

THE TRAVEL IOWA GUIDE

Iowa's official travel publication

#THISIOWA

TRAVEL IOWA GUIDE

ATTRACT TRAVELERS TO YOUR BUSINESS BY PLACING AN AD IN THE TRAVEL IOWA GUIDE

As the pandemic eases, people can't wait to get back to exploring the world. Capture this eager audience by taking part in the 2023 Travel Iowa publication, showcasing Iowa's beauty and countless activities.

103%

U.S. domestic leisure travel is expected to rise to 103% of 2019 (prepandemic) travel levels in 2023.

Source: Tourism Economics and U.S. Travel Association

85%

As of April 2022, 85% of U.S. companies are conducting business travel, up from 65% in January, 2022.

Source: Tourism Economics and U.S. Travel Association

100,000
COPIES

The Iowa Tourism Office will distribute 100,000 printed Travel Iowa guides.

55,000 Spring/Summer; 45,000 Fall/Winter guides are distributed

DIRECT
LINKS

The digital Iowa Travel Guide will be available at travelliowa.com with direct links from your ad to your website.

14

WELCOME CENTERS

Travel Iowa is distributed throughout the state at two State of Iowa Welcome Centers and 12 Partnership Welcome Centers.

\$25.38

MILLION

Travelers in Iowa spent an estimated \$25.38 million per day in 2020.

Source: Travel Federation of Iowa

ALL **99**

COUNTIES IN IOWA
BENEFIT FROM TRAVEL
SPENDING

In 2020, travel generated enough state and local sales tax revenue to cover the average salaries of over 15,000 public school teachers in Iowa.

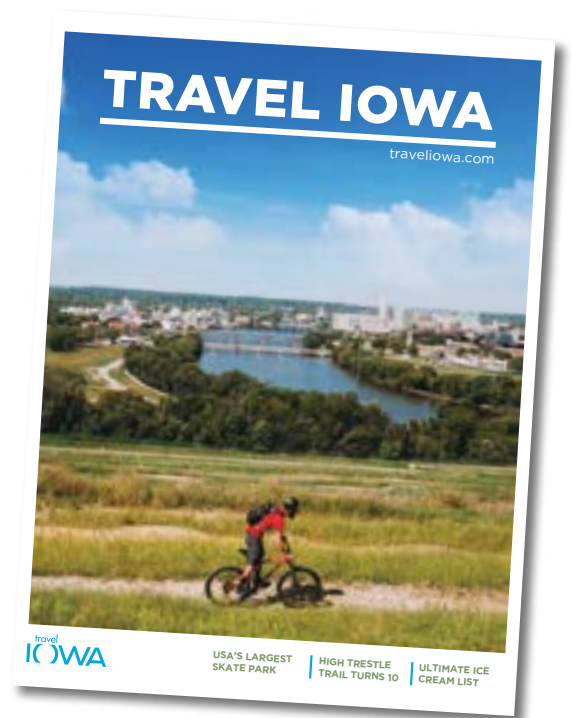
Source: Tourism Economics, Economic Impact of Tourism in Iowa in 2020

\$682

SAVINGS PER
HOUSEHOLD

In 2020, visitors to Iowa generated almost \$864 million in state and local taxes, which is equivalent to \$682 in tax savings for every household.

Source: Travel Federation of Iowa



TOP REASONS PEOPLE TRAVEL IOWA

Scenic/Nature

Arts, History and Culture

Outdoor Adventure

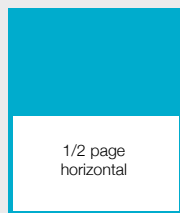
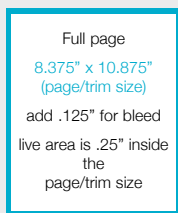
Food and Drink

Family Fun

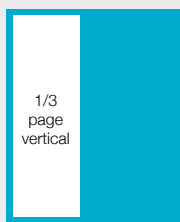
Shopping

PARTICIPATION IS LIMITED — RESERVE YOUR 2023 SPACE TODAY!

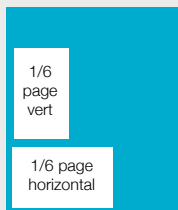
AD DIMENSIONS



Full Page Non-Bleed 7.625" x 10.125"
 Full Page w/.125" Bleed 8.625" x 11.125"
 1/2 Page Horizontal..... 7.625" x 5"



1/3 Page Square 5" x 4.875"
 1/3 Page Vertical..... 2.4375" x 10"



1/6 Page Horizontal..... 5" x 3"
 1/6 Page Vertical..... 2.4375" x 4.875"
 Mini-Ad* 3.75" x 1.30"
*Photos must be 4"x4" at 300 dpi

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AD RATES

FULL COLOR	2X	1X
Gatefold	\$9,740	\$12,175
Premium	\$4,550	\$5,690
Section Opener	\$4,150	\$5,190
Full Page	\$3,780	\$4,735
Half Page	\$2,180	\$2,725
Third Page	\$1,500	\$1,870
Sixth Page	\$715	\$890
Mini-Ad*	\$230	\$285

- Mini-Ads are limited to one per client and 14 per section.
- Premium positions include but not limited to back cover, inside back cover, inside front cover, pages 3, 5, 7.
- All space rates are gross and per issue.
- Ad design is available at no additional cost.
- A 15% Agency discount is available to advertisers who provide an electronic ad with no changes necessary by BPC.
- Publisher has the right, in its sole and absolute discretion, to reject any advertisement or portion thereof, whether or not the advertisement has previously been published.
- Right of first refusal for premium spaces is 90 days after contract end.

- Camera-ready ads must be made to exact size of space reserved.
- The camera-ready discount will be reversed if the ad file is not received by the camera-ready deadline, or after more than two files are submitted incorrectly.
- Ads need to be exported as a high resolution (300 dpi) PDF in CMYK using the PDF/X-1a:2001 preset.
- All photos (raster images) used in your ad must be CMYK and 300 dpi placed at 100% or less in the original document you're exporting from.
- All logos within your original document must be vector art. Full-page ads with bleed must have .125" of bleed and crop marks.
- Live matter requirements: All bleed ads - KEEP live matter a minimum of 1/4" inside the trim edges at top, bottom and 1/2" from both sides.

If any of these requirements are not met, BPC has the right to charge for an ad build. Any questions regarding electronic requirements for emailed ads should be directed to your BPC representative at 515.288.3336. High-resolution PDF files should be emailed to magazineads@bpcdm.com and copied to your BPC representative.

UPLOAD LARGE FILES EXCEEDING 10MB TO OUR HIGHTAIL.COM
www.hightail.com/u/BusinessPublications

BPC MAGAZINES CAMERA READY AD CHECKLIST:

- Resolution: 300 dpi
- Size: refer to rate card
- Color: CMYK (do not include color profiles)
- For full-page bleed ads: Make sure bleed is .125" and your ad meets the live area requirements (listed above)

Any time BPC receives an advertisement that is not sent according to our specifications, the client will be notified as to why it is not a printable document. In regards to color space and files that come in that are RGB and/or have a color profile attached to it, BPC will convert those files to CMYK and/or strip the embedded color profile from the document. The client will be notified and asked to approve the revised ad. BPC will not guarantee the results of any color shifting that may occur.

SPRING/SUMMER

Space Reservation Deadline: November 15, 2022
Artwork Due: November 22, 2022
Approval Deadline: December 13, 2022
Publish Date: March 3, 2023

FALL/WINTER

Space Reservation Deadline: June 13, 2023
Artwork Due: June 20, 2023
Approval Deadline: July 7, 2023
Publish Date: September 8, 2023

