



IOWA®

# TRAVEL IOWA CO-OP FY23 PROGRAM

*May 3, 2022*

# FY23 COMMUNICATION GOALS

- Increase awareness and consideration of Iowa's tourism industry
- Encourage exploration of the state of Iowa
- Increase visits and associated tourism expenditures within the state
- Boost overnight and weekend stays from out-of-state visitors



# IOWA'S KEY LIFESTYLE ADVANTAGE AREAS

In FY23, our Travel Iowa Co-op messaging will continue to focus on Iowa's key lifestyle advantages. Each partner has a unique story that resonates with travelers and will motivate them to experience the following:

- Iowa's best-kept secrets and hidden gems
- Awe-inspiring outdoor adventures
- Award-winning cuisines
- Innovative wineries and breweries
- Memorable family fun escapes
- Diverse art exhibits and cultural events
- Quaint shopping experiences
- Large-scale events
- Affordable weekend getaways

# TARGET AUDIENCES

## Primary:

- Gen Z and Millennials
- Ages 22 to 29
- Seeking new adventures and memorable experiences

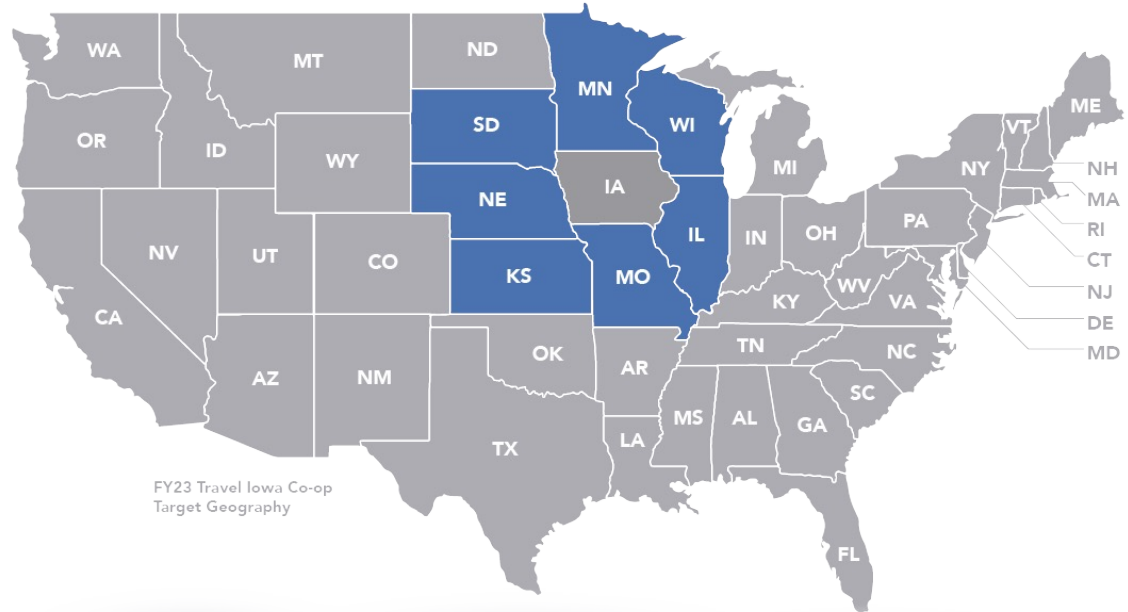
## Secondary:

- Millennials and Gen X
- Ages 30 to 39
- Looking for an affordable place to travel with their young families



# TARGET GEOGRAPHY

- Minnesota
- South Dakota
- Nebraska
- Kansas
- Missouri
- Illinois
- Wisconsin



*To achieve the objective of boosting overnight and weekend stays from out-of-state travelers,  
we are not including an Iowa focus in the FY23 co-op outreach plan.*

# LEVERAGING THE ( )

It can hold messages.

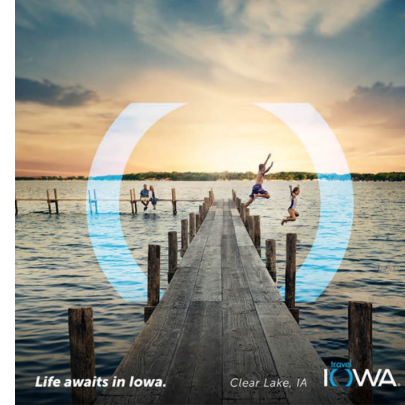
It can showcase vistas you  
never knew about.

It can hyper target our audience.

It can create experiences.

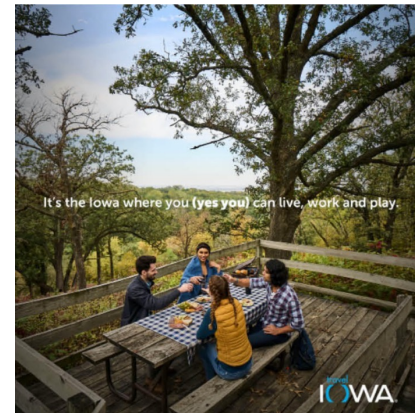
It can encompass thoughts,  
emotions and beauty.

It can live in a virtual world  
and a real world.



travel  
**IOWA**®

**IOWA**



**IOWA**®  
economic development

# LEVERAGING THE ( )

Wondering why Iowa (wasn't on your must-do list sooner)?

Nothing (but fun) in Iowa.

You've (never) seen this.

The Iowa you (never) imagined.

Where (extra)ordinary happens.

(Un)common. (Un)expected. (Un)forgettable.



IOWA®

PRINT  
OPPORTUNITIES



# MIDWEST LIVING: BEST OF THE MIDWEST

Midwest Livings' Best of the Midwest is a co-op favorite and is always one of the first opportunities to sell out!

- This magazine will be distributed to a regional audience in MN, SD/ND, KS, MO, IL, WI
- Circulation: 300,000
- In-Market Dates: March 2023
- Added Value: Generate qualified leads by participating in Meredith brands' reader service programs. This is a \$5,000 value!
- Travel Iowa Co-op Ad Copy Direction:
  - Iowa's best-kept secrets and hidden gems
  - Awe-inspiring outdoor adventures
  - Family fun escapes
  - Affordable weekend getaways
  - Can't-miss events



**Investment: \$1,250**  
**Partner Limit: 12**

# NEW! CONDÉ NAST TRAVELER

**Condé Nast Traveler** inspires trips both big and small, helping readers decide where to go and what to do. The affluent readership of this publication have an average household income of \$145k.

- Regional audience in IL, KS, MN, MO, NE, SD, WI
- Circulation (regional) : 116,000 subscribers
- In-Market Dates: May/June 2023
- Travel Iowa Co-op Ad Copy Direction:
  - Iowa's best-kept secrets and hidden gems
  - Awe-inspiring outdoor adventures
  - Cultural events



***Investment: \$2,150***  
***Partner Limit: 8***

# NEW! AAA LIVING

Ready, set, travel! Participating in the AAA Living magazine ad opportunity will give your brand exposure to people in-market to travel! This full-page message will inspire readers to consider Iowa as their next destination.

Here's a look into the AAA Living readership:

- AAA members travel more: 39% AAA members vs 23% non-members
- AAA members took 3x more trips than average
- AAA members stay longer: 47% AAA members vs 28% non-members stayed 5+ nights
- AAA members spend more: average spend for domestic vacation AAA Members is \$3,500 vs non-members who spend \$1,800
- 62% of readers are female; 32% 18-54; 29% 55-64

AAA Living circulation: 1,204,480

- Minnesota: 288,243
- Wisconsin: 359,754
- Illinois: 556,483

In-Market Dates:

- Minnesota: March/April issue
- Wisconsin: May/June issue
- Illinois: May/June issue

• Travel Iowa Co-op Ad Copy Direction:

- Iowa's best-kept secrets and hidden gems
- Innovative wineries and breweries
- Family-fun escapes
- Affordable weekend getaways

AAA.COM/AAALIVING  
**AAALiving**  
EXPECT SOMETHING MORE

MAY/JUNE 2010



**Investment: \$1,400**  
**Partner Limit: 8**

# NEW! ROVA

ROVA is the magazine for epic roadtrips! ROVA is popular with more than 100,000 road-trippers, digital nomads, outdoor adventurers and life-changers. A vibrant and youthful magazine centered around RV, van life, and a driving journey! ROVA explores how roads connect people, places, and experiences.

Millennials, Gen X and Gen Y are discovering the benefits of RVing and road travel; they spend money on experiences and the products that enhance them and take more frequent trips while staying connected with home and work. Wellness, connection, social responsibility and flexibility are what these readers want from life, and they're discovering that all of these things are found at the heart of road travel and outdoor adventures.

In-Market Dates: April/May 2023

- Adults 26-44
- Average household income of \$100,000+
- Interests in:
  - National/state parks and nature travel
  - Craft beer/alcohol
  - Local produce/dining
  - Cycling
  - Water sports
  - Rock climbing



- Travel Iowa Co-op Ad Copy Direction:
  - Awe-inspiring outdoor adventures
  - Award-winning, farm-to-table cuisines
  - Iowa's hidden gems
  - Large scale events
  - Innovative breweries

**Investment: \$625**  
**Partner Limit: 8**

# REGIONAL REACH OPTIONS

**Partner Limit:  
8 per publication**



Publication	Reader Profile	Circulation	In-Market Dates	Investment
Illinois Country Living	Rural families, women 55+	191,000	April 2023	\$580
Minnesota Monthly Ultimate Travel Guide	Women 35+ who are educated, affluent and family oriented. Travel Guide is poly-bagged with Minnesota Monthly Magazine	42,000	March/April 2023	\$540
Missouri Life	50% of readership is 18-44 and spends \$64 million on vacations	23,500	March 2023	\$425
Nebraska Life	Women 45+ who enjoy collectible arts, horseback riding, family fun, crafts and domestic travel	42,500	March/April 2023	\$325
South Dakota Living	Adults 35+ with families who frequently travel and enjoy active, healthy lifestyles	43,000	May/June 2023	\$365
<b>NEW!</b> Our Wisconsin	Active adults 45+ who seek adventure and new experiences	107,000	April/May 2023	\$465

# NEW! VALPAK

Advertise your affordable, family friendly getaways to a cost-conscious audience. The Valpak blue envelope is a welcomed gift to many who want more experiences and adventure for their dollar.

- 92% of Valpak recipients open and look through the envelope
- 81% look at every ad insert
- 84% use coupons once a month or more\*

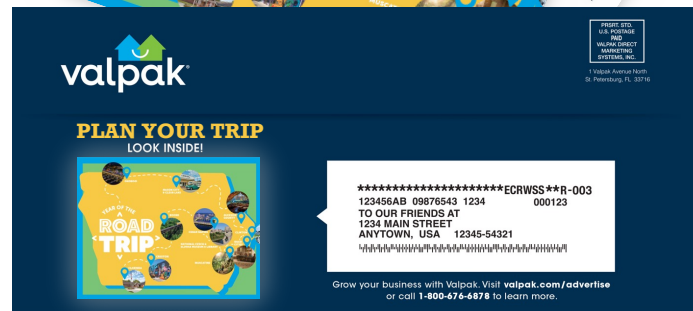
Participating in this opportunity includes:

- 400,000 total mailers
  - 200,000 in Madison, WI
  - 200,000 in Kansas City, MO/KS
- Travel Iowa messaging on the outside envelope drawing attention to the insert
- Inclusion in the double panel (folded) insert

In-market date: early April 2023

- Travel Iowa Co-op Ad Copy Direction:
  - Affordable weekend getaways
  - Memorable family-fun escapes
  - Quaint shopping excursions

\* Valpak Readership Study, December 2019.



**Investment: \$750**  
**Partner Limit: 10**

\* Partner must include a special offer or discount in ad content.

A large red high-wheel bicycle sculpture is the central focus. A person wearing a red vest and a white helmet stands next to it. To the left is a green street sign that says 'MALVERN'. In the background, there are trees and a building. The sky is blue.

KOWA®

DIGITAL  
OPPORTUNITIES

# NEW! SOJERN TRAVEL MARKETING

Wherever your traveler is, Sojern can reach them online. Sojern ingests and analyzes billions of **live search and purchase signals from travel websites** all over the world. They curate real-time data through an industry-leading platform to form hyper-targeted travel audiences.

Sojern uses these audiences to programmatically **target travelers through multi-channel digital marketing campaigns** to drive results.

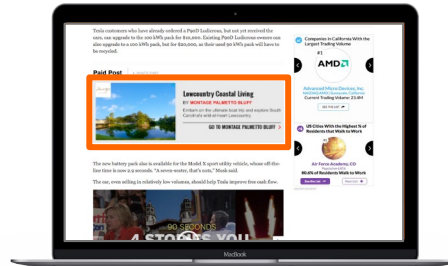
Plus, Sojern is a trusted partner with Facebook, Google, and Arrivalist!

- Custom plans to meet your KPIs
- Full economic impact reporting to measure the impact on traveler searches and bookings to your destination
- Campaign portal access
- Program education and adoption Q&A and webinar support
- Three-month campaign, dates of your choice

*\* Please indicate your interest level on this opportunity during signup. You'll receive a private consultation with your Sojern representative and decide on a plan option at that time.*



Display



Native



Video

**Investment Options Start at \$1,500**  
**Partner Limit: 24**

# CONTENT INTEGRATION WITH MIDWEST LIVING

**Meredith Travel's** dedicated content team will create an engaging native **Flip Card Article anchored in Midwest Living** that guides users through perfectly unexpected summer fun they can find all around Iowa.

This digital destination will be promoted across trusted Meredith brands like **Midwest Living, Travel + Leisure** and **Better Homes & Gardens**.

## Why Native Flip Cards?

- Quick-hitting article content captures consumer attention and provides an awareness burst via social and mobile audiences
- Each Co-op partner receives their own "card" that can link back directly to the partner's website
- Travel Iowa will have 100% SOV sponsorship of the content
- Travel Iowa + co-op partners will work closely with the Meredith Travel Marketing Content Studio Team on creation
- Geo-targeted to MN, SD, KS, MO, IL, WI

## Content Benchmarks:

- Engagement Rate: 1.52%
- Avg Time Spent: 54.8 Seconds
- Est. Media Impressions: 3,000,000+
- Est. Page Views: 46,000

**Investment: \$2,850**  
**Partner Limit: 9**

CLICK FOR  
EXAMPLE  
FLIP CARD

<https://bit.ly/2FmbVg>

MidwestLiving

PAID CONTENT

## This is an Adventure. This is Iowa.

travel  
IOWA + MidwestLiving

Exploring Iowa's authentic and unexpected destinations, adventures, distilleries, historic theaters, water trails and more

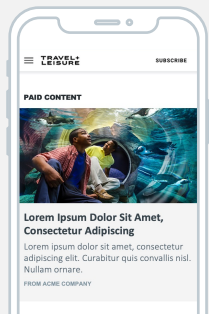


Prepare for a trip of like-no-other Arizona experiences. A soothing wander through stunning vistas. A spiritual panorama that redirects your path. A meal, a pour or a stay to remember—long after the vacation is over.



# Leading Target Consumers To Travel Iowa's Custom Article

## ROBUST PROMOTION



### Native Promotional Units

Drive views at scale through cross platform native ad placements.

- Headline and mention of Travel Iowa styled to match the look and feel of the corresponding brand



### Amplify Social

Paid dark posts that drive brand awareness and engagement via social networks.

- Targeted dark post(s) with native assets
- Reach Travel Iowa's intended audience socially at scale

Mocks and creative concepts are for illustrative purposes. All program elements are subject to change.

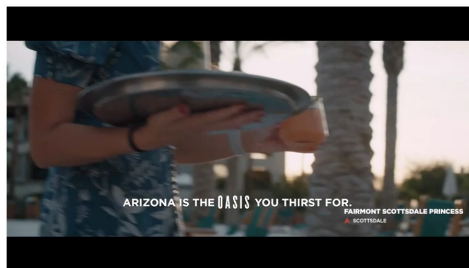
## NATIVE CONTENT DESTINATION



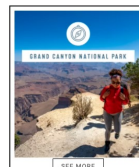
### Refresh and Relax on a Trip to Arizona



In a fast-moving world, Arizona is the oasis you thirst for. Your place to find inspiration, revitalization and balance. Come along on a road trip.



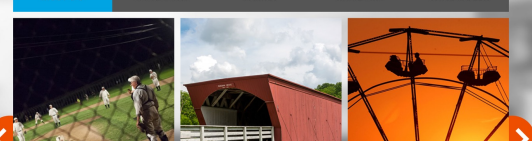
Prepare for a trip of like-no-other Arizona experiences. A soothing wander through stunning vistas. A spiritual panorama that redirects your path. A meal, a pour or a stay to remember—long after the vacation is over.



## PREFERRED SITE



### Explore Iowa

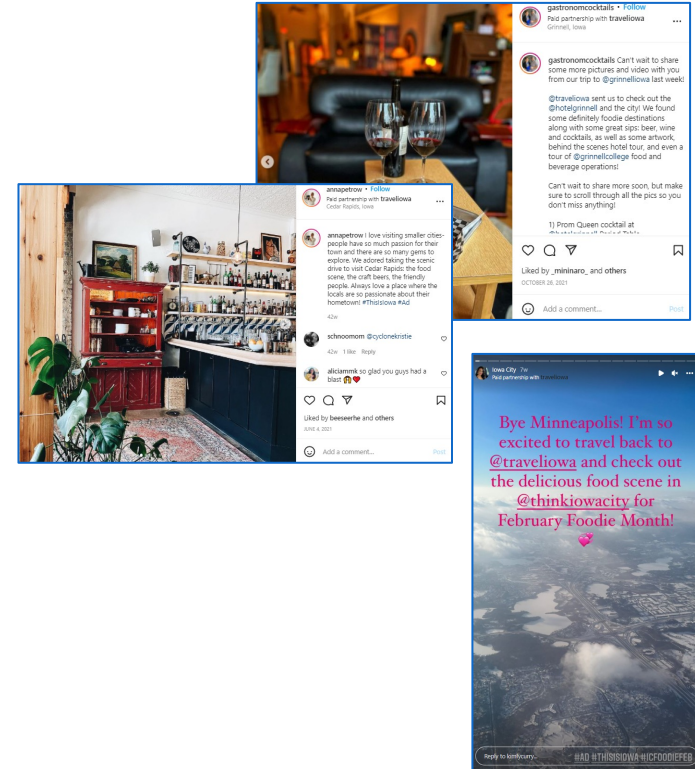


# INFLUENCER MARKETING

Influencer partners help discover and bring the secrets of Iowa to life. In Iowa, they will find one of the country's best places to visit and their followers will wonder why Iowa wasn't on their 'must visit' list sooner. When a real person shares their authentic experience 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 Iowans or from neighboring states) for the right opportunities. Influencers will be contracted to write about custom Iowa experiences and share across their blog/YouTube and/or social media channels. 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.

Partners will be responsible for assisting with coordinating lodging and providing recommendations for influencer experiences and food/beverages.



**Investment: \$1,500+**  
**Partner Limit: 6**

# TRAVEL IOWA SOCIAL MEDIA

- With over 145,000 Facebook followers, Travel Iowa engages visitors from across the country with inspirational photos and travel suggestions featuring your attraction or destination.
- 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 are within Travel Iowa's key markets and who might be interested in the topic/opportunity.
- Impressions: 50,000-115,000+



**Investment: \$500**  
**Partner Limit: 24**



Arrivalist®

# STATE RESEARCH ACCESS

- Arrivalist's State Visitation Dashboard features state-wide data segmented by city and county for insights on monthly visitation, origin markets, length of stay and more.
- All partners will log in to the same dashboard and click their city or county to isolate visitors who spent most of their Iowa trip in that destination.
- The Iowa Co-op program includes **exclusive access to this State Visitation Dashboard**, which will display data back to Jan. 1, 2019, and forward through December 2022.
- Co-op participants will receive SaaS 24/7 portal access to Arrivalist dynamic visualized data, as well as a webinar training and user guide.



- ✓ Sign up via Jotform to show interest
- ✓ Review and sign Partner Agreement with IEDA; pay for access
- ✓ Receive login from Arrivalist
- ✓ Get marketing insights!

## Investment Based on Org. Annual Budget:

- <\$500K Budget: **\$2,500**
- \$500K-\$2M Budget: **\$5,000**
- >\$2M Budget: **\$10,000**

\* There is no partner limit on this opportunity. Arrivalist access is 100% partner-funded.

A person wearing a red hat and a backpack is fly fishing in a river. The river is surrounded by trees with vibrant autumn foliage in shades of orange, red, and yellow. The water is dark and reflects the surrounding trees. The person is standing in the river, holding a fishing rod and a net. The overall scene is peaceful and scenic.

IOWA®

**OUT-OF-HOME  
OPPORTUNITIES**

# DIGITAL BILLBOARDS

Metro Area	Location	Flight dates	Cost
Omaha	I-80 & 81st Street – roughly seven miles from the Iowa border	May-June 2023 8 weeks	\$800
Moline	John Deere & 60th facing east (reaching traffic heading east to I-74)		\$650
Kansas City	I-35 near I-435, facing south		\$1,000
Minneapolis	I-35 west of 118th, facing north		\$2,100

***Partner Limit: 5 per market***

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

# NEW! RIDESHARE



Mobile billboards in five markets! Partnering with the world's most popular rideshare companies, our Rideshare opportunity will provide the following:

- An 'advanced partial' car wrap with your imagery.
  - Artwork will be completed by the Travel Iowa design team to align with campaign aesthetics
- One car wrap in each of five metro markets: 2,300,000 estimated impressions.
  - Minneapolis
  - Madison
  - Kansas City
  - St. Louis
  - Chicago
- In-market dates: April 24, 2023 – July 16, 2023
- 100,000 mobile digital retargeting ads sent to cell phones who've seen the cars in person.
- Opportunity to provide drivers with information to distribute to passengers.



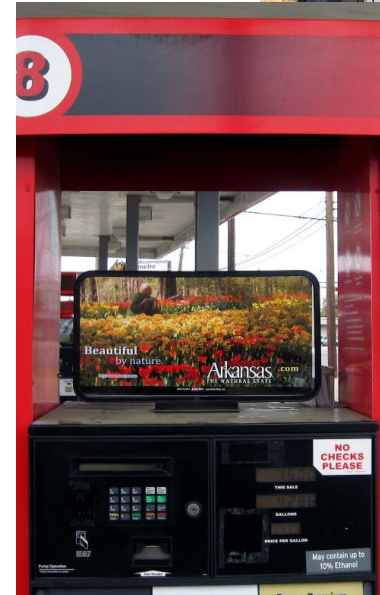
**Investment: \$6,000**  
**Partner Limit: 5**

# NEW! GAS STATION PUMP TOPPER

Did you know consumers usually spend 3-5 minutes at the gas pump? Pump tops are viewed several times during the refueling process. This is a perfect opportunity to use a QR code to drive online visits to your website!

Participating in this opportunity gives your destination the following:

- 86 major gas stations within 100 miles of the Iowa border
  - Each partner receives eight gas pump toppers
- In-market dates: April 24, 2023 – June 30, 2023



**Investment: \$3,750**  
**Partner Limit: 8**

An aerial photograph of the Iowa State University campus during a vibrant sunset. The sky is filled with streaks of pink, orange, and blue. The campus features a large white domed building, several red brick buildings, and green lawns. A road intersection with a car is visible in the lower right.

**TRAVEL IOWA  
OPPORTUNITIES**

**IOWA<sup>®</sup>**

# 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 and can be accessed through the extranet by the partner.

- In-Market Dates: August 1, 2022 – June 30, 2023
- 11-month commitment

**Please also send me information about these Iowa destinations:**

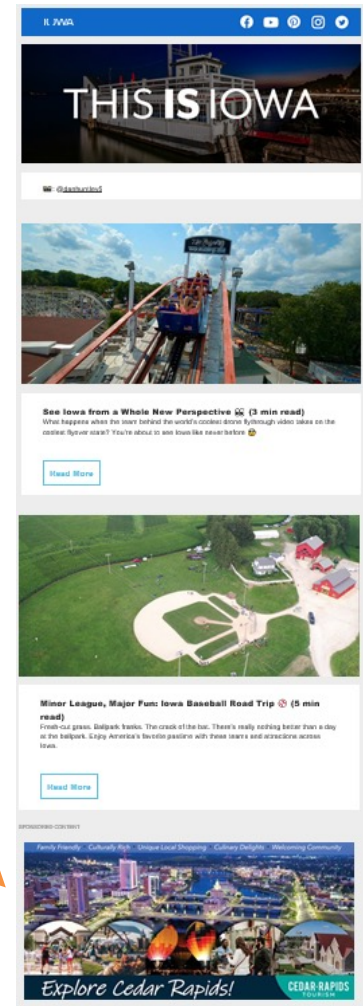
- ☐ Select All
- ☐ Visit Quad Cities
- ☐ Vacation Okoboji
- ☐ Pella Convention & Visitors Bureau
- ☐ Burlington / West Burlington
- ☐ Cedar Valley (Cedar Falls & Waterloo)
- ☐ Clear Lake & Mason City

***Investment: \$1,500***  
***Partner Limit: 10***

# TRAVEL IOWA CONSUMER EMAIL MARKETING

- Put your brand in the inbox of consumers who've already expressed interest in Iowa.
- Specs: One 600x300 pixel ad in an email. Partner to provide the completed ad and destination URL.
- Circulation: 110,000 subscribers; 30% average open rate.
- In-Market Dates: Partner receives one e-blast per fiscal year.

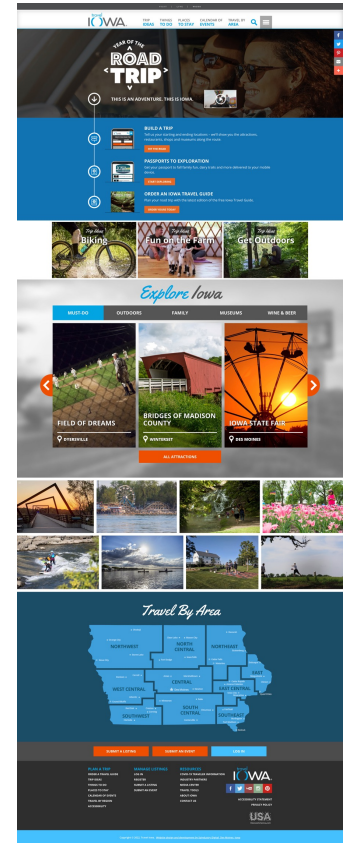
**Investment: \$500**  
**Partner Limit: 10**



# NEW! TRAVELIOWA.COM SPONSORED CONTENT

Work with Travel Iowa on creating a custom travel content piece and be in front of 100,000-250,000 users per month on Travellowa.com! The article and corresponding photography, along with links to your website and other owned properties will be featured on the Travel Iowa home page, on landing pages that align with the content piece, and within related keyword search results.

- Content will be attributed to partner. Content is subject to approval and editing by Travel Iowa.
- Content will be “featured” for one month but remain on the website
- In-market dates: August 1, 2022 – June 30, 2022
- One-month commitment



**Investment: \$2,500**  
**Partner Limit: 11**

An aerial photograph of a water rescue training exercise. Two people are in the water, creating a large splash. Several rescuers in red and yellow gear are positioned around the water, some on a platform and others in the water. A red fire extinguisher and a yellow rope are visible in the lower right. The word "IOWA" is written in large white letters in the upper right.

# IOWA

READY TO JUMP IN?

# NEXT STEPS

# SIGNUP ONLINE : June 6 – June 17, 2022



[TravelIowa.com/coop](https://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, July 8, 2022.*
- *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.*

The IOWA logo is displayed in a white, bold, sans-serif font in the upper right corner. The background of the slide features a low-angle, upward-looking shot of a series of nested, glowing blue square frames against a dark night sky. A wooden fence is visible on the right side of the frame.

IOWA®

THANK YOU!

***Katie Kenne**, Tourism Outreach & Engagement Coordinator | [katie.kenne@iowaeda.com](mailto:katie.kenne@iowaeda.com) | 515.348.6258*  
*Renee Schneider, TRIO Agency | [renee@TRIOagency.com](mailto:renee@TRIOagency.com) | 316-644-7029*

# TERMS & CONDITIONS

## RESERVATIONS:

Reservations are accepted beginning June 6 at 10 a.m. Space is available on a first come basis. Registration will close on June 17, 2022. On or before July 8, 2022, you'll receive a formal confirmation from the Iowa Tourism Office. When opportunities are full, partners will be placed on a waitlist. There is no cost to be on the waitlist and being on the waitlist 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 waitlist, 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, 2022. Cancellations between September 2, 2022, and March 1, 2023, require payment for 50 percent of the ad placement cost. On or after March 2, 2023, no refunds are available.

Partner ad materials and due dates will be shared 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, 2023.

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](http://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](http://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.