

# Co-Op Partnership Opportunities



June 11, 2013

Webinar Session will begin shortly

# Webinar Agenda

- What is the Cooperative Partnership Program?
- Co-Op Media Objectives
- Co-Op Media Strategies
- Enhancements in FY14
- 2014 Partnerships Options
- Q&A

# What is the Cooperative Partnership Program?

- The Cooperative Partnership allows Iowa Tourism Office partners the opportunity to strategically and affordably place ads to promote their destination.
- The opportunities are discounted because the Iowa Tourism Office buys a large amount of ad space and sells a portion of that space to partners.
- The co-op allows Iowa destinations to have a larger presence in advertising mediums to get more attention from consumers.
- Not a grant program...think of a pay to play.

# Media Objectives

- Provide Iowa Tourism Office partners with a variety of exciting and high profile cooperative partnership opportunities so they can affordably and strategically market their destinations and attractions and generate travel to the state.
- Increase visits to [traveliowa.com](http://traveliowa.com) and attain leads for both the Iowa Tourism Office and participating partners.

# Media Strategies

- Maintain equity built from advertising in publications that have consistently had strong interest and yielded results over the years.
- Offer new opportunities for partners to take advantage of reaching Midwestern travelers.
- Flight a majority of advertising around the spring/summer travel time frame.
- Recommend a cooperative opportunity for the fall to promote attractions that are popular that time of year.

# Target Audiences

- Primary audience
  - Social Moms, women 25-54, making plans to travel
- Secondary audience
  - Midwestern travelers, Boomers 50+, making plans to travel
- Geography
  - Iowa, Illinois, Minnesota, Missouri, Nebraska, South Dakota, Kansas and Wisconsin

# Enhancements in FY14

- Leveraging our spring campaign
- Television Advertising
- Niche Marketing
- Artwork



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Please send me FREE information  
on the attractions I have checked  
in the boxes at the right.

### IOWA TRAVEL INFORMATION

IOWA TOURISM OFFICE  
200 EAST GRAND AVE.  
DES MOINES, IA 50309

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NAME

ADDRESS

CITY

STATE ZIP

EMAIL

Offer expires July 31, 2013. Please allow 4 - 6 weeks for delivery.





**1 IOWA CO'S 2012**  
Cover stories, 12 new villages  
with an earth quake. A  
National Historic Landmark.  
800.345.2012  
traveliowa.com



**2 IOWA CITY**  
Located in central Iowa, along  
the banks of the Mississippi  
River, historic Dubuque County  
offers a rich history of culture  
and nature. 800.345.2012  
traveliowa.com



**3 IOWA CITY**  
For visitors to Iowa City, Iowa  
education and culture are the  
main attractions. Dubuque  
County is a beautiful area of  
nature. 800.345.2012  
traveliowa.com



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For visitors to Iowa City, Iowa  
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**10 IOWA CITY**  
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traveliowa.com



**11 IOWA CITY**  
For visitors to Iowa City, Iowa  
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nature. 800.345.2012  
traveliowa.com



**12 IOWA CITY**  
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traveliowa.com



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**19 IOWA CITY**  
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traveliowa.com



**20 IOWA CITY**  
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traveliowa.com



**21 IOWA CITY**  
For visitors to Iowa City, Iowa  
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main attractions. Dubuque  
County is a beautiful area of  
nature. 800.345.2012  
traveliowa.com

Just scan the barcode below  
and send this coupon to:  
**IOWA TRAVEL INFORMATION**  
P.O. BOX 1000  
DES MOINES, IA 50300

1 2 3 4 5  
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11 12 13 14 15  
16 17 18 19 20

21

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_



# Partnership Options

# The iowan

- Print Details
  - Run ad in the March/April edition
  - Available to readers Feb. 25, 2014
- Circulation
  - 18,741
- Added Value
  - Free 30 word listing for each advertiser on following display ads
  - Online ad with downloadable PDF co-op section on [iowan.com](http://iowan.com) with live links to each partners website





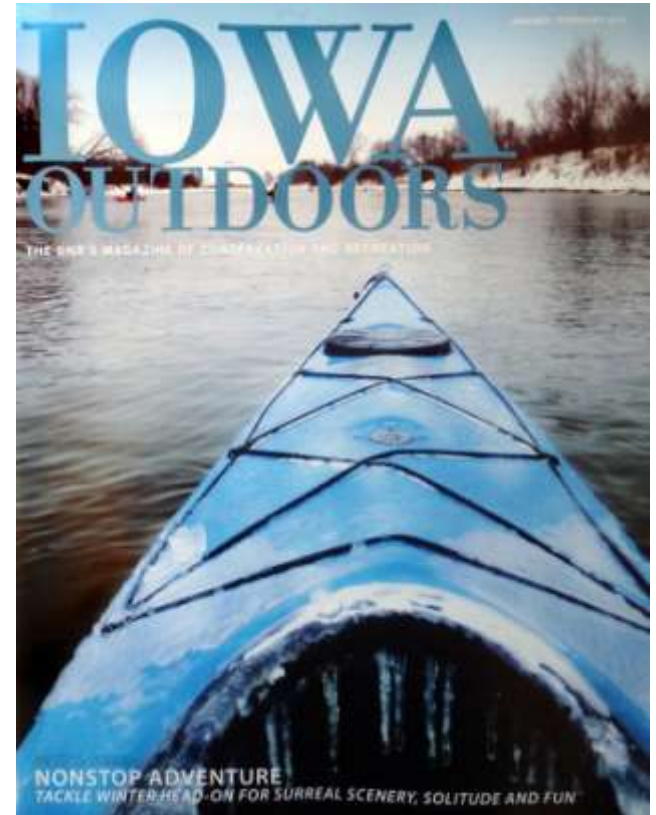
# The iowan

- Requirements
  - Image that represents the advertiser
  - Copy description of the advertiser
  - Website and phone number
- Cost - \$200.00
- Maximum Partners: 8



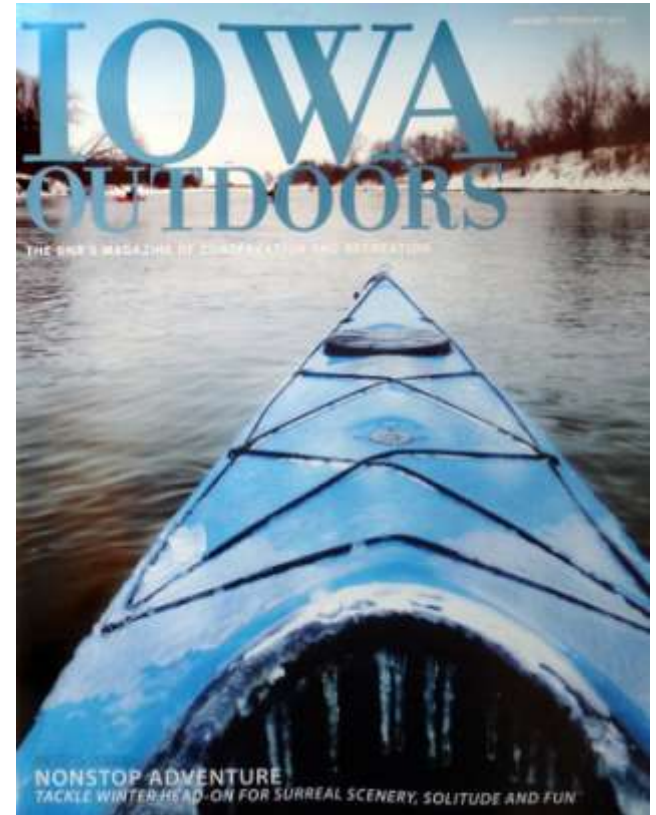
# Iowa Outdoors

- Print Details
  - Run ad in the March/April edition
  - Available to readers: February 20, 2014
- Circulation
  - 41,000
- Added Value
  - 25% discount for additional placements



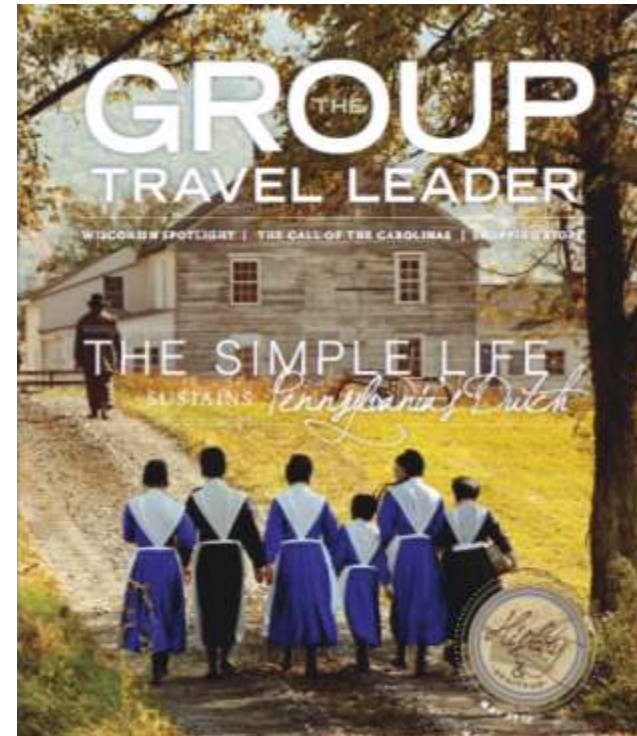
# Iowa Outdoors

- Requirements
  - Image that represents the advertiser
  - Copy description of the advertiser
  - Website and phone number
- Cost - \$230.00
- Maximum Partners: 8



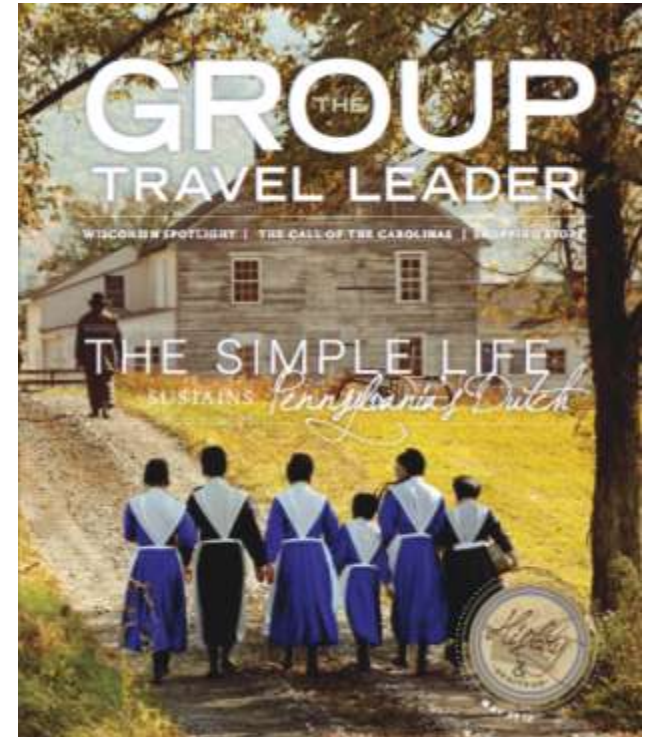
# The Group Travel Leader

- Print Details
  - Run ad in the April edition
  - Available to readers April 5, 2014
- Circulation
  - 20,000 (monthly)
- Added Value
  - Iowa coop partners will receive one year free web link on links page of [grouptravelleader.com](http://grouptravelleader.com)
  - The ad will appear in the online digital edition with links to the partners website
  - Partners receive leads from Trip Search lead gen program
  - Each partner will have an itinerary on their website for one year



# The Group Travel Leader

- Requirements
  - Image that represents the advertiser
  - Copy description of the advertiser
  - Website and phone number
  - Group tour itinerary
- Cost - \$350.00
- Maximum Partners: 6





# USA Weekend

- Print Details
  - Run ad on May 18, 2014
- Circulation
  - 1,155,745
  - IA, MN, MO, KS, NE, SD, ND
- Added Value
  - Each partner will receive leads for 3 months following the insertion
  - Each partner will receive an online presence on [usaweekend.com/travelgetaways](http://usaweekend.com/travelgetaways). Leads are sent via e-mail in excel on a weekly basis for 8 weeks.





# USA Weekend

- Requirements
  - Image that represents the advertiser
  - Copy description of the advertiser
  - Website and phone number
- Cost - \$390.00
- Maximum Partners: 9



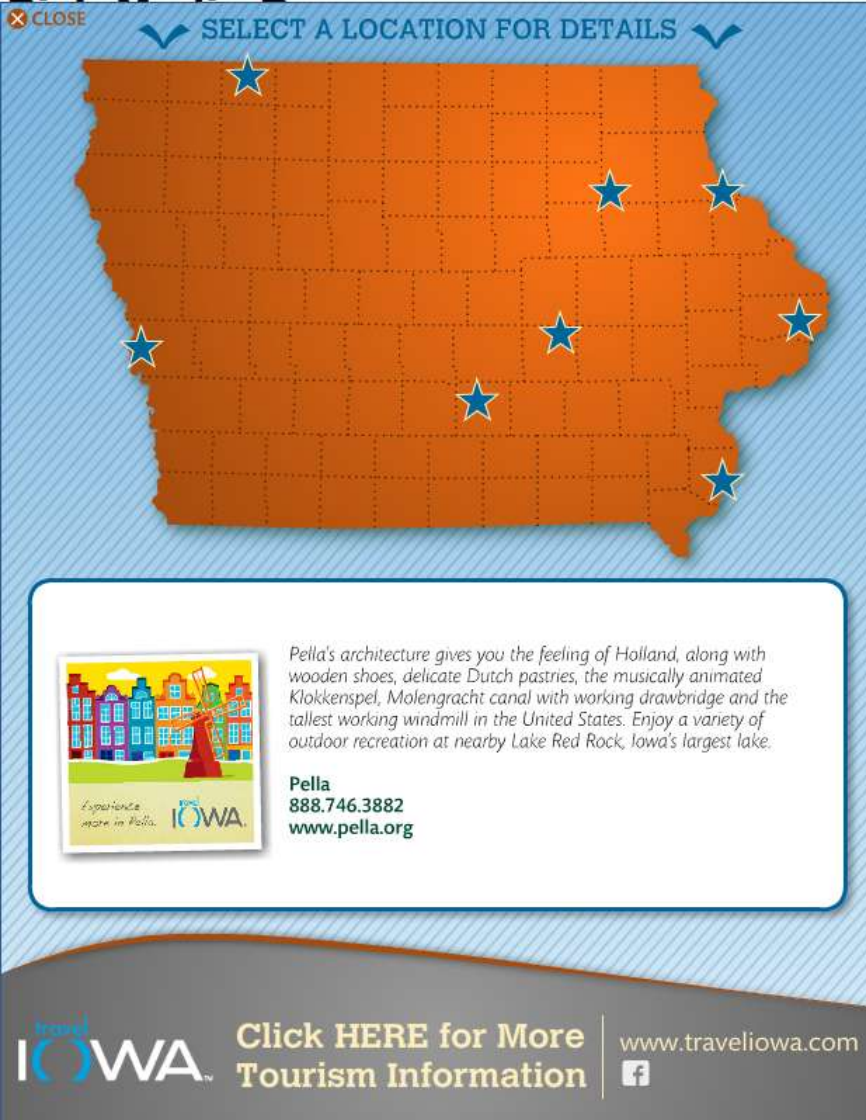
# Digital Advertising

- Details
  - Ad placement on dmregister.com
    - March / April 2014
    - May / June 2014
  - 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
- Circulation
  - 500,000 ads viewed by readers



# Digital Advertising

- Requirements
  - Image that represents the advertiser
  - Copy description of the advertiser
  - Website and phone number
- Cost - \$500.00
- Maximum Partners:
  - 8 partners for March / April
  - 8 partners for May / June
  - At this time, partners may not be able to purchase both opportunities



**SELECT A LOCATION FOR DETAILS**

Pella's architecture gives you the feeling of Holland, along with wooden shoes, delicate Dutch pastries, the musically animated Klokkenspel, Molengracht canal with working drawbridge and the tallest working windmill in the United States. Enjoy a variety of outdoor recreation at nearby Lake Red Rock, Iowa's largest lake.

**Pella**  
888.746.3882  
[www.pella.org](http://www.pella.org)

**travel IOWA** Click **HERE** for More Tourism Information | [www.traveliowa.com](http://www.traveliowa.com)

# AAA Living

- Print Details
  - Ad run in March / April edition
  - Available March 14, 2014 (estimated)
- Circulation
  - 288,630
  - Minnesota
- Added Value
  - Reader Service Listing
  - Free online ad





# AAA Living

- Requirements
  - Image that represents the advertiser
  - Copy description of the advertiser
  - Website and phone number
- Cost - \$1,400
- Maximum Partners: 8



# Newspaper Group

- Print Details
  - Run ad on May 4, 2014
  - Additional ads in the Des Moines Register on May 11 & 18
- Circulation
  - 1,200,000 (Sunday circulation)
  - Cedar Rapids Gazette, Des Moines Register, Dubuque Telegraph Herald, Iowa City Press Citizen, Omaha World Herald, Quad City Times, Sioux City Journal, Waterloo/Cedar Falls Courier,





# Newspaper Group

- Requirements
  - Image that represents the advertiser
  - Copy description of the advertiser
  - Website and phone number
- Cost - \$2,000
- Maximum Partners: 20



# Better Homes and Gardens & Family Fun

- Print Details
  - Ad run in April
  - Two page spread (vs front and back ad)
  - Both publications available mid/late March
- Circulation
  - 1,324,000
  - IA, IL, MN, MO, NE
- Added Value
  - Reader Service Listing in each magazine
  - Free website listing



# Better Homes and Gardens & Family Fun

- Requirements
  - Image that represents the advertiser
  - Copy description of the advertiser
  - Website and phone number
- Cost - \$5,300
- Maximum Partners: 9



# Midwest Living

- Print Details
  - Ad in September / October 2013
    - Available mid-August
    - Reservation due June 26, Art due July 2
  - Ad in March / April 2014
    - Available mid-February
- Circulation
  - 950,000
  - IA, IL, IN, KS, MN, MO, ND, NE, OH, SD, WI
- Added Value
  - Reader Service Listing
  - Free website listing
  - Online event calendar





# Midwest Living

- Requirements
  - Image that represents the advertiser
  - Copy description of the advertiser
  - Website and phone number
- Cost - \$8,000
- Maximum Partners: 6





# Space Reservations

- Midwest Living, Sept/ Oct issue: June 26, 2013
  - Materials due July 2
- Other publications: October 31, 2013 or until the spaces are full.
- The sign up form is available at:  
[www.traveliowa.com/industry](http://www.traveliowa.com/industry)

# Questions?

Colleen Murphy

Partnerships Manager

888.472.6035

[tourismpartnership@iowa.gov](mailto:tourismpartnership@iowa.gov)