

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 2022 Travel Iowa publication, showcasing Iowa's beauty and countless activities.

\$9.26
BILLION

Domestic travelers spent a total of \$9.26 billion on travel related expenditures in Iowa in 2019, a 3% increase over 2018.

Source: U.S. Travel Association, Travel Economic Impact Model

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.

13
WELCOME CENTERS

Travel Iowa is distributed throughout the state at two State of Iowa Welcome Centers and 11 Partnership Welcome Centers.

28.3M
IN 2019

28.3 million people traveled within the state of Iowa. 56.1% of travelers were within the state; 43.9% were out-of-state arrivals.

Source: Arrivalist 2019

99
ALL COUNTIES IN IOWA
BENEFIT FROM TRAVEL
SPENDING

In 2019, travel generated enough sales tax to pay for all Iowa firefighter, police officer and sheriff salaries.

Source: Travel Federation of Iowa

4.5%

Tourism comprised 4.5% of all Iowa non-farm employment in 2019, an increase of .7% over 2018, in the latest available Iowa Economic Impact Report.

Source: Travel Iowa



TOP REASONS PEOPLE TRAVEL IOWA

Scenic/Nature

Arts, History and Culture

Outdoor Adventure

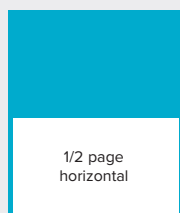
Food and Drink

Family Fun

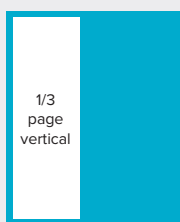
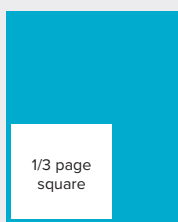
Shopping

PARTICIPATION IS LIMITED — RESERVE YOUR 2022 SPACE TODAY!

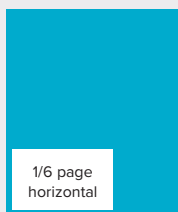
AD DIMENSIONS



Full Page Non-Bleed7.625" 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 Horizontal5" x 3"
1/6 Page Vertical.....2.4375" x 4.875"

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SPRING/SUMMER

Space Reservation Deadline: November 16, 2021
Artwork Due: November 23, 2021
Approval Deadline: December 7, 2021
Publish Date: March 4, 2022

AD RATES

FULL COLOR	1X	2X
Gatefold	11,070	8,995
Premium	5,170	4,200
Section Opener	4,715	3,830
Full Page	4,305	3,500
Half Page	2,475	1,925
Third Page	1,700	1,340
Sixth Page	815	695

- Premium positions include but not limited to back cover, inside back cover, front cover, page 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.

- 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.

FALL/WINTER

Space Reservation Deadline: June 14, 2022
Artwork Due: June 21, 2022
Approval Deadline: July 5, 2022
Publish Date: September 8, 2022

