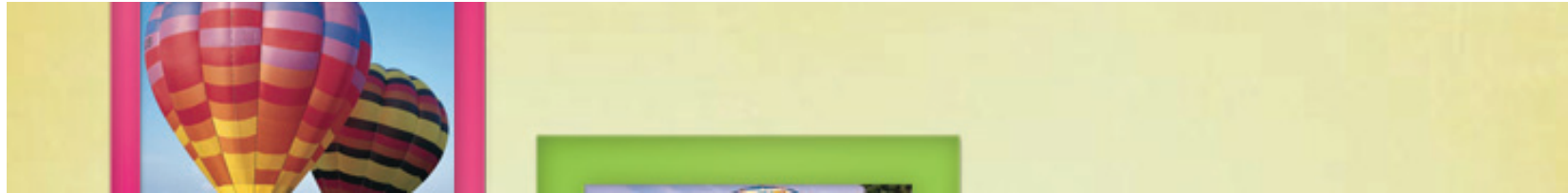


*Life, on the other hand,
shouldn't.*







*Get your **FREE**
Iowa Travel Guide*

“Rides” Animated Banner – Leaderboard




“Rides” Animated Banner – Skyscraper



Sometimes all it takes is acting like a kid

to connect with your own.



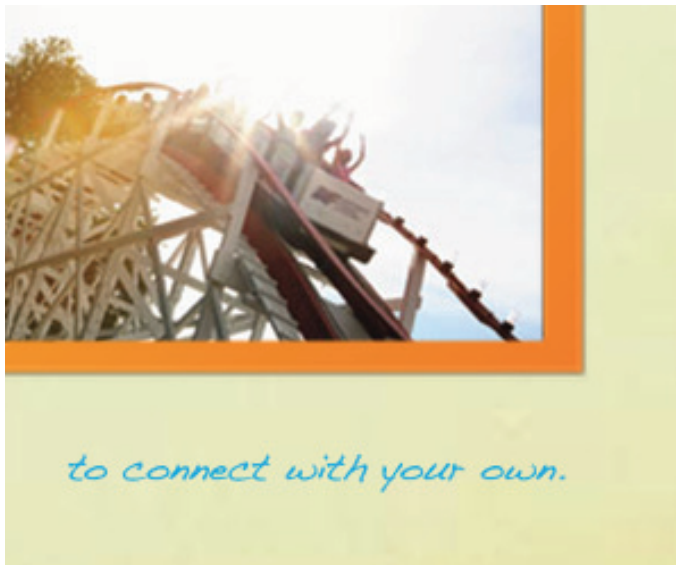
*Get your
FREE
Iowa Travel
Guide*

travel
IOWA.

“Rides” Animated Banner – Square



*Sometimes all it takes
is acting like a kid*



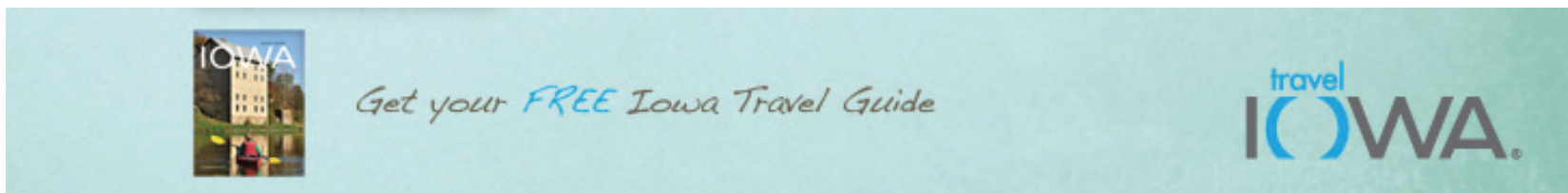
to connect with your own.



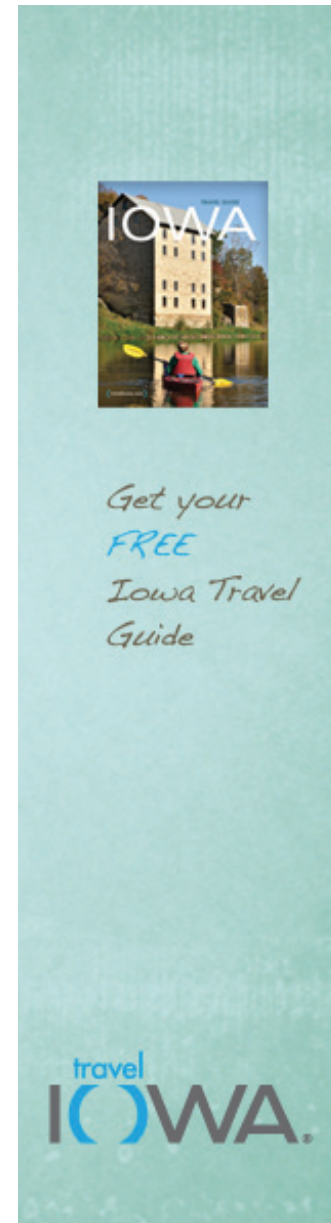
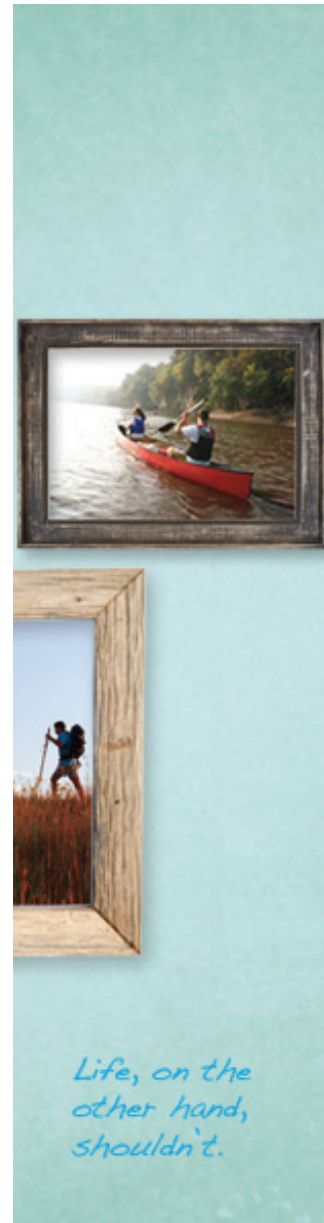
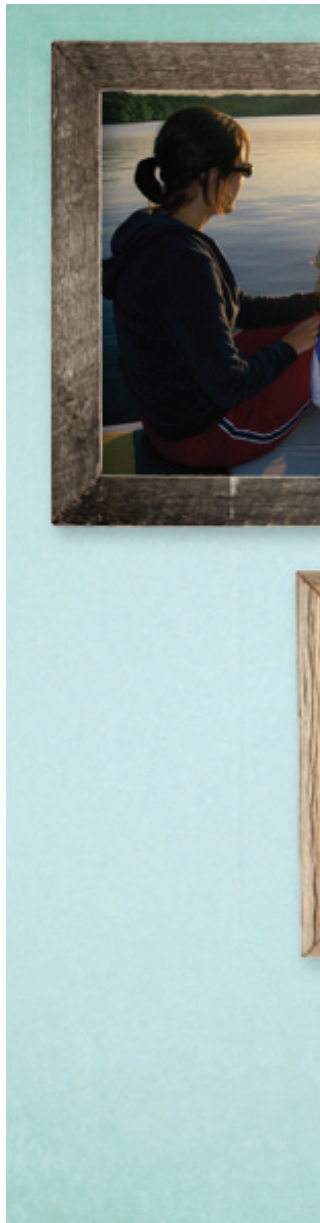
Digital – BlogHer.com

April 22nd – June 30th

“Outdoor” Animated Banner – Leaderboard



"Outdoor" Animated Banner – Skyscraper



“Outdoor” Animated Banner – Square



*Fish should slip away from
you from time to time.*

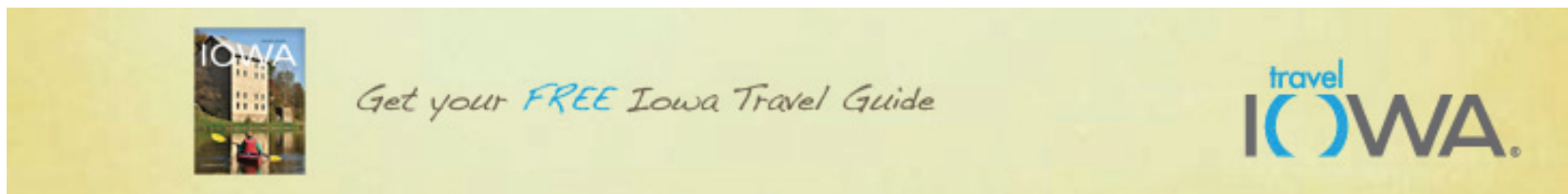
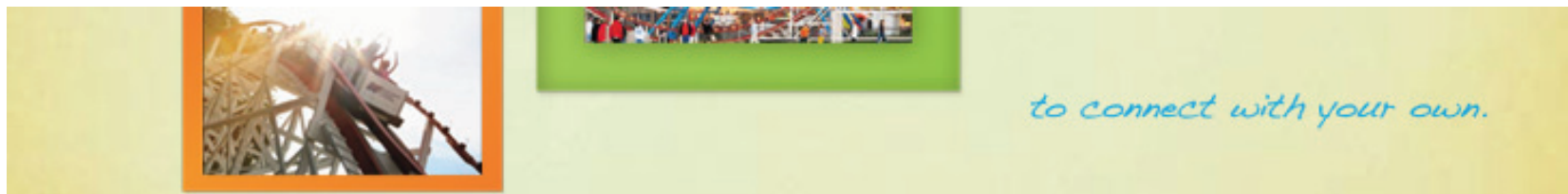
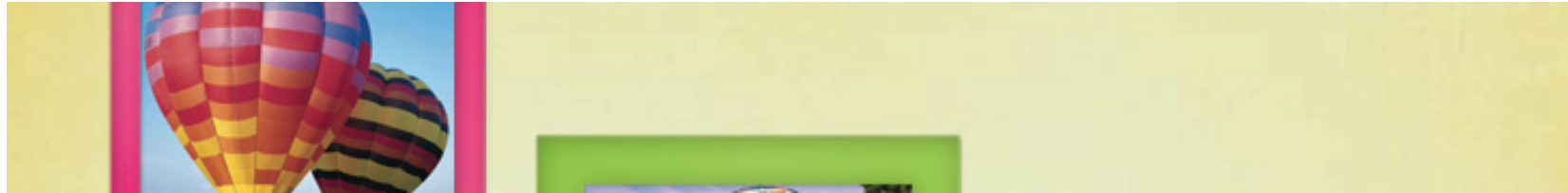


*Life, on the other hand,
shouldn't.*







*Get your **FREE**
Iowa Travel Guide*

“Rides” Animated Banner – Leaderboard




“Rides” Animated Banner – Skyscraper



Sometimes all it takes is acting like a kid

to connect with your own.



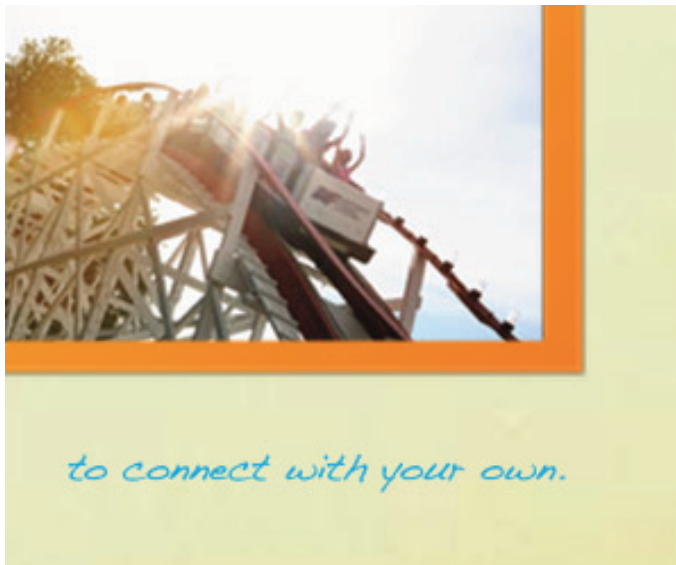
*Get your
FREE
Iowa Travel
Guide*

travel
IOWA.

“Rides” Animated Banner – Square



*Sometimes all it takes
is acting like a kid*



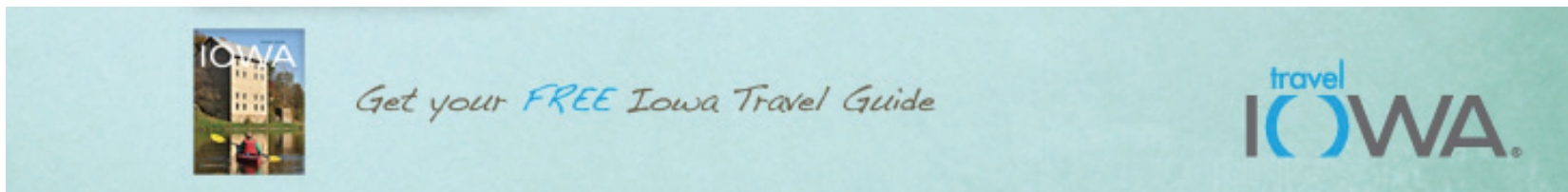
to connect with your own.



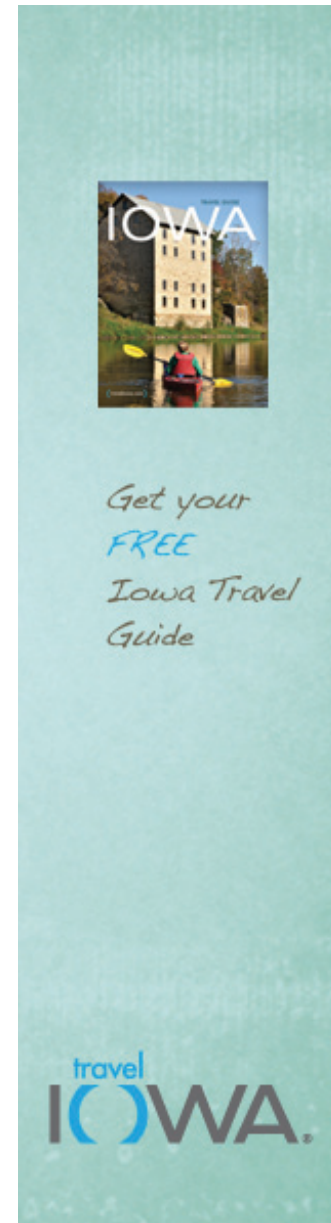
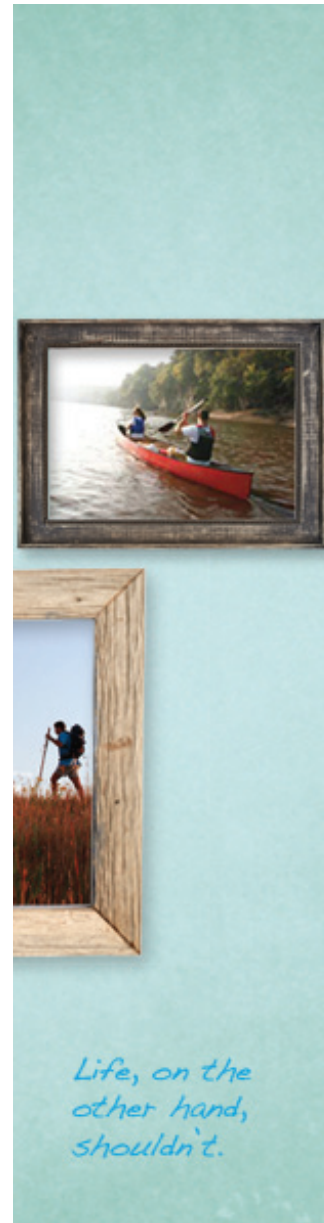
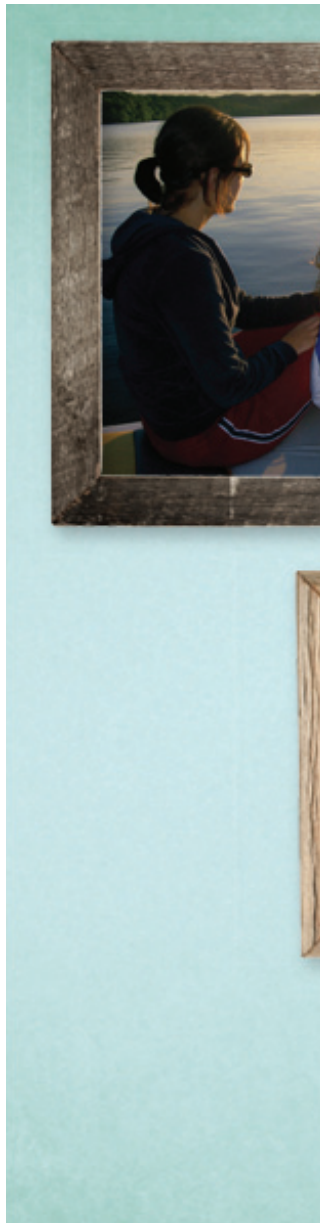
Digital – totallyher.com

April 22nd – June 30th

“Outdoor” Animated Banner – Leaderboard



"Outdoor" Animated Banner – Skyscraper



“Outdoor” Animated Banner – Square



*Fish should slip away from
you from time to time.*



*Life, on the other hand,
shouldn't.*



*Get your **FREE**
Iowa Travel Guide*

“Rides” Animated Banner – Leaderboard







Sometimes all it takes
is acting like a kid

to connect with your own.

Get your **FREE** Iowa Travel Guide


travel
IOWA.

"Rides" Animated Banner – Skyscraper



Sometimes all it takes is acting like a kid

to connect with your own.



*Get your
FREE
Iowa Travel
Guide*

travel
IOWA.

“Rides” Animated Banner – Square



*Sometimes all it takes
is acting like a kid*



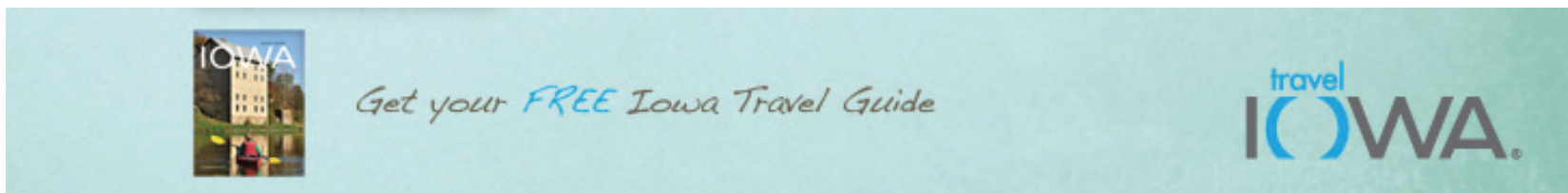
to connect with your own.



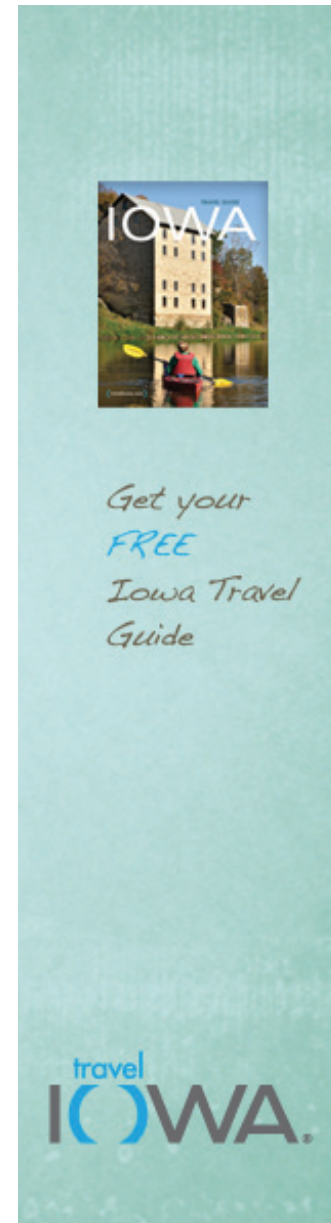
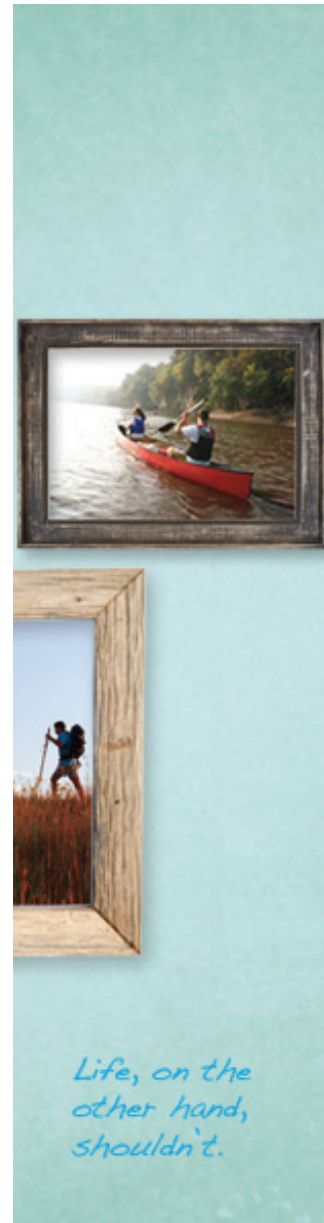
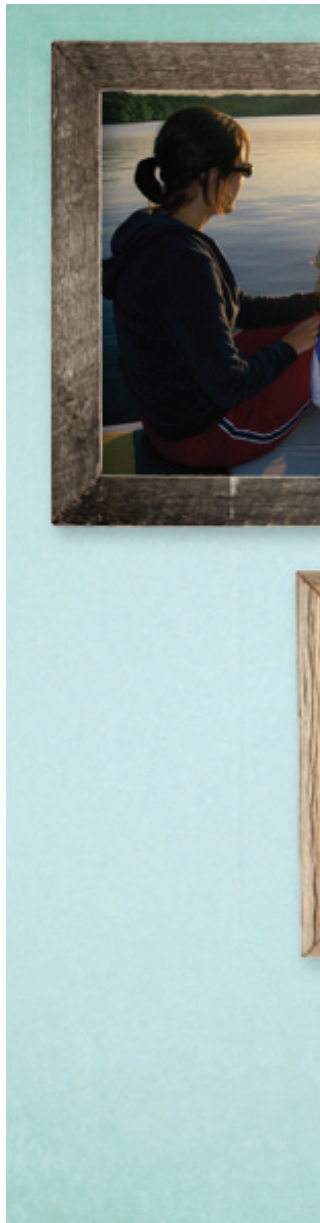
Digital – WeatherBug.com

April 22nd – June 30th

“Outdoor” Animated Banner – Leaderboard



"Outdoor" Animated Banner – Skyscraper



“Outdoor” Animated Banner – Square



*Fish should slip away from
you from time to time.*

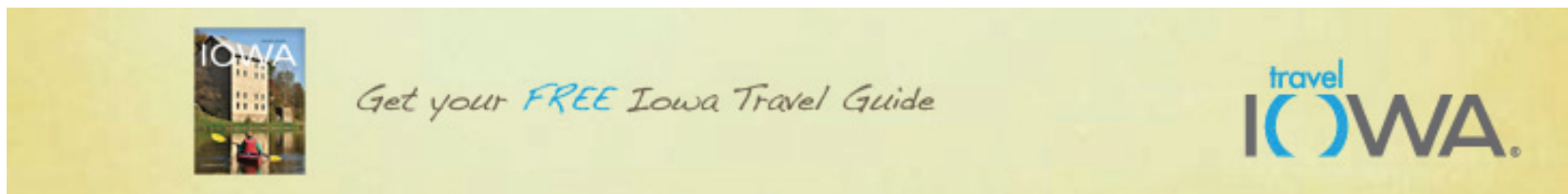
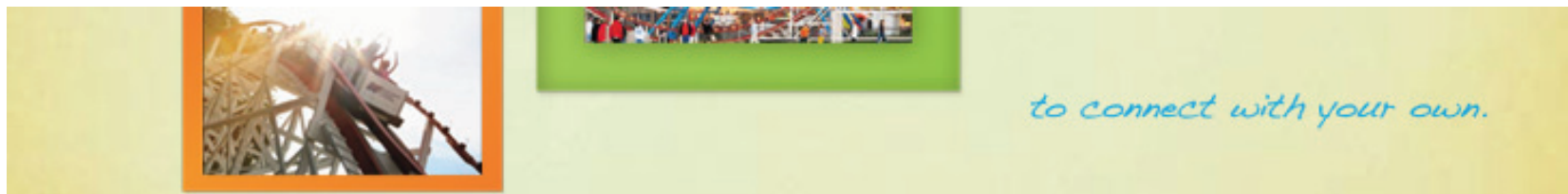
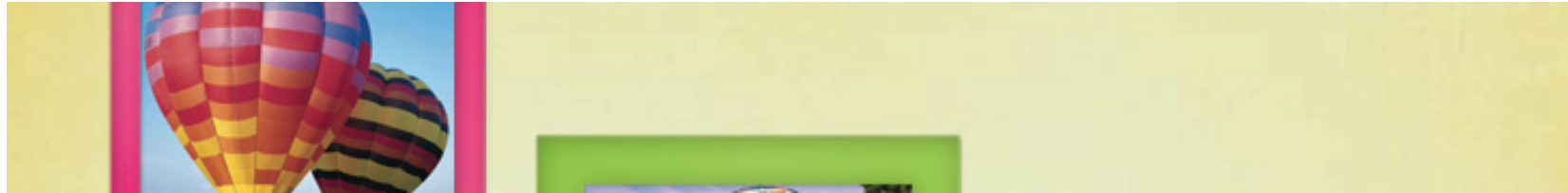


*Life, on the other hand,
shouldn't.*








*Get your **FREE**
Iowa Travel Guide*

“Rides” Animated Banner – Leaderboard




"Rides" Animated Banner – Skyscraper



Sometimes all it takes is acting like a kid

to connect with your own.



*Get your
FREE
Iowa Travel
Guide*

travel
IOWA.

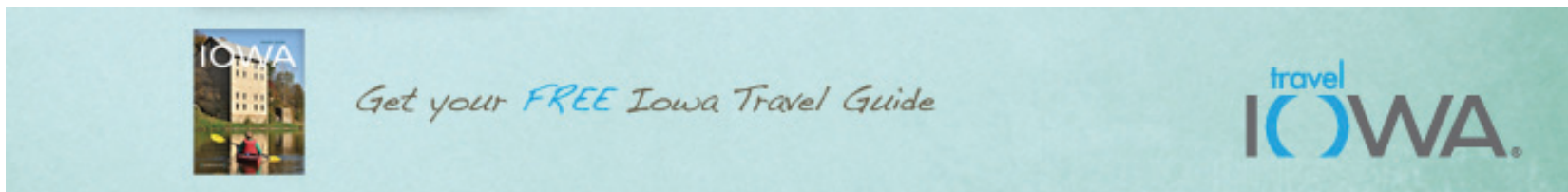
“Rides” Animated Banner – Square



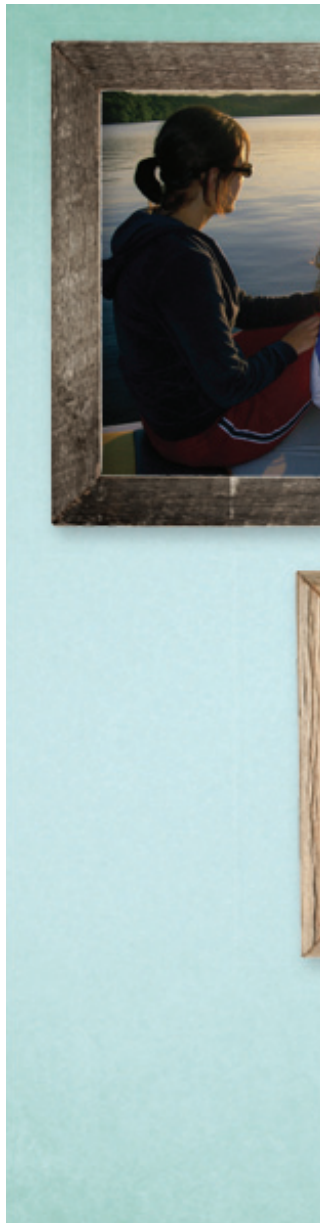
Digital – Google Display Network

(multiple targeted sites)

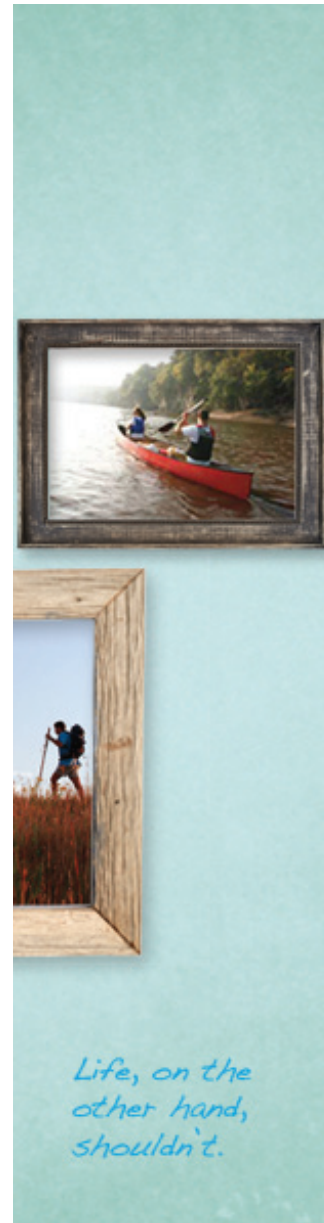
“Outdoor” Animated Banner – Leaderboard



"Outdoor" Animated Banner – Skyscraper



*Fish should slip
away from you
from time to time.*



*Life, on the
other hand,
shouldn't.*



*Get your
FREE
Iowa Travel
Guide*

travel
IOWA.

“Outdoor” Animated Banner – Square



*Fish should slip away from
you from time to time.*

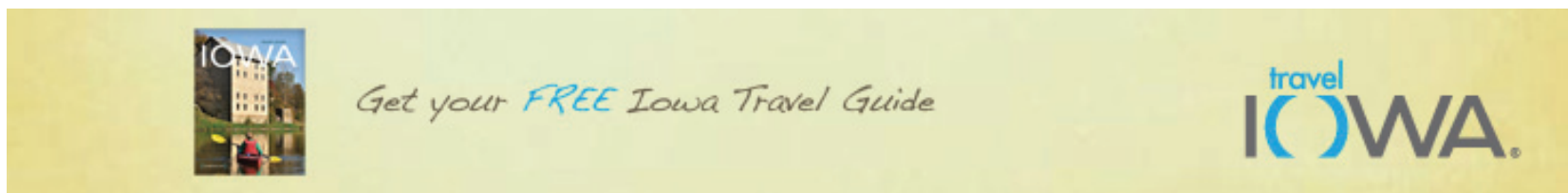
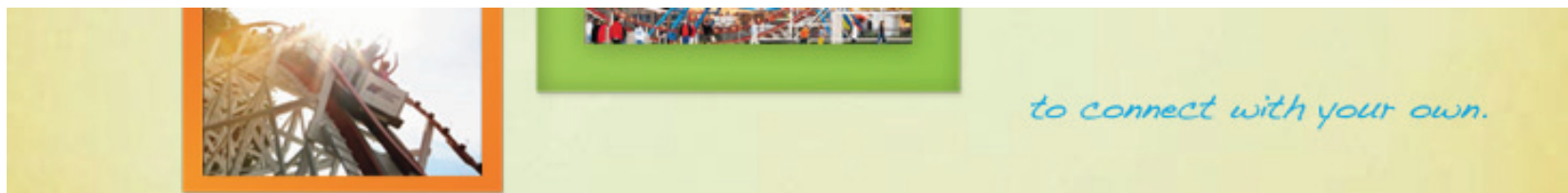
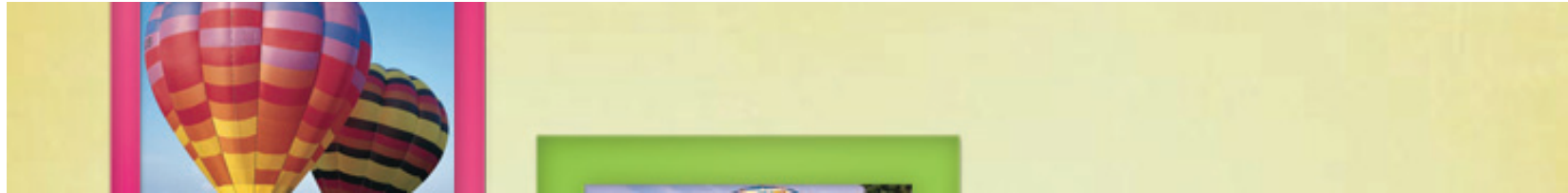


*Life, on the other hand,
shouldn't.*







*Get your **FREE**
Iowa Travel Guide*

“Rides” Animated Banner – Leaderboard




"Rides" Animated Banner – Skyscraper





Sometimes all it takes is acting like a kid

to connect with your own.



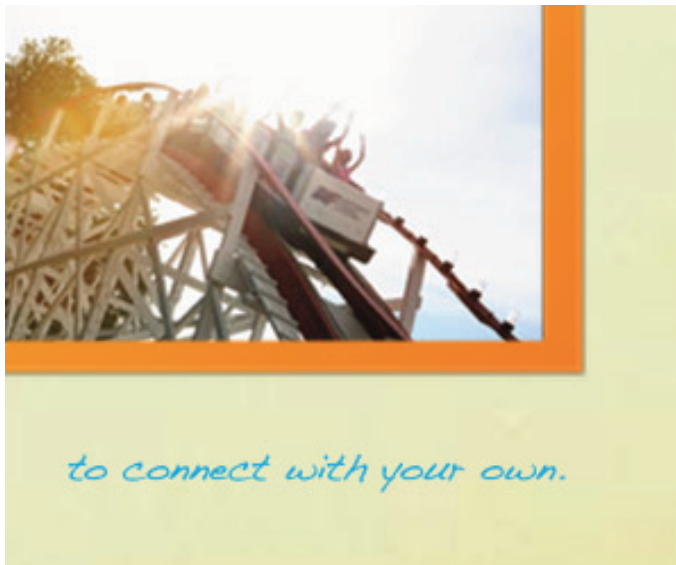
*Get your
FREE
Iowa Travel
Guide*

travel
IOWA.

“Rides” Animated Banner – Square



*Sometimes all it takes
is acting like a kid*



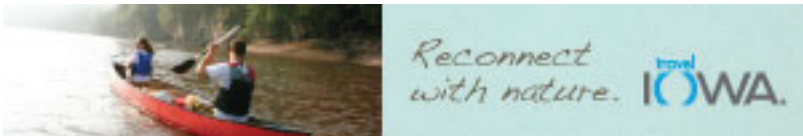
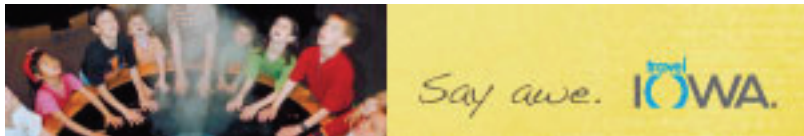
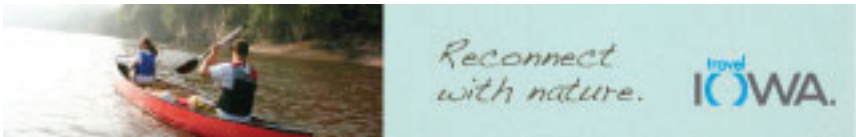
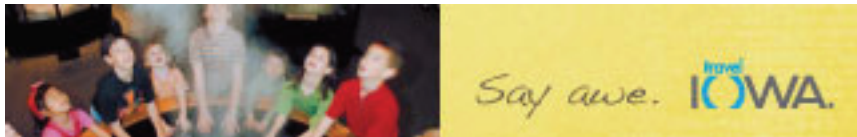
to connect with your own.



Digital – MobileFuse (smartphone ads)

April 22nd – June 30th

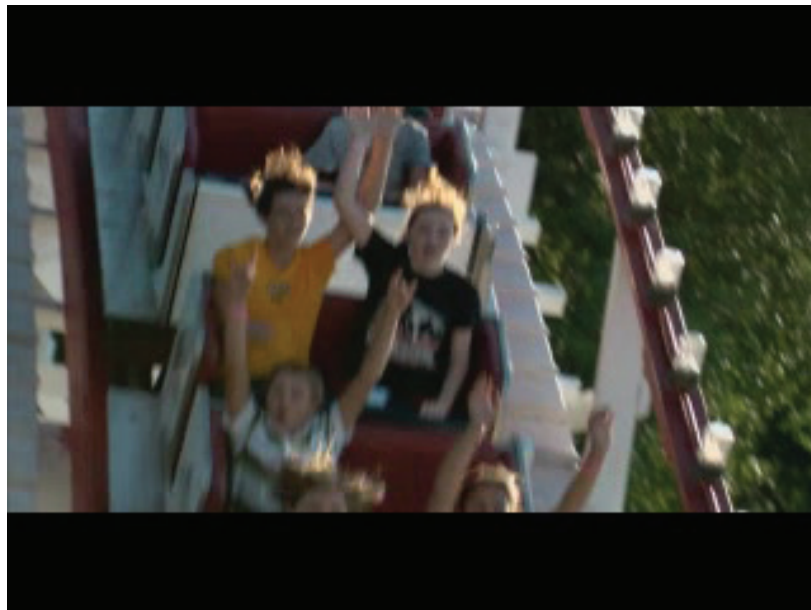
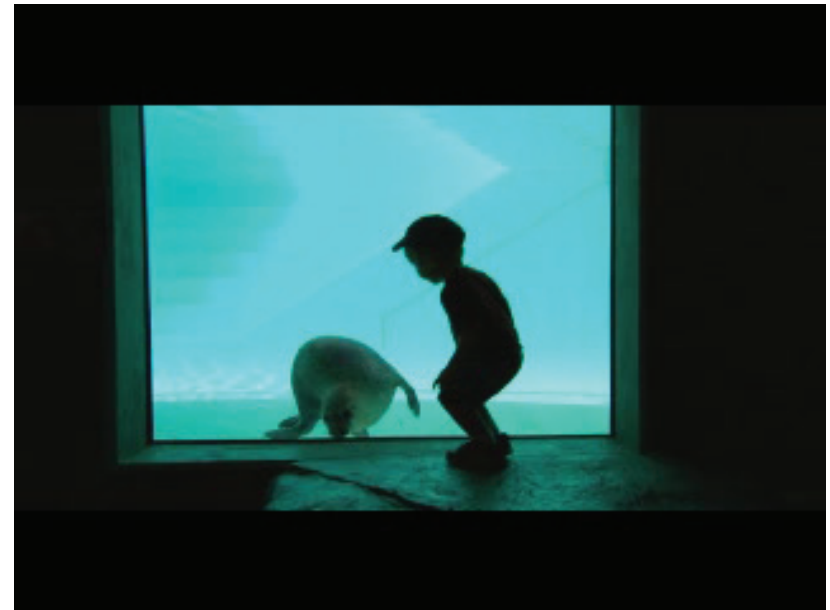
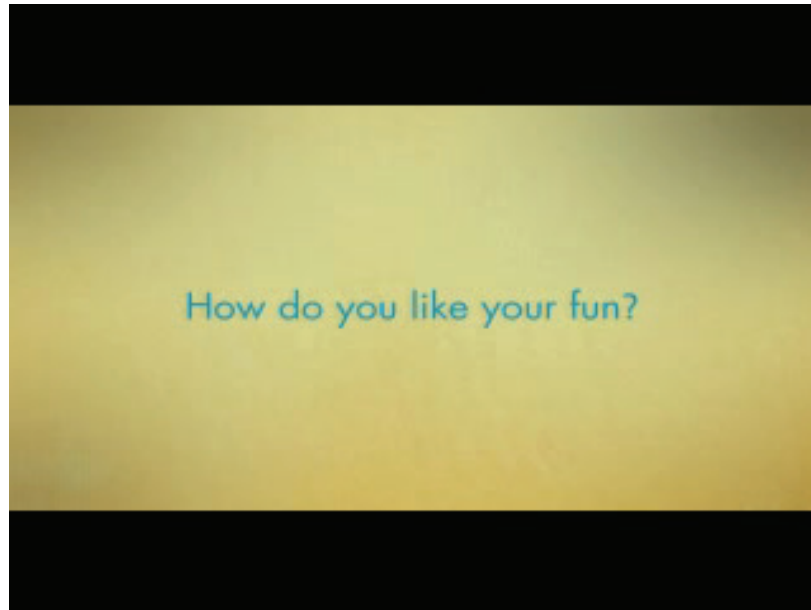
State Park and Museum Mobile Ads – four versions



Digital – YouTube

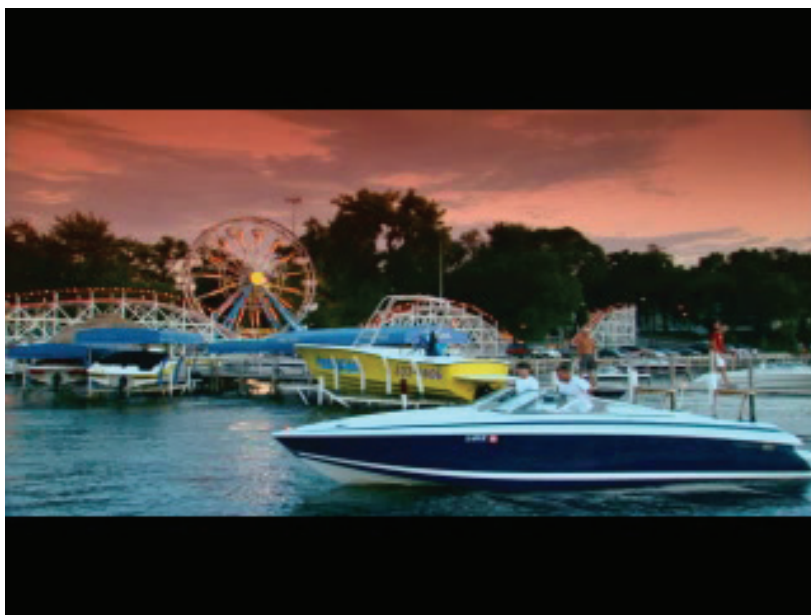
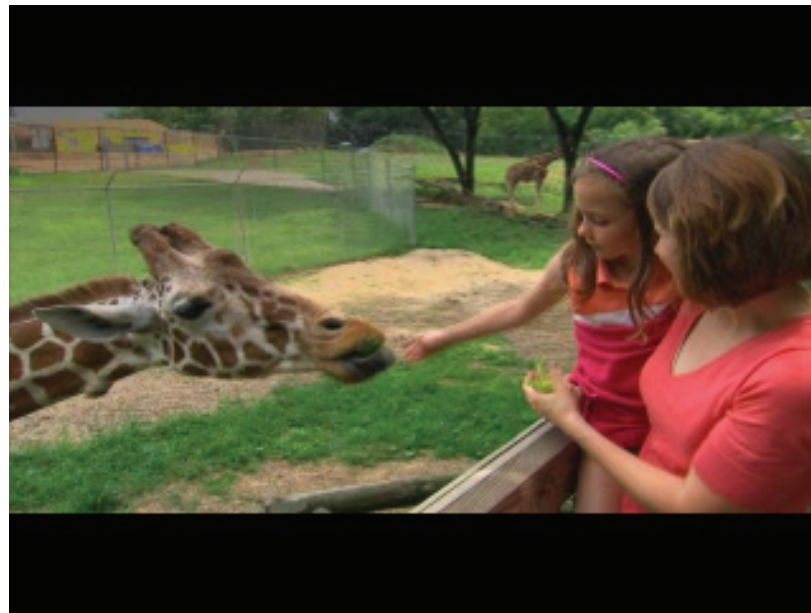
April 22nd – June 30th

“Own Speed” Television



[View on YouTube](#)

“Verbs” Television



[View on YouTube](#)

Digital – Facebook

April 15th – June 30th

Facebook Text Ads – three versions

Travel Iowa



You like Travel Iowa.

Travel Iowa and make the most of your family's time together. Like us to learn more!

Travel Iowa



You like Travel Iowa.

Travel Iowa and make the most of your family's time together. Like us to learn more!

Travel Iowa



You like Travel Iowa.

Travel Iowa and make the most of your family's time together. Like us to learn more!