



IOWA[®]

TRAVEL IOWA CO-OP FY24 PROGRAM

May 2, 2023



FY24 COMMUNICATION GOALS

- Increase awareness and consideration of Iowa as a tourism destination
- 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 FY24, 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, breweries, and distilleries
- 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

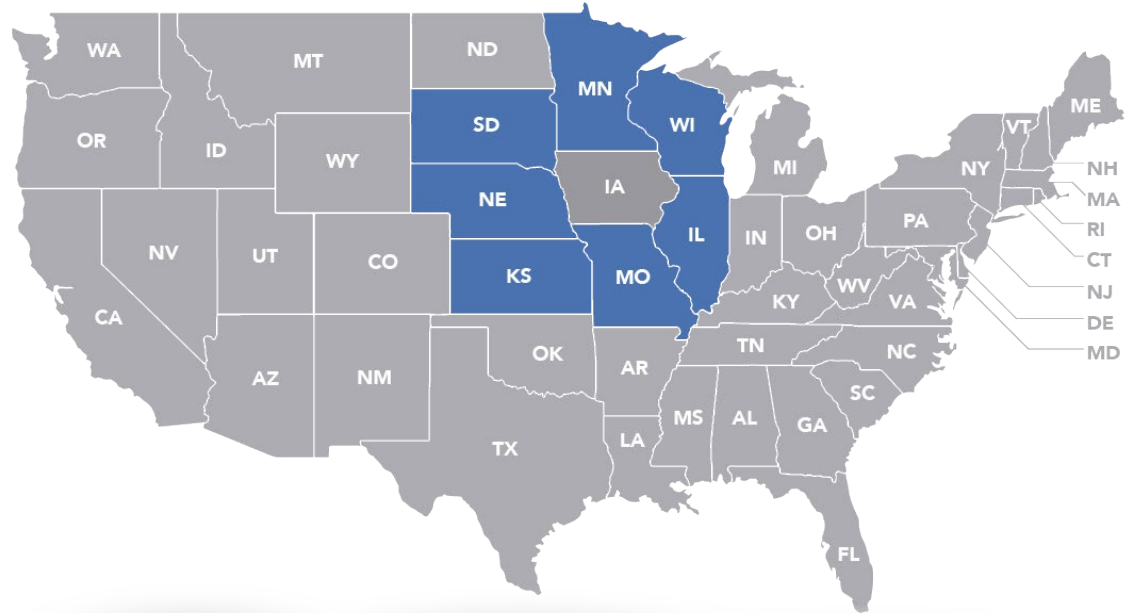
Secondary:

- 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 FY24 co-op outreach plan.



LEVERAGING THE ()

It can hold messages.

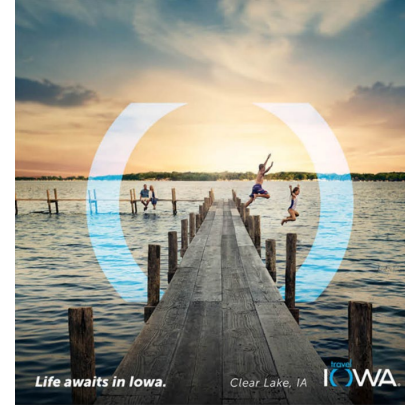
It can showcase vistas you
never knew about.

It can hyper target our audience.

It can create experiences.

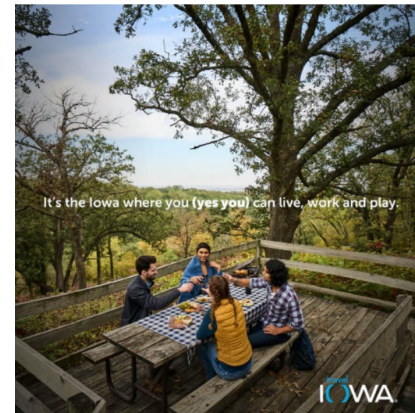
It can encompass thoughts,
emotions and beauty.

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.



A person wearing a tan wading suit and a cap stands in a river, surrounded by tall green grass and trees. The scene is bathed in a warm, golden light, suggesting sunrise or sunset. The water is calm with gentle ripples.

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**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: April 2024
- 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

MIDWEST LIVING

Midwest Living readers are travel enthusiasts, love to shop and eat out, savor a wine-tasting, or experience a great hike, historic site, art exhibit, or outdoor concert—with a spouse, a friend, or on a multi-gen vacation. (And they'll do it in all four seasons, happily bundling up for a ski weekend or winter festival.)

This magazine will be distributed to a regional audience in MN, SD/ND, KS, MO, IL, WI

- Circulation: 281,400
- In-Market Dates: May 2024
- 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: \$1,650
Partner Limit: 12

BETTER HOMES & GARDENS

Connect with the readers of BHG traveling near or far, exploring exotic locales or hitting the open road, the thrill of it all adds to her big, bold authentic adventurous life in color. Returning as an option for 2024, Better Homes & Gardens magazine reaches millennials with a household income of \$70k or more!

- This magazine will be distributed to a regional audience in MN, SD/ND, KS, MO, IL, WI
- Circulation: 326,500
- In-Market Dates: March 2024
- 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: \$2,100
Partner Limit: 12

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 **half-page ad/half-page advertorial** content 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: 1,133,451

- Minnesota: 267,561
- Wisconsin: 331,304
- Illinois + Northern Indiana: 534,586

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

Investment: \$1,450
Partner Limit: 8



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 2024

- 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+	192,134	April 2024	\$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 2024	\$565
Missouri Life	50% of readership is 18-44 and spends \$64 million on vacations	26,312	March 2024	\$425
Nebraska Life	Women 45+ who enjoy collectible arts, horseback riding, family fun, crafts and domestic travel	35,000	March/April 2024	\$325
South Dakota Living	Adults 35+ with families who frequently travel and enjoy active, healthy lifestyles	41,000	May/June 2024	\$365
Our Wisconsin	Active adults 45+ who seek adventure and new experiences	107,000	April/May 2024	\$525

DIRECT MAIL COUPONS

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.

- 89% of Valpak recipients open and look through the envelope
- 76% look at every ad insert
- 83% use coupons once a month or more*

Participating in this opportunity includes:

- 150,000 total mailers
 - 75,000 in Madison, WI
 - 75,000 in Kansas City
- Travel Iowa messaging on the outside envelope drawing attention to the insert
- Inclusion in the double panel (folded) insert

In-market date: early April 2024

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

* Valpak Readership Study, December 2021.



Investment: \$1,200
Partner Limit: 8

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

A photograph of a city skyline at sunset. In the foreground, a large, abstract red sculpture made of thick metal beams is positioned on a grassy area. The sun is setting behind the city, creating a bright glow and lens flare. The city skyline includes several tall buildings, with the most prominent one being a tall, thin skyscraper. The sky is filled with soft, white clouds. In the background, there are other buildings and a few smaller sculptures, including a blue one and a yellow one.

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**DIGITAL
OPPORTUNITIES**

DIGITAL NATIVE/BANNER ADS

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.

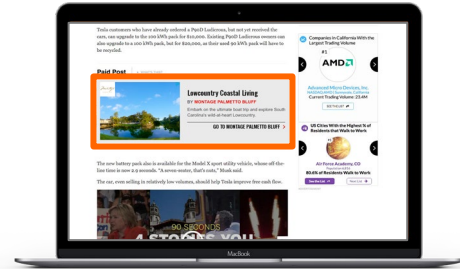
Plus, Sojern is a trusted partner with Facebook, Google, and Arrivalist!

- 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

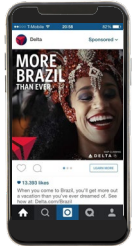
** Please indicate your interest level on this opportunity during signup. You'll receive a private consultation with your Sojern representative and decide on a plan option at that time.*



Display



Native



Video

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

NEW! STREAMING ADS

Online video advertising is currently the fastest growing advertising segment across all advertising mediums. In a world of cord-cutting, Television consumers are now streaming their favorite shows via smart TVs and other connected devices.

With the power of online TV, this opportunity will reduce wasted TV spend by targeting our specific audience by segmenting online behaviors and interest, all within our campaign geography.

Each partner needs to submit a produced :15 and a :30 TV spot in .mp4 format.

Each partner will receive 50,000 impressions within a 30-day period of your choice.



Investment: \$1,750
Partner Limit: 20

NEW! TINYBEANS

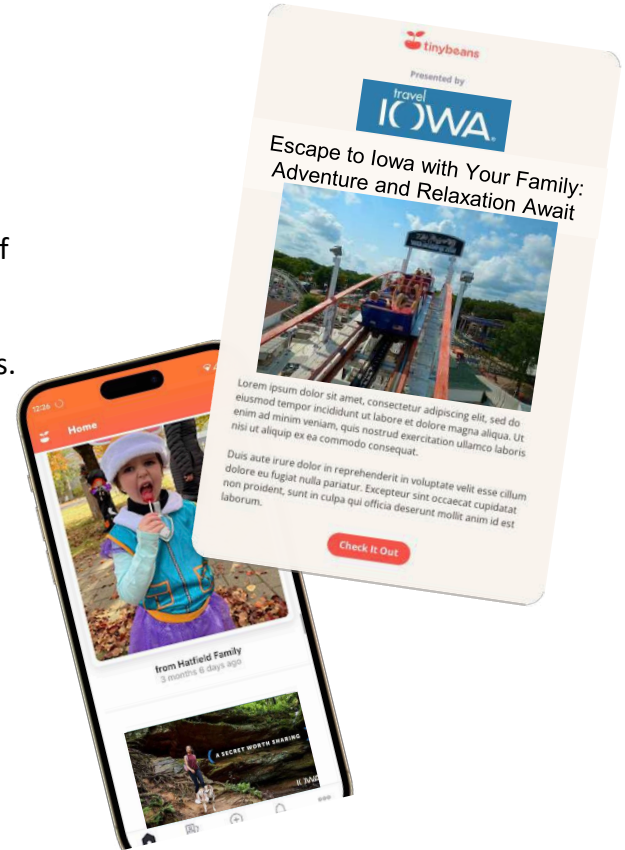
This online community perfectly targets our audience of Gen Z and Millennials looking for affordable places to explore with their young families. With customized content that's tailored for each family member based on the age of their child(ren) and interests, Tinybeans allows their members to quickly discover things to do and places to go based on their location. Plus, it's a safe place to keep and share memories and connect with other like-minded parents.

Tinybeans audience profile:

- 28 Million Gen Z and Millennial parents
- 88% are college educated
- 71% of moms are working
- 98% say their #1 goal is to raise amazing kids
- 87% confirm they'd rather spend money on experiences than other things
- 95% look forward to travel that introduces kids to new experiences
- 63% have a household income of \$100K+

Each partner receives equal rotation inclusion in:

- Desktop and mobile home page takeover ads
- Ad takeover on the Tinybeans mobile app
- Two dedicated email blasts to subscriber audience of 180,000+



Investment: \$2,100
Partner Limit: 6

NEW! OUTDOOR NEWS RADIO/PODCAST

Reach 250,000+ Midwest outdoor enthusiasts by selecting the Outdoor News Podcast Network sponsorship opportunity! The Outdoor News radio network includes three one-hour, weekly shows that air in 20 Minnesota and 12 Wisconsin markets and are available on Apple Podcast Network, Google Podcasts, Spotify, Audacy and iHeart Radio Podcasts.

Travel Iowa will be the Exclusive Regional Tourism feature sponsor of the Outdoor News radio network that reaches a rugged audience consisting of:

- 87% have gone fishing in the last year
- 98% have gone hunting in the last year
- 51% have travelled out of state for a new adventure
- 70% have stayed in a hotel in the last 12-months
- 55% have children in the home
- 46% make more than \$100,000 annual household income

Each partner will receive:

- 7 :30 radio spots on each program
- 1 live, on-air segment interview
- Featured in a dedicated email blast to 65,000 subscribers of the Outdoor News email list
- A rotating online banner ad targeted to MN, WI and IL audiences on the Outdoor News website.



Investment: \$1,250
Partner Limit: 6

INFLUENCER MARKETING

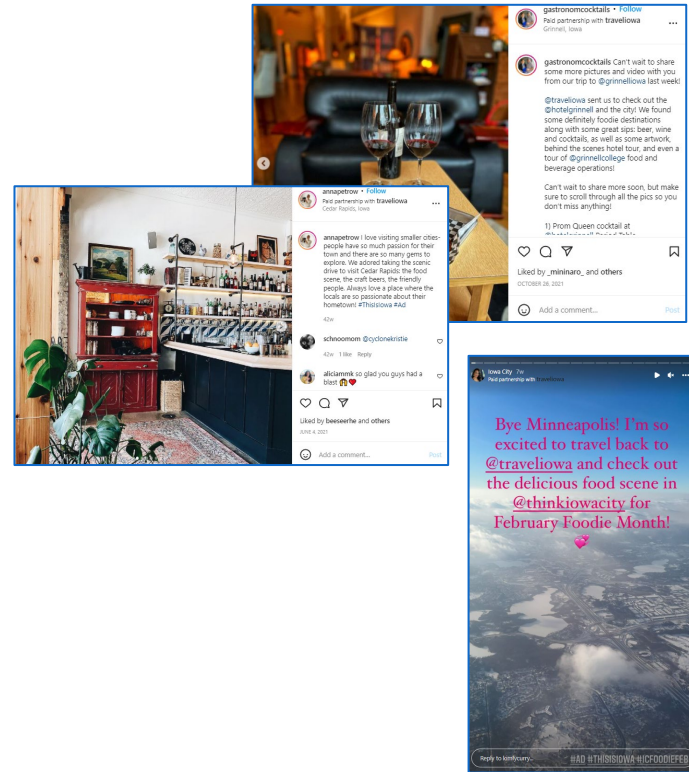
Help bring the secrets of Iowa to life through the voice of a social media influencer. This is a valuable peer endorsement, fueled by photos, videos and stories from their first-person perspectives.

Each partner receives:

- Private agency consultation
- Custom list of influencers to consider
- Agency collaboration and negotiation with influencers
- Use of the influencer materials on social media channels

Partners must provide:

- Lodging
- Recommendations for influencer experiences
- Food and beverages



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



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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 2024 8 weeks	\$850
Moline	John Deere & 60th facing east (reaching traffic heading east to I-74)		\$685
Kansas City	I-35 near I-435, facing south		\$1050
Minneapolis	I-35 west of 118th, facing north		\$2,215

Partner Limit: 5 per market

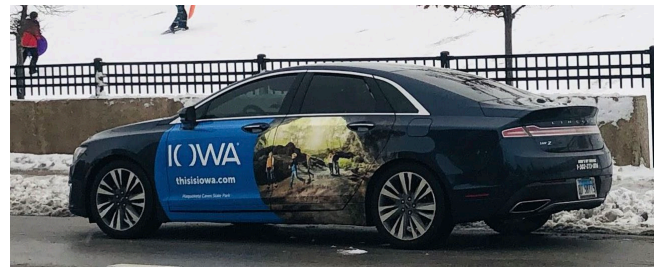
** Locations may vary based on availability but will be close to these intersections.*

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 – June, 2024 (10 weeks)
- 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.



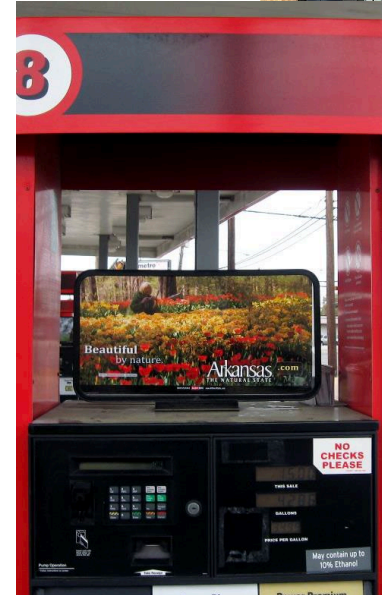
Investment: \$6,000
Partner Limit: 5

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:

- 80+ major gas stations within 100 miles of the Iowa border
 - Each partner receives eight gas pump toppers
- In-market dates: May – June 2024 (8-weeks)



Investment: \$3,750
Partner Limit: 8



**TRAVEL IOWA
OPPORTUNITIES**

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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 online through your traveliowa.com account.

- In-Market Dates: August 1, 2023 – June 30, 2024
- 11-month commitment

Please also send me information about these Iowa destinations:

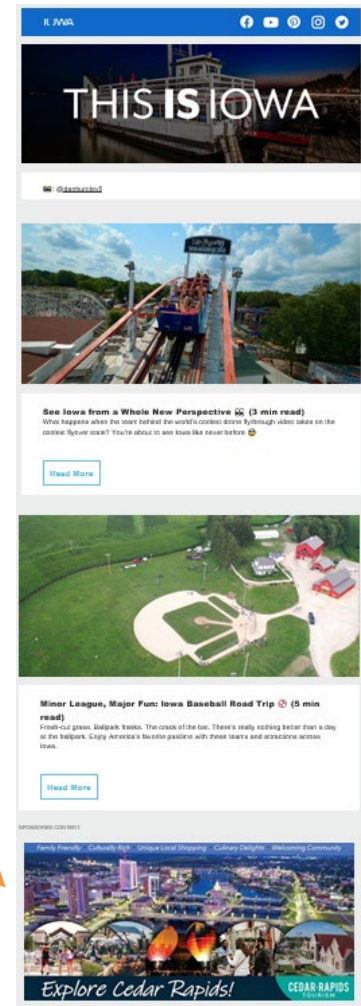
- ☐ Select All
- ☐ Visit Quad Cities
- ☐ Vacation Okoboji
- ☐ Pella Convention & Visitors Bureau
- ☐ Burlington / West Burlington
- ☐ Cedar Valley (Cedar Falls & Waterloo)
- ☐ Clear Lake & Mason City

Investment: \$1,500
Partner Limit: 10

TRAVEL IOWA CONSUMER EMAIL MARKETING

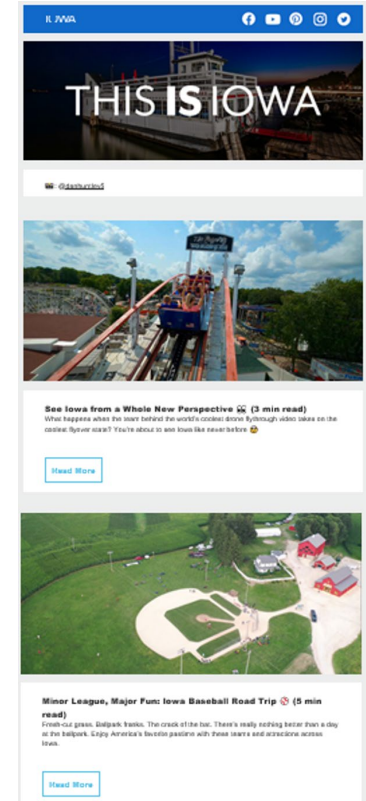
- Put your brand in the inbox of consumers who've already expressed interest in Iowa.
- Specs: One 600x300 pixel ad in an email. Partner to provide the completed ad and destination URL.
- Circulation: 110,000 subscribers; 30% average open rate.
- In-Market Dates: Partner receives one e-blast per fiscal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

Investment: \$500
Partner Limit: 10



NEW! TRAVEL IOWA DEDICATED EMAIL SEND

- Put your brand in the inbox of consumers who've already expressed interest in Iowa.
- Partner to provide 4-5 images, brief intro copy and links to articles.
- Circulation: 110,000 subscribers; 30% average open rate.
- In-Market Dates: Partner receives one e-blast per fiscal year.
- Available months: August or October 2023, February, April or June 2024

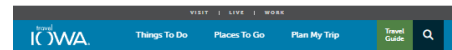


Investment: \$3,000
Partner Limit: 5

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 for at least one year
- Localhood story included
- In-market dates: August 1, 2023 – June 30, 2024
- One-month commitment



HOW TO SPEND 48 HOURS IN MASON CITY

Sponsored Content

Known as the only city on the planet that's home to a Frank Lloyd Wright hotel, [Mason City](#) boasts architectural wonders, historic charm and stunning cultural attractions. Check out this itinerary for your Mason City inspiration!



DAY ONE: CASUAL EXPLORATION



Ex: Three on the Tree Coffee & Café

Kickoff your visit to Mason City with a delicious breakfast downtown! In addition to [Three on the Tree's](#) hand-crafted drinks, this automotive-themed coffee shop also serves scratch-made scones, quiche and more.

Do: River City Sculptures on Parade

From the coffee shop, begin exploring downtown through an exciting exhibit of [outdoor sculptures](#). The self-guided tour features a collection of permanent and rotating artworks from artists from all over the country.

Ex: Suzie Q Café

Staying downtown, stop for lunch at [Suzie Q Café](#) - one of the only Valentine Diners left in the nation. Originally opened in 1948, this cute and compact cafe boasts just 10 stools.

Do: Lime Creek Nature Center

Nestled atop the limestone bluffs of the Winnebago River, the [Lime Creek Nature Center](#) is the perfect setting for an afternoon adventure. A hands-on educational facility accompanies nearly nine miles of scenic trails.

Investment: \$2,500
Partner Limit: 11

TRAVEL IOWA SOCIAL MEDIA

- With over 150,000 Facebook followers, Travel Iowa shares content that inspires trips of all kinds and encourages visitors and Iowans alike to find out for themselves what the state is all about.
- Partner content is posted to Travel Iowa's Facebook page organically and is then amplified with paid support to reach people who like Travel Iowa's Facebook page, their friends and other users that are within Travel Iowa's key markets and might be interested in the topic/event.
- Impressions: 50,00-115,000+



Investment: \$500
Partner Limit: 33



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NEXT STEPS

SIGNUP ONLINE : June 7 – June 21, 2023



<https://industrypartners.traveliowa.com/>

- *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 7, 2023.*
- *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 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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TERMS & CONDITIONS

RESERVATIONS:

- Reservations are accepted beginning June 7 at 10 a.m. Space is available on a first come basis. Registration will close on June 21, 2023. On or before July 7, 2023, 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, 2023. Cancellations between September 2, 2023, and March 1, 2024, require payment for 50 percent of the ad placement cost. On or after March 2, 2024, 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, 2024.

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.