



TRAVEL IOWA CO-OP FY26 PROGRAM

April 2, 2025

IOWA[®]

GOALS OF MARKETING CO-OP

- Extend your marketing efforts & budget
- Provide vetted advertising options
- Raise the profile of your ad campaign
- Encourage partner collaboration



NEW! VIDEO PARTNER

- Package A - \$1,500:
 - One (1) two-minute (2:00) long video; three (3) sizzle reels (short-form social-media ready highlights)
- Package B - \$2,000:
 - One (1) five-minute (5:00) long video; five (5) sizzle reels
- Each package includes:
 - Consultation with videographer
 - One weekday video shoot to be held between July 1, 2025, and June 30, 2026
 - One round of edits (color correction, audio, etc.)
 - Rights to the video in perpetuity (partner and Iowa Tourism Office) with licensing to use across all media channels



Investment: \$1,500 or \$2,000
Partner Limit: 10

MARKETING CO-OP BUNDLE

- Bundle includes digital display, native, programmatic audio, digital billboards and video/pre-roll/CTV/OTT
- Impressions: 2,473,000
- In-Market Dates:
 - March 2 - May 10, 2026
- Creative:
 - Supplied by partner
 - **Must include Travel Iowa logo inclusion and audio mention. Restrictions apply.**
- Audience
 - IL, MN, MO, NE, SD, WI, KS
 - Family, foodie OR outdoors
- Design assistance available at an additional cost (from \$250-\$2,500+, depending on media needed)



Display



Video



Native

Investment: \$10,000
Value: \$23,000
Partner Limit: 8

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: July 1, 2025 – June 30, 2026
- 12-month commitment
- Partner responsible for postage costs to fulfill leads generated (average leads = 5,200/year)

Please also send me information about these Iowa destinations:

<input type="checkbox"/>  Appanoose County	<input type="checkbox"/>  Cedar Falls	<input type="checkbox"/>  Clayton County	<input type="checkbox"/>  Dubuque	<input type="checkbox"/>  Greater Burlington	<input type="checkbox"/>  Okoboji
<input type="checkbox"/>  Ottumwa	<input type="checkbox"/>  Siouxland	<input type="checkbox"/>  Travel North Iowa (Clear Lake & Mason City)	<input type="checkbox"/>  Waterloo		

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.
- Circulation: 110,000 subscribers; 24% average open rate.
- In-Market Dates: Partner may reserve one of each ad type per fiscal year.
- Available months: July 2025 - June 2026
- Four ways to partner:
 - NEW! Sponsored Content
 - Brand Ad
 - NEW! Featured Event
 - NEW! Featured Lodging



NEW! Sponsored Content: **\$750**

- Second copy block in the email.
- Partner to provide an image, copy and destination URL.

travel IOWA

Iowa's Sparkling Light Shows

Brighten up your chilly winter nights with one of Iowa's dazzling light shows. Located throughout the state, visitors can walk or drive through thousands of seasonal lights, illuminations and animated displays. As the holiday season wraps up, you won't want to miss visiting one of these magical locations!

SPONSORED CONTENT

Indoor Activities in the Council Bluffs Area

When the cold temperatures roll in, Council Bluffs offers plenty of exciting indoor activities to keep you warm and entertained. With a variety of options, there's no shortage of fun to be had as you stay active and engaged until the warm spring days arrive.

READ MORE

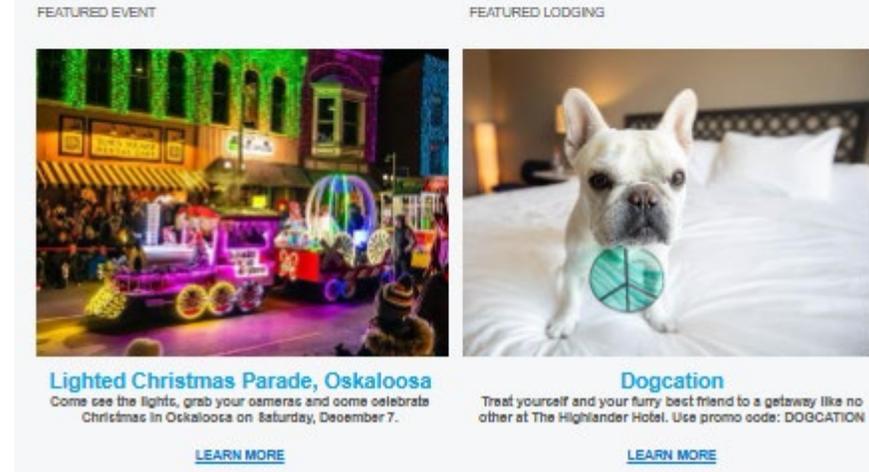
Partner Limit: 12 each

TRAVEL IOWA CONSUMER EMAIL MARKETING

- Brand Ad: **\$500**
 - Partner to provide an image and destination URL.



- NEW! Featured Event: **\$300**
 - Partner to provide an image, copy and destination URL.



- NEW! Featured Lodging: **\$300**
 - Partner to provide an image, copy and destination URL.



Partner Limit: 12 each

TRAVEL IOWA DEDICATED EMAIL

- 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: 100,000+ subscribers; 23% average open rate.
- In-Market Dates: Partner receives one e-blast per fiscal year.
- Available months: August or October 2025, February, April or June 2026



Dedicated Email: Travel Dubuque_August 2024

"Discover where Iowa started in Dubuque!"

Sent August 13, 2024 at 12:45pm CDT

23% Open rate **7%** Click rate **102.6k** Recipients

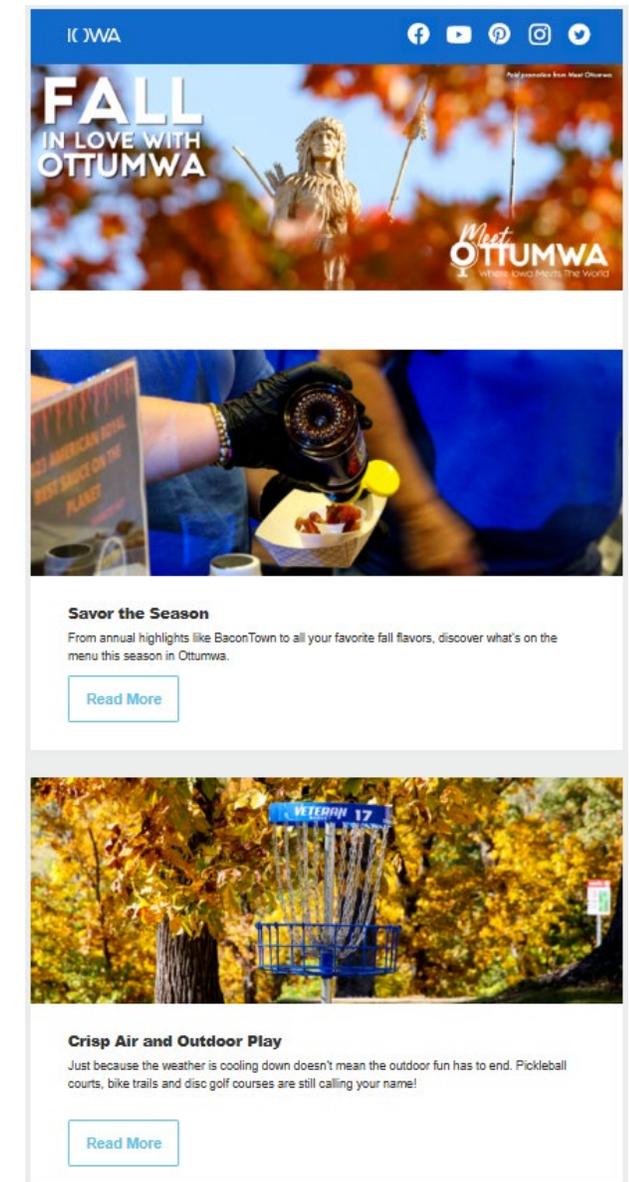


Dedicated Email: Clinton_February 2025

"Clinton, Iowa: Your Unexpected Escape on the Mighty Mississippi"

Sent February 11, 2025 at 3:15pm CST

27% Open rate **4%** Click rate **104.3k** Recipients



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 traveliowa.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, 2025 – June 30, 2026
- One-month commitment

TRAVEL IOWA VISIT | LIVE | WORK

Things To Do Places To Go Plan My Trip Travel Guide

15 SURPRISING THINGS TO DO IN FAIRFIELD

Sponsored Content

Fairfield might be a small town, but it's packed with unexpected finds. Here, an abundance of locally owned restaurants represents a variety of cultures, local artists fill galleries with impressive works and the area's parks and trails offer the best escapes. Here are 15 things not to miss during your visit.

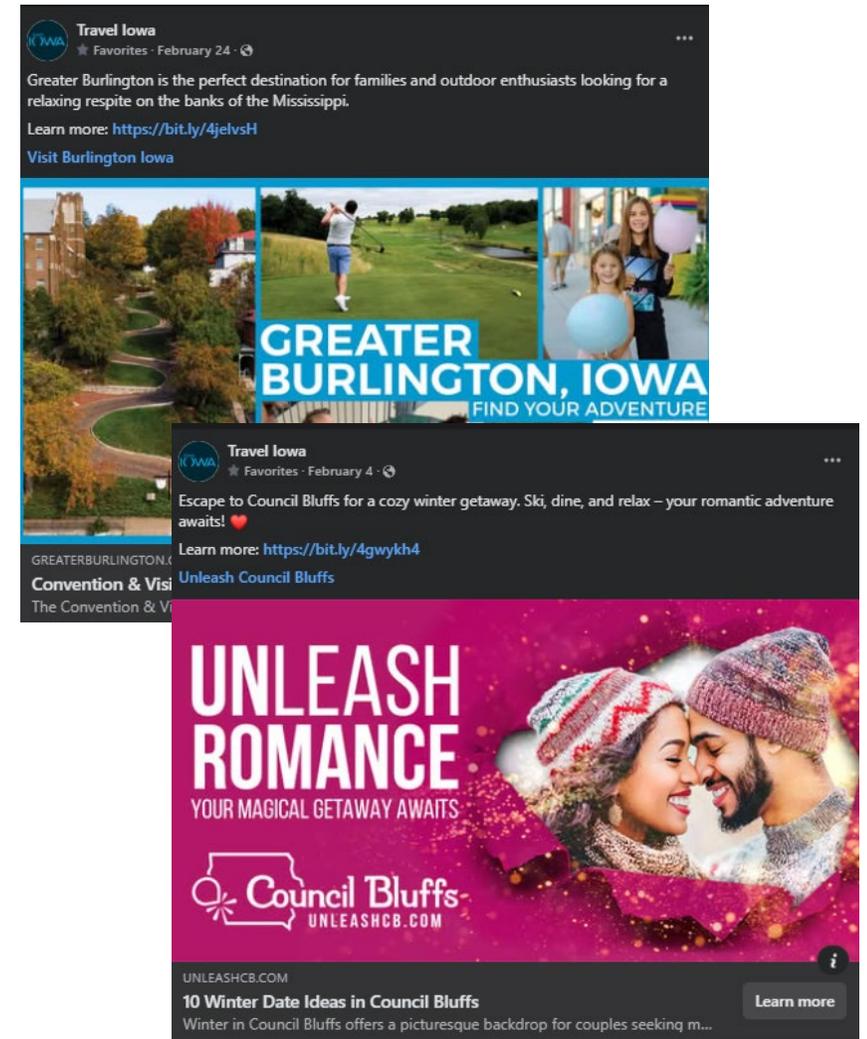
FOR FOODIES

- 1. Bountiful Bakery**
Celebrated for its artisan, organic baked goods crafted with local ingredients, [Bountiful Bakery](#) offers a cozy yet delicious stop. It's especially known for New York-style sourdough bagels and traditional French croissants alongside a variety of pastries, vegan options and house-made flavored cream cheeses, coffees, teas and espresso.
- 2. Due South**
Offering a unique blend of southern comfort food and Southeast Asian flavors, [this upscale eatery](#) merged two former restaurants into a single yet exciting experience. The menu is known for its inventive dishes, such as Southern fried chicken paired with sweet potato puree and fusion plates like bucatini with black sesame citrus cream and caramelized cauliflower.
- 3. Asian Pho Bistro**
Discover the best of authentic Vietnamese flavors at [Asian Pho Bistro](#). The menu boasts their signature pho, a flavorful broth with rice noodles and meat or tofu, alongside classic dishes like pad Thai, spring rolls and more to show off the owner's love for spicy flavors.
- 4. Sweet 'n Saucy BBQ**
With a menu that features authentic southern-style, wood-fired BBQ and scratch-made options, it's no surprise that [Sweet 'n Saucy](#) is a popular dining spot. Family owned and operated, it's especially known for its pulled pork, brisket, smoked turkey and an award-winning hand-cut and breaded tenderloin.
- 5. The Collective**
The Collective, also known as the Fairfield Food Collective, is a vibrant food hub located on 2nd Street. Step inside to discover a unique combination of local food and community culture via the various vendors and its event calendar. Sample artisan sourdough bread at [Breadtopia Bakehouse](#), Mexican-inspired street food at [Taco Dreams](#), kombucha from [Hedge Apple](#) or locally made ice cream from [Scream Ice Cream](#) and more.

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 lowans 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: 50,000-115,000+
- Available months: July 2025 - June 2026



Investment: \$500
Partner Limit: 36

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
- Admission to attractions



Top Comments:

- "Such a fun town! 100% gotta make the trip 🍷"
- "Great northeast Iowa getaway! 🍷"
- "Such a cute town! Went on a college visit with my son and would never had (sic) guessed that was tucked away in the cornfields 🍷"
- "This is sooooo cute!!! ❤️"
- "So much to do 🍷🍷"
- "How cute! Love a good hidden gem."
- "Omg How funnnn 🍷"



Top Comments:

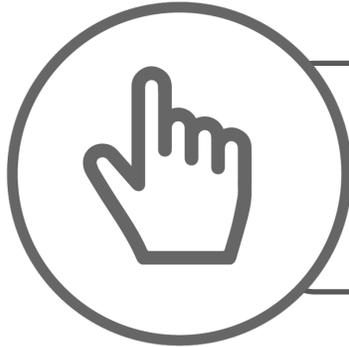
- There are so many gems in @traveliowa!
- This looks so fun! What a great trip! 🍷 It's all about the memories with the kiddos
- This looks like so much fun!!! We went to Des Moines last summer and I would love to go back!
- This looks such a fun and beautiful city for families!
- Wow, Iowa looks like such a great place to visit and such a short drive from Kansas City!
- Added to our list! Iowa often gets overlooked, thank you for sharing.

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



NEXT STEPS

SIGN UP ONLINE: May 1-15, 2025



<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, June 6, 2025.*
- *If a program sells out, you will be placed on a waitlist and contacted if space opens in the order of registration.*
- *Cancellations between August 1, 2025, and March 1, 2026, require payment of 50% of the placement value. After March 1, 2026, no refunds will be given.*
- *Video and influencers will receive emails regarding consultations by June 30, 2025.*
- *Artwork guidelines for the spring marketing bundle will be sent by October 31, 2025. A la carte options are typically due the month prior to running.*
- *Travel Iowa reserves the right to discontinue tactic offerings based on low partner participation.*

QUESTIONS?

Jessica O'Riley, Tourism Communications Manager | Jessica.ORiley@iowaeda.com | 515.348.6256

Amy Zeigler, Tourism Manager | Amy.Zeigler@iowaeda.com | 515.348.6259

Renee Schneider, TRIO Agency | renee@TRIOagency.com | 316-644-7029

