



**2023
VISIT INDIANA
ADVERTISING**

DISCOVER MORE AT [VISITINDIANA.COM/ADVERTISING](https://visitindiana.com/advertising)



TABLE OF CONTENTS

Why Advertise?	2
Travel Guide	3
Advertisement Options	4
Print Ad Examples	7
Newsletter	8
Things To Do	9
Events + Festivals	10
Digital	11
Digital Advertising	12
Spring/Summer Co-Op	17
Fall Co-Op	19
Economic Impact Research	21
Contact	23
Indiana State Fair	24



Make it Your Own **IN INDIANA™**

We invite anyone in Indiana to use this new identifier to show their Hoosier pride. Above the IN Indiana, the text can be customized with your own personalized message to share your unique Indiana story!

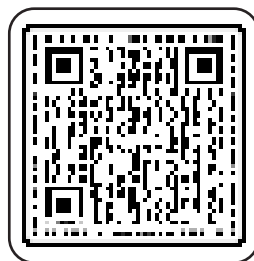
WHY ADVERTISE?

Visit Indiana owned media including the Official Indiana Travel Guide are the ultimate source for travel and lifestyle information in the Hoosier State. The Indiana Destination Development Corporation develops the annual guide to not only encourage visitation to Indiana, but also to help convert visitors to residents with both travel and lifestyle content.

OUR MISSION

IDDC's mission is to attract and retain talent, students, businesses, as well as visitors to Indiana. We do this by promoting, branding, and telling Indiana's authentic story through our programs, including the Indiana Travel Guide.

SCAN THE QR CODE TO DOWNLOAD THE CAMPAIGN KITS



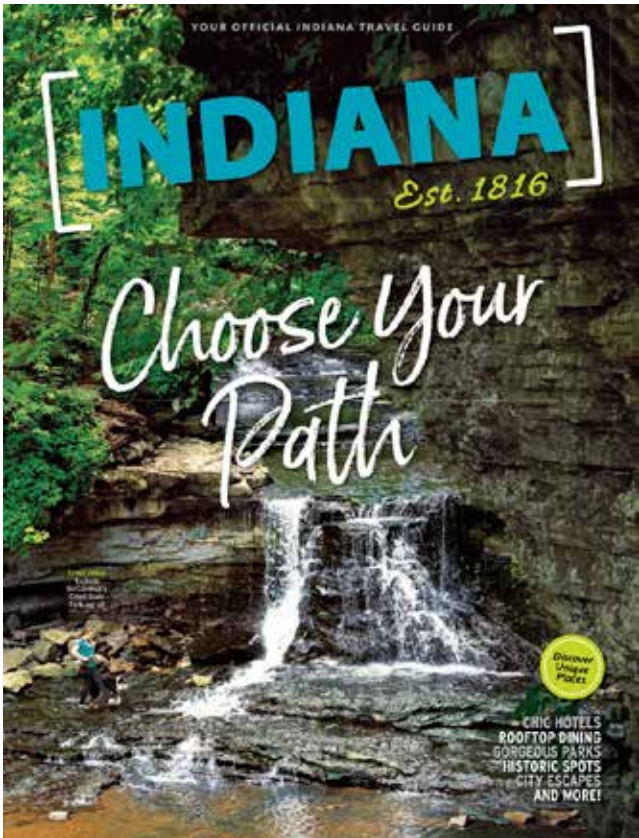
-OR VISIT-

VISITINDIANA.COM/CAMPAIGN-KITS

TRAVEL GUIDE

2023 OFFICIAL INDIANA TRAVEL GUIDE

In 2023, a dynamic distribution plan is back after incredible success! 175,000 publications will be polybagged through the mail to out-of-state visitors, including Chicago, Cincinnati, Columbus, Cleveland, and St. Louis.



2022 Travel Guide Cover

THE INDIANA TRAVEL GUIDE HAS

- A Circulation of 300,000+
- 100+ Pages
- Distribution to 175,000+ OOS Leads

WE GET IN FRONT OF YOUR TARGET AUDIENCE

Over 600 locations in Indiana	Polybagged with City Magazines:
Attractions	Indianapolis (30,000)
Restaurants	Chicago (75,000)
Visitor Centers	Cincinnati (30,000)
Universities	Columbus, OH (20,000)
Libraries	Cleveland (20,000)
Hotels	St. Louis (30,000)

PREMIUM COVER AD

Be one of the first things a reader sees when you choose one of three cover options. These full-page ads let you make a big impression on readers, who are already interested in Indiana. Last year's advertiser gets first right of refusal. Space is available on a first-come, first-served basis.

Ad Content: Full Page Ad

Trim: 8" x 10.5"

Bleed: 8.25" x 10.75"

Live: 7.5" x 10"

Sales Deadline: December 14th

Materials Deadline: December 21st

Inside Front: \$26,750

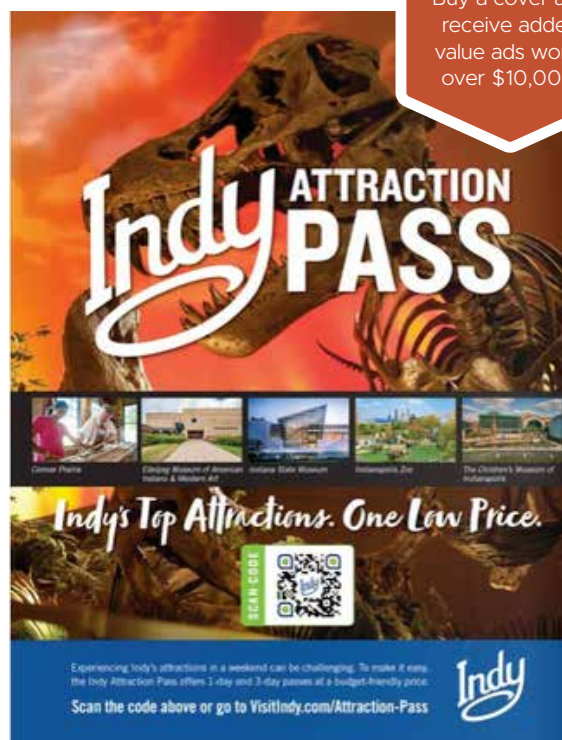
Inside Back: \$22,660

Outside Back: \$27,300

Availability: Three advertisers, one per cover

SPECIAL OFFER

Buy a cover and receive added value ads worth over \$10,000!



BROCHURE LEAD GENERATION AD

You can garner thousands of leads for your destination or organization by highlighting your brochure in the Indiana Travel Guide. Brochure Lead Generation Ads reside in a special section at the back of the Travel Guide with QR codes linking to the online ordering page on VisitIndiana.com. Your brochure will be listed on the online ordering page in addition to the Travel Guide.

Ad Content: 60-character headline, 180-character description, phone number, website, 150px x 260px brochure cover image, link to your online brochure (optional)

Ad Duration: One year

Sales Deadline: December 14th

Materials Deadline: December 21st

Investment: \$2,700 per brochure



TRAVEL GUIDE ADS

Advertise your destination or organization to hundreds of thousands of readers with a Travel Guide ad. You will provide us with your own artwork.

Ad Content: Publication-ready ad (see chart for sizes)

Sales Deadline: December 14th

Materials Deadline: December 21st

Investment: Varies based on size (see chart for pricing information)

2023 SPECIAL OFFER

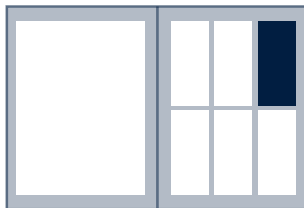
Buy a spread and receive added value ads worth over **\$4,000!**

Receive \$200 for a basic listing with any Travel Guide ad purchase.

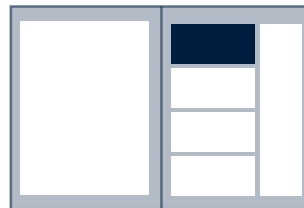
AD PRICING

1/6-page vertical	\$3,550	2.25" x 4.5"
1/6-page horizontal	\$3,550	4.5" x 2.25"
1/3-page vertical	\$6,280	2.25" x 9"
1/3-page square	\$6,280	4.5" x 4.5"
1/2-page vertical	\$8,735	4.5" x 7"
1/2-page horizontal	\$8,735	7" x 4.5"
2/3-page	\$11,190	4.5" x 9"
Full-page	\$15,425	Without bleed: 7.5" x 10" With bleed: Trim: 8" x 10.5" Bleed: 8.5" x 11" Live area: 7.5" x 10"
2-page spread	\$28,255	Without bleed: 15.5" x 10" With bleed: Trim: 16" x 10.5" Bleed: 16.5" x 11" Live area: 15.5" x 10"
3-page spread	\$38,629	2-page spread plus full page

PRINT AD SIZING



1/6-page Vertical
2.25" x 4.5"



1/6-page Horizontal
4.5" x 2.25"



1/3-page Vertical
2.25" x 9"



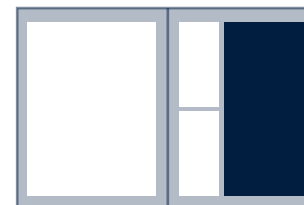
1/3-page Square
2.25" x 4.5"



1/2-page Vertical
4.5" x 7"



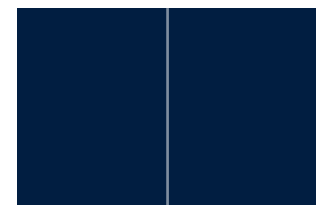
1/2-page Horizontal
7" x 4.5"



2/3-page Vertical
4.5" x 9"



Full Page
7.5" x 10"



2-page Spread
15.5" x 10"

* PRICES INCREASED DUE TO SUPPLY CHAIN DEMANDS INCLUDING PAPER AND SHIPPING.



Full Page



2/3-page Vertical



1/3-page Vertical



1/6-page Vertical



1/2-page Horizontal



1/3-page Square



1/6-page Horizontal

NEWSLETTERS



IN INDIANA

THINGS TO DO | FESTIVALS AND EVENTS | ROADTRIPS

Fort Wayne is For Families

Discover a family getaway filled with laughter and fun in Fort Wayne. Explore Indiana's second-largest city, where you'll find new experiences along the riverfront, award-winning attractions like the Fort Wayne Children's Zoo, and unique flavors.

[LEARN MORE](#)

THINGS TO DO FEATURED AD

The monthly Things to Do newsletter is packed with unique ideas for Indiana travel. As a Featured Thing to Do, your attraction or destination will be featured at the top of the newsletter, making it the first item our 150,000+ subscribers will see when they open it up.

The Things To Do newsletter is sent out every fourth Wednesday of every month. One Featured Thing to Do is available each month.

Ad Content: 55-character headline, 30-character establishment name, city, 100-character description, link to page on website.

Ad Duration: One per newsletter

Investment: \$1,250 per month

Availability: One per month, first-come first-serve



FEATURED DESTINATION

VISIT ANDERSON, MADISON COUNTY

With numerous dining options, more than 50 unique shops and a variety of fairs, festivals, and attractions throughout the year, Hoosier Hospitality and welcoming smiles await you in Madison County.

[DISCOVER THE FUN](#)

What Will You Discover?

Anderson
Madison County
Visitors Bureau
800.533.6569

VisitAndersonMadisonCounty.com

f p
i d

THINGS TO DO BANNER AD

The monthly newsletter is packed with deals, discounts, things to do, and trip ideas. You can place your own banner ad, which will display amidst the editorial content of the newsletter. A link can direct to your website.

One Featured Thing to Do banner ad is available each month.

Ad Content: 300px x 250px (4.17" x 3.47")

banner ad, URL to link to

Ad Duration: One per newsletter

Investment: \$600 per month

Availability: One per month, first-come first-serve

FESTIVALS + EVENTS FEATURED EVENT

The Festivals & Events newsletter is a popular monthly alert featuring upcoming events and festivals throughout Indiana. Over 150,000+ subscribers like to know what's coming up in the next month as they plan their travel.

Your event(s) will be featured at the top of the newsletter and will be the first item subscribers see when they open it up. The Festivals & Events newsletter is sent out the third Wednesday of every month. Only one Featured Event is available per month.

Ad Content: 55-character headline, 30-character event date or range, 45-character event venue, link to page on our website, 431 x 322px photo

Ad Duration: One per newsletter

Investment: \$1,250 per month

Availability: One per month, first-come first-serve

FESTIVALS + EVENTS BANNER AD

You can place your own banner ad for display amidst the editorial content of the Festivals & Events newsletter. A link can direct to your website.

One Festivals & Events banner ad is available per newsletter.

Ad Content: 300px x 250px (4.17" x 3.47") banner ad, URL to link to

Ad Duration: One per newsletter

Investment: \$600 per month

Availability: One per month, first-come first-serve

DIGITAL



VISIT INDIANA DIGITAL ADVERTISING

The Indiana Destination Development Corporation is excited to announce its 2023 digital advertising opportunities. With our new IN Indiana campaign and website we are offering an additional list of opportunities to include digital, Fall Campaign Co-op, and Spring + Summer 2023 Campaign Co-op.

Visitindiana.com hosts over 3 million sessions annually and is the best source of travel information for the Hoosier State.

WHY ADVERTISE ON IDDC'S DIGITAL PLATFORMS?



We Get in Front of Your Target Audience

Extremely qualified visitors seek out Visit Indiana for things to do, places to eat, and overnight accommodations. Our organic search traffic grows year by year.



VISITINDIANA.COM

Yearly Sessions: 3,000,000+

Yearly Page views: 5,000,000+

Yearly Interactions: 1,100,000+



E-NEWSLETTERS

Subscriber List: 150,000+

Average Open Rate: 25%

CREATIVE INFORMATION:

- Responsive website design allows advertisements to display on all devices.
- All placements are templated and designed to match the visual aesthetic of VisitIndiana.com.
- Images should be single photographs without any overlaid elements, including logos. No collages or "photoshopping," please.
- All character count specs include individual spaces, punctuation marks, and letters. We recommend using a count tool such as <http://www.charactercountonline.com/> to track copy length.

HEADER AD

(Non-Home Page)

Photo: (1400w x 935h pixels)
Headline: (62 characters)
Body: (160 characters)
Clickthrough URL
Price: \$300 Quarterly

Page Of Choice:
Things to do
Stay
Events



Bradley Hotel in Fort Wayne

PREMIUM
PAGE SPONSOR

Photo: (600W x 414h pixels)
Headline: (55 characters)
Body: (300 characters)
Clickthrough URL
Price: \$300 Quarterly

Page Of Choice:
Things to do
Stay
Events



Explore Outdoor Adventures in
Southern Indiana & Earn Prizes

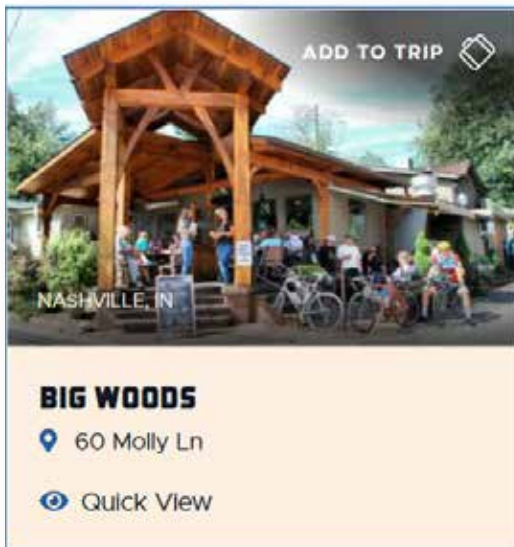
Explore hiking, camping, canoeing, amusement parks, historic sites, golf and more! Sign up for the Outdoor Adventures passport in Southern Indiana and plan your road trip and explore our rolling hills, forests, parks, and waterside communities!

READ MORE

BASIC LISTING

Price: \$200 Annually

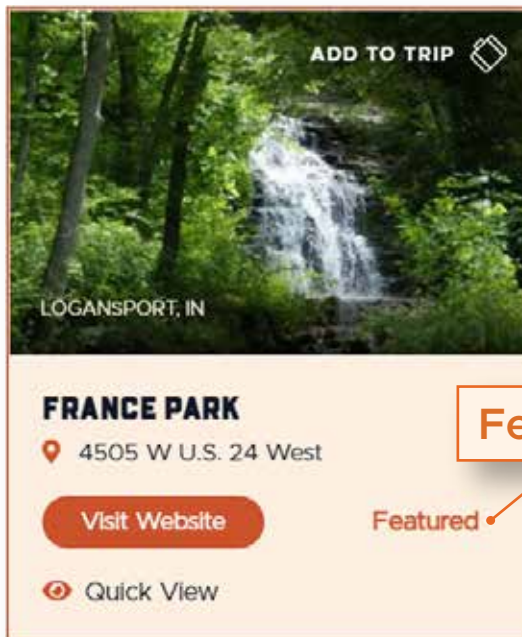
Name of business, address, website, a small description and up to 3 images.



FEATURED LISTING

Price: \$200 Quarterly

Getting a featured ad will put your business at the top of the list and include your website on the front ad for easy click through access. You can add up to 10 images with a featured listing. You can also include your business information and a description of your services as well. There is limited availability with this highly effective advertising option



Featured

RUN OF SITE BANNER

Photo: (600w x 390h pixels)

Headline: (60 characters)

Body: (92 characters)

Clickthrough URL

Price: \$350 monthly

Duration: Quarterly





A World You Didn't Know Existed Awaits

With a drive-thru safari, horseback riding, and ziplining, adventure awaits at Wistern Wildlife Park in West Baden.

[Read More](#) —>

SPOTLIGHT

Photo: (600w x 390h pixels)

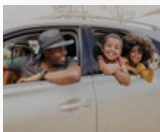
Headline: (43 characters)

Body: (116 characters)

Clickthrough URL

Price: \$250 monthly

Duration: Quarterly



FIND YOUR NEXT ADVENTURE

Plan your Indiana road trip.



MOBILE FOOTER

Photo: (413w x 334h pixels)

Headline: (40 characters)

Body: (65characters)

Clickthrough URL

Price: \$300 monthly

Duration: Quarterly

ONLINE BROCHURE

Add your brochure to our website and receive weekly leads of consumers looking to visit your destination. Leads get sent every Monday morning.

Price: \$1,500

Duration: Annually



TAKE IN THE MOST BREATHTAKING WATERFALLS
At Clifty Falls State Park, take in Indiana's most amazing views.



Beautiful Views, Incredible Hiking, Awe-Inspiring Waterfalls

Located in Madison, Indiana Clifty Falls State Park is home to one of the state's most picturesque views. You'll experience incredible hiking, natural wonders, and breathtaking waterfalls.



CLIFTY FALLS STATE PARK

Location

[Visit Website](#)

Quick View

Featured

VISIT INDIANA BUNDLES

Allow your Visit Indiana Team to help you customize a package based on your advertising needs. We can provide analytics to assist you with choosing which advertising options work best for you. You will also receive a 5% discount added to any bundle that includes two or more selections.

Ad Content: See each individual spec ad for details.

Ad Duration: Quarterly

Price: Based on what you select

Choose Your FREE Indiana Travel Brochures

Family Fun

View Brochure Included
✓ Selected

Small Town Experiences

View Brochure Included
✓ Selected

Shipping Address:

*Required Field:

***First Name**

***Last Name**

***Address 1**

***Address 2**

***City/Township**

***State**

***ZIP/Postal Code**

***Country**

***Email Address**

We will never sell or share your information.

Bonus!
Receive 10% off on all travel packages when you purchase 10 or more brochures.

More Free Information By Email

☐ Sign up for Visit Indiana's monthly e-newsletter, delivered FREE to your inbox each month!

• We'll send you the latest on travel deals, events, and more.
• We'll keep you up to date on the latest in travel.
• We'll keep you up to date on the latest in travel.

☐ Send me things to do and event alerts via email from the brochure partners I selected.

We will send you all the information you need to know about the latest in travel, including the latest on travel deals, events, and more.
We will send you all the information you need to know about the latest in travel, including the latest on travel deals, events, and more.

Mail Me My Free Brochures

BROCHURE COOPERATIVE LEAD GENERATION CAMPAIGN

IDDC offers an online lead generation campaign that utilizes our consumer newsletter audience (150,000+) to generate very qualified leads for your brochure. This e-mail directs to a specialized landing page where consumers can order brochure bundles from three categories: Family Fun, Small Town Experiences, or Outdoor Adventures.

The e-mail sends in February to get in right at the peak for travel planning. Each partner will receive leads from their purchased category in an excel spreadsheet. In order for a category to run in the campaign, at least two partners must commit.

Ad Content: Small Town Experience, Family Fun, or Outdoor Adventure.

Ad Duration: Goes out first week of February

Sales Deadline: December 14th

Materials Deadline: December 21st

Investment: \$3,000 per brochure

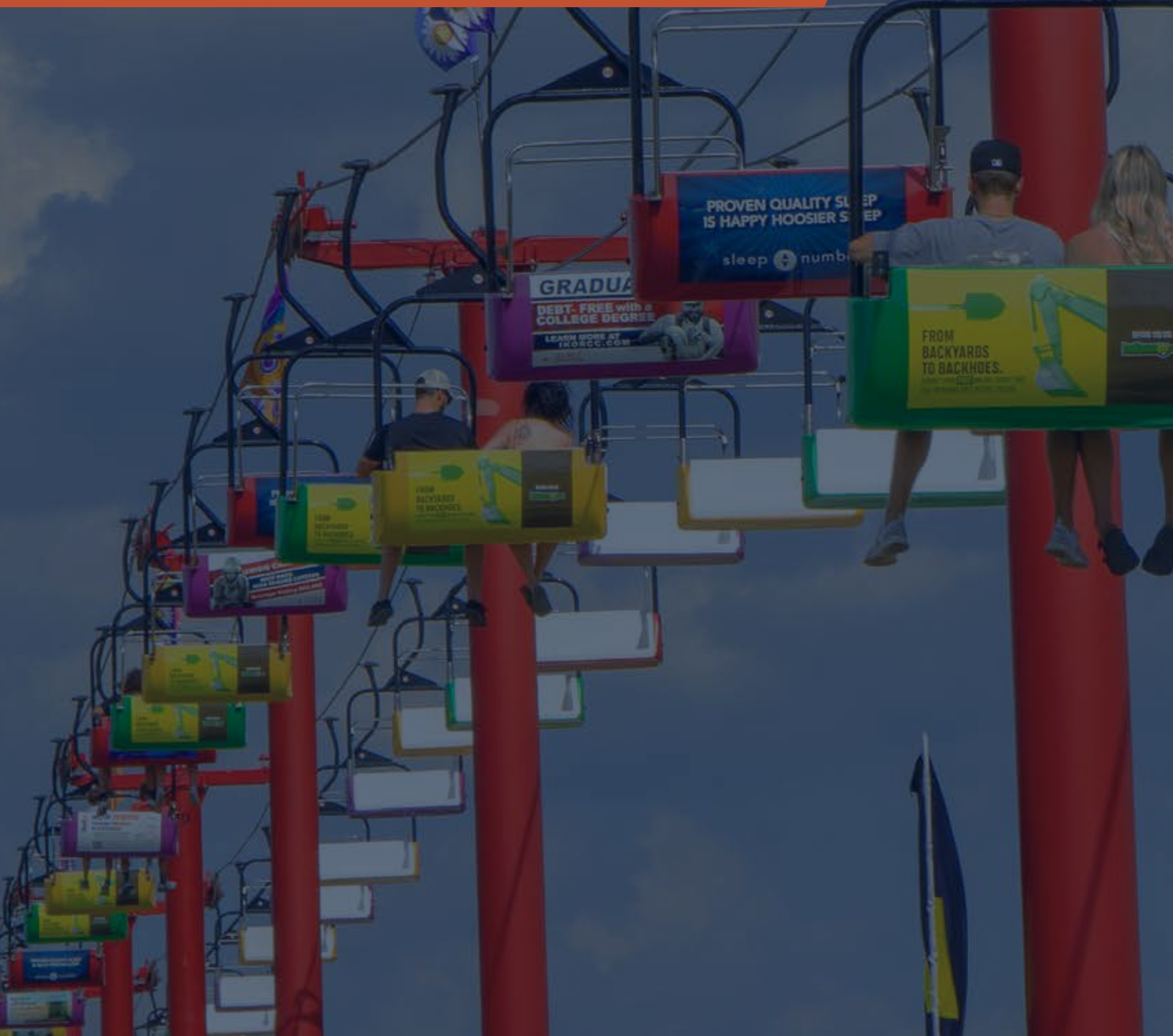
USER-EXCLUSIVE SIMPLEVIEW AGGREGATOR

Are you a SimpleView user? Get all your listings added to VisitIndiana.com for one low price of \$6,000. No added work. Let us do the work with the state aggregator. Unlimited listings!

Duration: Annually



SPRING/SUMMER CO-OPS



Clients will receive 1:1 Match* on the following package options:

PACKAGE 1: EVERYTHING | PRICING: \$50,000**PRINT**

ROI: Impressions based on market and runtime

- Magazine Ads with our valued travel publications in each market

DIGITAL

ROI: Avg. \$5.62 CPM | Avg. 5.74% Unique CTR | Avg. \$0.64/Link Click

- Facebook & Instagram sponsored ads from the Visit Indiana accounts
- Google Display ads in popular sizes and formats across the Google Display network

AUDIO

ROI: Avg. \$18 CPM for targeted placement | Avg. 90% audience to 100% ad completion

- Ads built for placement between songs on popular streaming platforms
- Ads built for placement around podcasts on popular streaming platforms

EMAIL

ROI: 150,000 Subscribers | Open Rate 25%

- A dedicated email blast for the destination(s) to all of VI's subscribers

WEBSITE

ROI: Avg. 203,675 Visitors/Month | Avg. 421,258 PageViews/Month

- Display advertising in prime locations on our completely reinvigorated website
- Sponsored Listing placements to raise you to the top of highly-trafficked pages

VIDEO

ROI: Impressions based on market, runtime, and network distribution

- DIGITAL: Facebook & Instagram sponsored posts using video as the primary creative
- WEBSITE: Select hero video advertising in prime locations on our completely reinvigorated website
- BROADCAST: Broadcast television commercial on select partner networks

MARKET SELECTION

- Chicago, IL
- Indiana (Statewide)
- St. Louis, MO
- Louisville, KY
- Illinois Suburbs

ADDITIONAL INFORMATION

Ads intended to launch with the brand new Visit Indiana campaign when it launches this Summer. Clients selecting ads based on imagery will need to provide those images to be approved.

*1:1 Match applies to creating the ads and managing the placements.

FALL CO-OPS

Clients will receive 1:1 Match* on the following package:

PACKAGE: DIGITAL ONLY | PRICING: \$10,000

SOCIAL MEDIA ADS

ROI: Meta - Avg. \$6.17 CPM / Avg 8.24% Unique CTR / \$0.60 CPC

- Facebook + Instagram Sponsored Ads from the Visit Indiana Accounts in 1:1 format, deploying in our preferred markets through tested audiences to reach the best people for your message. Ads are deployed as Unpublished Page Posts directly into the feeds of your preferred customer. Stories and Reels are not included. Traffic from these advertisements points to specific, Fall-centric pages on our reinvigorated website including pages such as Things to Do, Festivals, Road Trips and more!

DISPLAY

ROI: Google Display (via Simpli.Fi): Avg. \$4.59 CPM / Avg. .12% CTR / Avg. \$3.88 CPC

- Display ads are run in various sizes on the Google Exchange to millions of potential eyes in select target markets. Sizes may include popular variations such as 1200 x 628, 1200 x 1200, 300 x 250, 728 x 90, 160 x 600 and more. Traffic from these advertisements points to specific, Fall-centric pages on our reinvigorated website including pages such as Festivals, Road Trips and more!

ADDED VALUE:

- VISITINDIANA.COM MOBILE BANNER**

Estimated 82,000 impressions

- WEBSITE**

ROI: 210,600 Visitors In July | 396,500 Page Views In July

- Display advertising in prime locations on our completely reinvigorated, high-traffic website.
- Sponsored Listing placements allow you to be seen in prime locations on highly-trafficked pages on our website including pages such as Things to Do, Festivals, Road Trips and more!

MARKET SELECTION



Chicago, IL



Indiana (Statewide)



St. Louis, MO



Louisville, KY



Illinois Suburbs

ADDITIONAL INFORMATION

Clients selecting ads based on imagery will need to provide those images to be approved.

Approved packages will have a total budget of \$20,000. \$4,000 of that budget will cover the ad placement, management, reporting and creative development. \$16,000 will be the total of the ad spend.

*1:1 Match applies to creating the ads and managing the placements.

Limit of 4 partners.

ECONOMIC IMPACT RESEARCH





ECONOMIC IMPACT RESEARCH

2022 statewide research cooperative which will use 2021 data.

The Indiana Destination Development Corporation (IDDC) has once again partnered with the research professionals at Rockport Analytics, Reach Market Planning, Longwoods International and Tourism Tomorrow, Inc to continue the effort to align our state and counties around the same research methods and best practices that have been used historically. The current methodology triangulates key datasets including visitor surveys, county by county hotel tax collections, job counts and earnings from sectors that serve Indiana visitors and Smith Travel hotel revenue among others.

Report Pricing Scale

- 1 - 5 Counties - \$5,200 per county
- 6 - 10 Counties - \$3,900 per county
- 11 or more Counties - \$3,400 per county
- Multi-County Jurisdiction - Please contact - pricing upon request

Submission Form Link - <https://forms.gle/fvf4EFA7HKTTyjV88>

Need commitment by Oct. 31st.

Kori Peterson and Nancy Jacobson are available to work with you on placing any orders!



KORI PETERSON

Email: kopeterson@visitindiana.com

Phone: (463) 245-7729



NANCY JACOBSON

Email: njacobson@iddc.in.gov

Phone: (317) 760-4962



EXTRANET ACCOUNT

NOTE: To create an account or log in to your existing Extranet account, please visit visitindiana.com/extranet.

VISIT IN INDIANA DAY™ DAY

2023 Booth Sponsorship at Visit Indiana Day

This is the chance for your organization to get involved with the second-annual
Visit Indiana Day at the 2023 Indiana State Fair!



INDIANA STATE
FAIRGROUNDS
& EVENT CENTER

INDIANA STATE FAIR SPONSORSHIP

Set up a booth along State Fair Boulevard and engage with thousands of visitors!



INDIANA STATE
FAIRGROUNDS
& EVENT CENTER

BY THE NUMBERS

45,000
95,000
FAIRGOERS
PER DAY

5.1
HOURS
AVERAGE
VISIT

\$81,000
AVERAGE
VISITOR
HOUSEHOLD
INCOME

2023 VISIT INDIANA DAY

The Indiana Destination Development Corporation is sponsoring Sunday, August 6, 2023 at the Indiana State Fair. The day will be branded as ours, including signs, gate sheets, and other marketing elements.

As part of the day, we will have access to State Fair Boulevard to engage onsite with thousands of consumers. We are allowing 14 partners to set up booths along the boulevard to take advantage of this amazing opportunity!

DETAILS

Date: August 6, 2023

Time: 9am - 9pm EST.

Space: 10'x10' Booth

Cost: \$2,000

*You must staff your booth until at least 8pm

BOOTH DETAILS

1

Booth Activation

To make State Fair Boulevard come alive, all booths must have a family-friendly interactive element/activator.

Examples:

- Mascot from an attraction
- Games
- Contest or prize wheel
- Anything to engage children

2

What's Provided

Tent, table, and chairs will be set up for you upon arrival. You must bring your own tablecloth.

Booth Rental Includes:

- 10'x10' Tent
- 2 Chairs
- (1) 8ft. Table
- 12 State Fair Tickets
- (2) One-Day Parking Passes
- Electricity for Booth (if needed)
- Wifi (if needed)

VISIT INDIANA DAY BENEFITS

- Visit Indiana Day will take place on the weekend, meaning it will be one of the most heavily trafficked days.
- Visitors at the Indiana State Fair are very qualified leads.
- It allows you to be connected to exposure surrounding Visit Indiana Day.
- You have the opportunity to partner with an attraction or destination in your area.





INDIANA STATE
FAIR BOULEVARD

INDIANA STATE FAIR BOULEVARD DETAILS



INDIANA STATE
FAIRGROUNDS
& EVENT CENTER

↑ SKYRIDE ↑

