



**TRAVEL IOWA CO-OP  
FY25 PROGRAM**



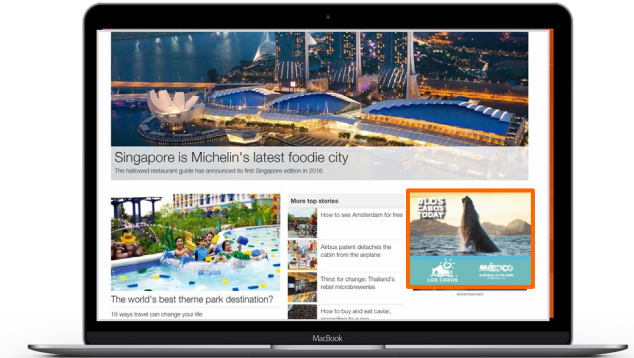
# GOALS OF MARKETING CO-OP

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

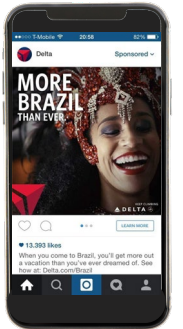


# MARKETING CO-OP BUNDLE

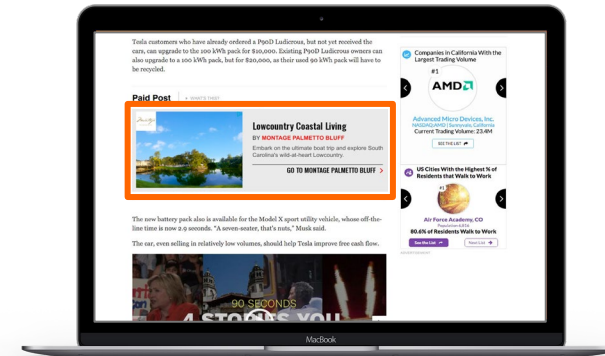
- Bundle includes digital display, native, programmatic audio, digital billboards and video/pre-roll/CTV/OTT
- Impressions: 2,473,000
- In-Market Dates:
  - Sept 1 – Nov 9, 2024
  - March 2 - May 10, 2025
- Creative: Supplied by partner, with Travel Iowa logo inclusion/mention
- Audience
  - IL, MN, 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: 15 (7 fall, 8 spring)**

# 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, 2024 – June 30, 2025
- 12-month commitment

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

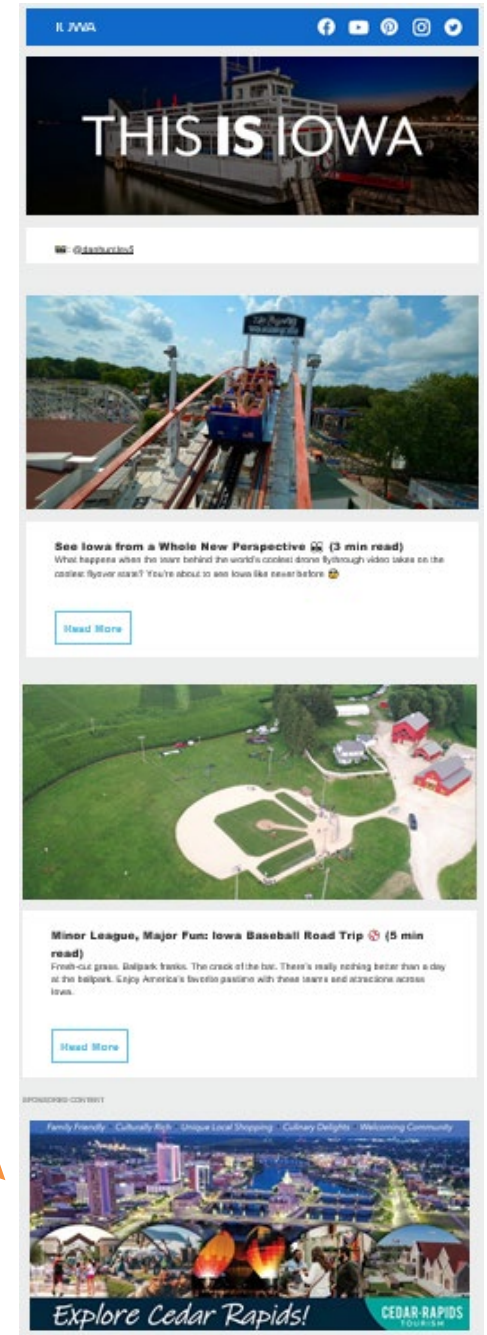
- ☐ Select All
- ☐ Visit Quad Cities
- ☐ Vacation Okoboji
- ☐ Pella Convention & Visitors Bureau
- ☐ Burlington / West Burlington
- ☐ Cedar Valley (Cedar Falls & Waterloo)
- ☐ Clear Lake & Mason City

***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.
- Available months: July 2024 - June 2025

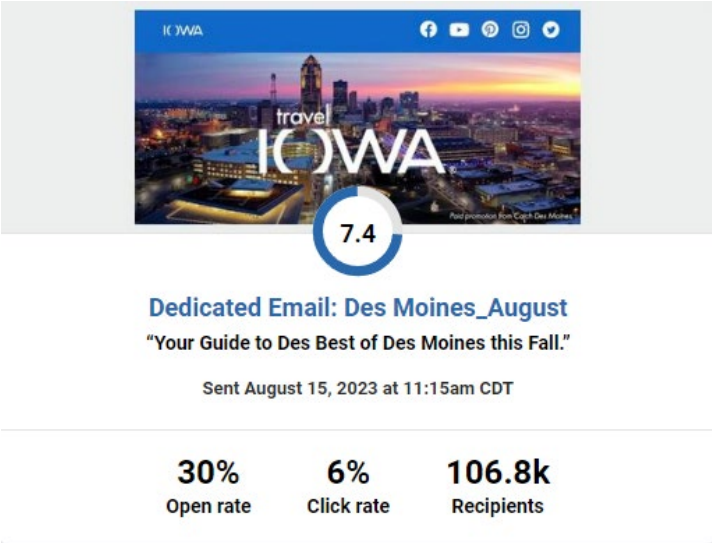
**Investment: \$500**  
**Partner Limit: 12**





# 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; 30% average open rate.
- In-Market Dates: Partner receives one e-blast per fiscal year.
- Available months: August or October 2024, February, April or June 2025



This figure displays the content of an email campaign for Ottumwa in October. The header features a blue bar with the 'travel IOWA' logo and social media icons. The main image is an aerial view of a river surrounded by trees with vibrant autumn foliage. Below the image, the text reads: 'Find all your fall favorites in Ottumwa and our surrounding communities. We'll show you what scary places to visit, where to find some comfort food, how to attend spooky events, and wrap it all up with some bucket-list favorites.' The second image shows a close-up of a coffee cup with a 'Coffee' sleeve and a muffin. The text below this image is: 'Get Your Fall Flavor Fix' followed by a paragraph about the fall season and local coffee shops. A 'Read More' button is located at the bottom.

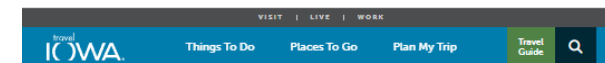
**Investment: \$3,000**  
**Partner Limit: 5**

# 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, 2024 – June 30, 2025
- 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



**Eat:** [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.

**Eat:** [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: 50,000-115,000+
- Available months: July 2024 - June 2025



**Investment: \$500**  
**Partner Limit: 36**



# INFLUENCER MARKETING

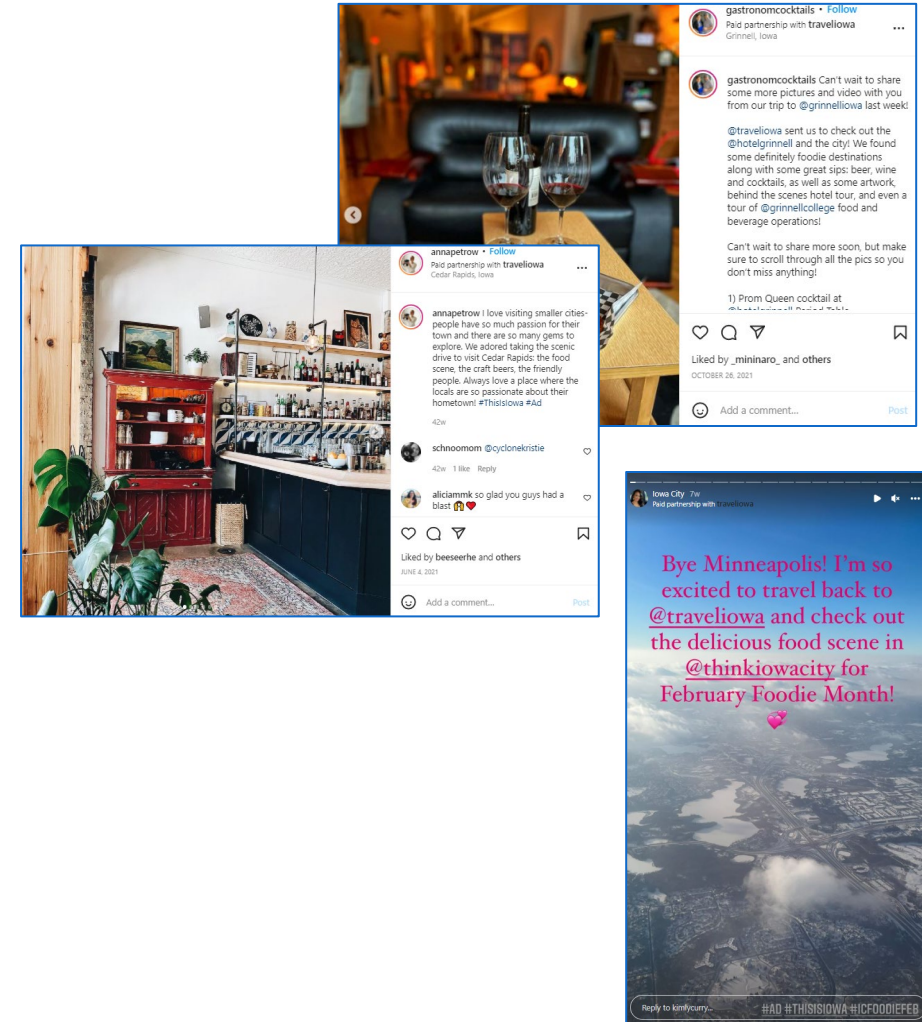
Help bring the secrets of Iowa to life through the voice of a social media influencer. This is a valuable peer endorsement, fueled by photos, videos and stories from their first-person perspectives.

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



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

# SELF-SERVE OPTIONS

## Contact information:

- Sojern (SEM, Digital) — Angie Kimmel, [angie.kimmel@sojern.com](mailto:angie.kimmel@sojern.com)
- Minnesota Monthly — Sue Fuller, [sfuller@greenspring.com](mailto:sfuller@greenspring.com)
- South Dakota Living — Hannah Schaefer, [marketing@southdakotamagazine.com](mailto:marketing@southdakotamagazine.com)
- Illinois Country Living — Cheryl Soloman, [cheryl@amp.coop](mailto:cheryl@amp.coop)
- Our Wisconsin — Wendi Ell, [advertising@ourwisconsinmag.com](mailto:advertising@ourwisconsinmag.com)
- Nebraska Life — Marilyn Koponen, [mkoponen@flagshipublishing.com](mailto:mkoponen@flagshipublishing.com)
- Missouri Life — Mary Leonard Bullington, [mary@missourilife.com](mailto:mary@missourilife.com)
- ROVA — Randy Reagor, [reagor@bellsouth.com](mailto:reagor@bellsouth.com)

## Keep in mind:

- Often provide very negotiable rates for individual communities and attractions
- Eligible for tourism marketing grants (can pay for up to 80% of expenses in a campaign)







**NEXT STEPS**

# SIGN UP ONLINE: May 1-15, 2024



<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 7, 2024.*
- *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, 2024, and March 1, 2025, require payment of 50 percent of the placement value. After March 1, 2025, no refunds will be given.*
- *Artwork guidelines for the first flight will be sent by June 15, 2024, for the second flight by December 15, 2024. 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?

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