

# 2025

# VISIT INDIANA ADVERTISING



# Why advertise with us?



- We get in front of your target audience
- Extremely qualified visitors seek out IN Indiana for things to do, places to eat, and overnight accommodations
- Our organic search traffic grows year by year

## 2023 WEB STATS

2M sessions

3M pageviews

## E-NEWSLETTER STATS

154k+ subscribers

Average Open rate 34%

## 2023 ORGANIC SOCIAL MEDIA REACH

Instagram: 15M

Facebook: 5M

# Activations



HAVE AN IDEA? WE CAN MAKE IT HAPPEN!

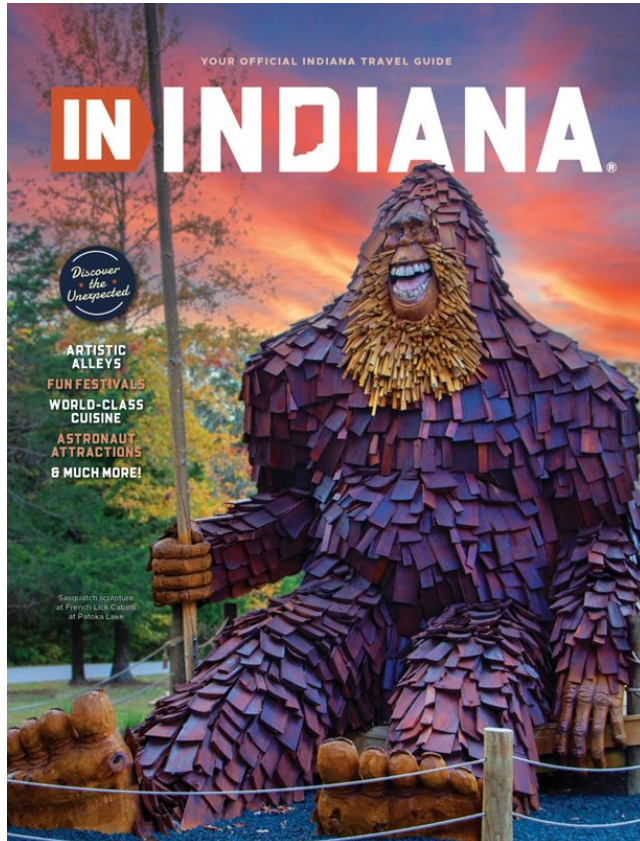


Scan QR Code  
to see more activations



# 2025 Official Indiana Travel Guide

**IN INDIANA™**



A Circulation of **400,000+** | 100+ Pages

Distribution to **183,000** - *Out-of-State* Polybagged with city magazines

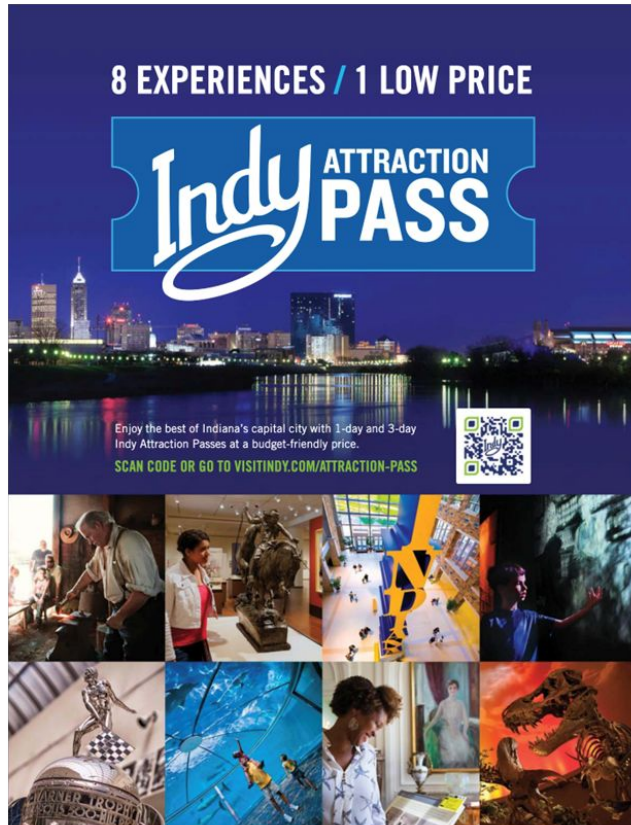
- Cincinnati Magazine - 20,000
- Hour Detroit - 26,000
- Saint Louis Magazine - 22,000
- Chicago Magazine - 75,000
- Columbus Monthly Magazine - 13,000
- Columbus Dispatch - 7,000
- Cleveland Magazine - 20,000

Over **600** locations IN Indiana – Attractions, Restaurants, Hotels, Visitor Centers, Rest Areas



# Travel Guide - Cover

**INDIANA**



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.

Available: Inside front, Inside back and back cover.  
First-right of refusal given to prior year buyer.

# 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.



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  
4.5" 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"

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

**Sales Deadline:** December 1

**Materials Deadline:** December 8

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

1/6-page vertical	\$3,605	2.25" x 4.5"
1/6-page horizontal	\$3,605	4.5" x 2.25"
1/3-page vertical	\$6,468	2.25" x 9"
1/3-page square	\$6,468	4.5" x 4.5"
1/2-page vertical	\$8,997	4.5" x 7"
1/2-page horizontal	\$8,997	7" x 4.5"
2/3-page	\$11,525	4.5" x 9"
Full-page	\$15,888	Without bleed: 7.5" x 10" Trim: 8' x 10.5" Bleed: 8.5" x 11" Live Area: 7.5" x 10"
2-page spread	\$29,103	Without bleed :15.5" x 10" Trim:16" x 10.5" Bleed: 16.5" x 11" Live area: 15.5" x 10"
3-page spread	\$39,788	2-page spread plus full page

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

*Receive a \$50 discount for adding IN Indiana to your ad.*

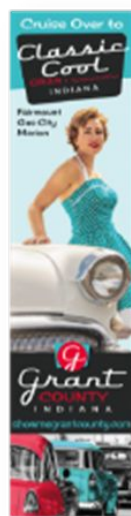
**Special offer- buy a 2-page spread or more and receive added value**



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

# Brochure Lead Generation in TG



## BROCHURE GUIDE

Need advice? A field guide to your Indiana destination? Scan the QR code on this page, go to [VisitIndiana.com/brochures](http://VisitIndiana.com/brochures) or call or visit the websites listed below to find all the resources you need to make your trip a successful one.

### STATEWIDE



#### Indiana Travel Guide

Your indispensable companion to travel in Indiana. Get insider info on Indiana's great dining, attractions, state parks, shopping and more!

317.234.2085  
[VisitIndiana.com](http://VisitIndiana.com)



#### Indiana Festival Guide

It's your ultimate guide to festivals throughout Indiana. No glove box is complete without it. Complimentary Travel Guide included.

317.234.2085  
[VisitIndiana.com](http://VisitIndiana.com)



#### Travel Tips

Hover your phone's camera over this code and click on the link that pops up to access free trip-planning resources.

### STATEWIDE



#### Indiana Tourism Packet

Your indispensable companion to travel in Indiana. You receive an Indiana Travel Guide, Festival Guide and email updates.

317.234.2085  
[VisitIndiana.com](http://VisitIndiana.com)



#### Indiana DNR Recreation Guide

Official guide to state parks, inns, reservoirs, forests, fish and wildlife areas, nature preserves, historic features and more.

877.624.6267  
[dnr.in.gov](http://dnr.in.gov)

### SOUTH



#### Davies County - Authentic Amish Tours

Experience the simple joys of our Amish community. You'll find furniture, quilts, antiques and more. Enjoy fishing, hunting, camping, pickleball, disc golf and more.

812.254.5262  
[visitdaviescounty.com](http://visitdaviescounty.com)

### SOUTH



#### Experience Madison, Indiana

Explore 10 Marvellous Reasons to Visit Madison, discover breweries and wineries, enjoy festivals and experience our music, shopping and dining scenes.

812.285.2956  
[visitmadison.org](http://visitmadison.org)



#### Relive the Story in Vincennes/Knox County

Vincennes is Indiana's first city, an ideal gateway for history enthusiasts. Visit historic sites and the Red Skeleton Museum, enjoy festivals, lush agrotourism and more.

800.689.6443  
[visitvincennes.org](http://visitvincennes.org)



#### Ripley County - Southeast Indiana - Adventure Awaits

Miss S4 Basketball Museum, Versailles State Park (mountain biking, hiking, boating, camping), muzzle-loading competition, unique lodging, fun public art and festivals.

812.689.7431  
[ripleycountytourism.com](http://ripleycountytourism.com)

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](http://VisitIndiana.com).

Your brochure will be listed on the online ordering page in addition to the Travel Guide. Leads will be sent to partners every Monday.

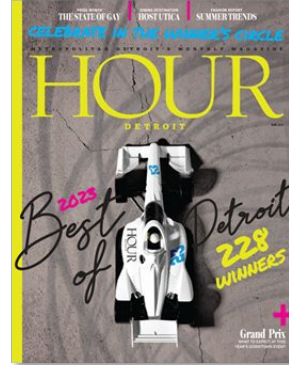
**Investment:** \$2,800

**Sales Deadline:** Dec. 2

**Artwork Deadline:** Dec. 16

\*Online Brochure Only-\$1,950





## The Details

- Full page ad (or half page split between two partners)
- Must include IN Indiana

## The Publications

- Cincinnati Magazine
- Hour Detroit Magazine
- Indianapolis Monthly
- Grand Rapids Magazine

## Investment:

- Full page: \$2,500
- Half page: \$1,500
- Month of publication TBD (spring/summer)

\*media kit/editorial for magazines upon request



**NEWSLETTER**



# Festivals & Events Newsletter



FEATURED



## Huntingburg Ranks in “The 15 Best Small Towns to Visit” in America

Each year, Smithsonian Magazine celebrates the many small towns that make up the heart of America. This year, Huntingburg, Indiana made the ranking, designated as the “Baseball-Obsessed Small Town.” Downtown Huntingburg near their historic 4th Street offers free musical concerts, houses over two dozen antique and specialty shops and eateries, and hosts strolling events.

LEARN MORE

## FEATURED EVENT

The Festivals & Events newsletter is a popular monthly alert featuring upcoming events and festivals throughout Indiana. Over **154,000+** 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 Newsletter



## FEATURED DESTINATION

### MARTIN COUNTY

Some say Martin County represents "the most beautiful land you've ever seen." Breathtaking trails through the Hoosier National and Martin State Forest, down home festivals, gorgeous sights and geologic formations. All these and more await you in Martin County.

VISIT MARTIN COUNTY



## BANNER AD

The Festivals & Events newsletter is a popular monthly alert featuring upcoming events and festivals throughout Indiana. Over **154,000+** subscribers like to know what's coming up in the next month as they plan their travel. The Festivals & Events newsletter is sent out the third Wednesday of every month. Only one banner ad is available per month.

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

**Ad Duration:** One per newsletter

**Investment:** \$600 per month

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



[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.

## FEATURED AD

The monthly **INspiration** newsletter is packed with unique ideas for Indiana travel.

As a Featured **INspiration**, your attraction or destination will be featured at the top of the newsletter, making it the first item our **154,000+** subscribers will see when they open it up. The “**INspiration**” newsletter is sent out every fourth Wednesday of every month. One Featured **INspiration** is available each month.

**Ad Content:** 55-character headline, 30-character establishment name, city, 100-character description, link to page on Visit Indiana 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



## BANNER AD

The monthly newsletter is packed with deals, things to do, and trip ideas. You can place your own banner ad, which will display amidst the editorial content of the newsletter. One banner ad is available each month. The “Things To Do” newsletter is sent out every fourth Wednesday of every month.

**Ad Content:** 300px x 250px (4.17” x 3.47”)  
banner ad, URL to link to our website

**Ad Duration:** One per newsletter

**Investment:** \$600 per month

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

# Newsletter Issue Dates



	<b>Festival &amp; Events</b>	<b>INspiration</b>
<b>January</b>	12/18/24	12/25/24
<b>February</b>	1/15/25	1/22/25
<b>March</b>	2/19/25	2/26/25
<b>April</b>	3/19/25	3/26/25
<b>May</b>	4/16/25	4/23/25
<b>June</b>	5/21/25	5/28/25
<b>July</b>	6/18/25	6/25/25
<b>August</b>	7/16/25	7/23/25
<b>September</b>	8/20/25	8/27/25
<b>October</b>	9/17/25	9/24/25
<b>November</b>	10/15/25	10/22/25
<b>December</b>	11/19/25	11/26/25
<b>January '26</b>	12/17/25	12/24/25



**DIGITAL**

# VisitIndiana.com Advertising



## HERO AD

**Photo:** 1400w x 935h pixels

**Page Of Choice:** Things To Do, Stay, Events

**Headline:** 62 characters

**Body:** 160 characters

**Clickthrough URL**

**Price:** \$300 Quarterly

FEATURED

**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](#)

## PREMIUM PAGE SPONSOR

**Photo:** 600W x 414h pixels

**Page Of Choice:** Things to Do, Stay, Events

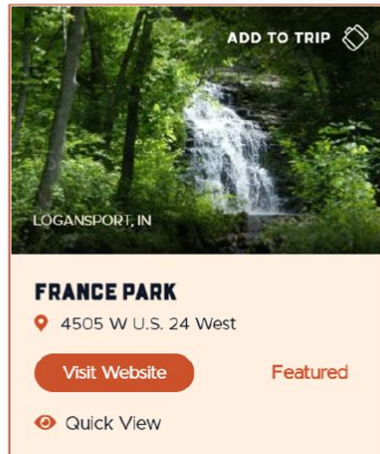
**Headline:** 55 characters

**Body:** 300 characters

**Clickthrough URL**

**Price:** \$300 Quarterly

# VisitIndiana.com Advertising



## 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.





## A World You Didn't Know Existed Awaits

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

[Read More](#) →

	RUN OF SITE	MOBILE FOOTER	SPOTLIGHT
PHOTO	600 x 390 px	413 x 334 px	600 x 390 px
HEADLINE	60 characters	40 characters	43 characters
BODY	92 characters	65 characters	116 characters
PRICE	\$1,050 Quarterly	\$900 Quarterly	\$750 Quarterly

# Other Opportunities



## **DEDICATED EMAIL SEND**

Put your brand in the inbox of consumers who've already expressed interest in Indiana. Circulation: 154,000+ subscribers; 34% average open rate

- Partner to provide 6 images, brief intro copy and links to articles.
- **Investment:** \$3,000
- Availability: January, March, May, July, September, November
- Limit 6 partners, one per month

## **User-Exclusive Simpleview Aggregator**

**Are you a Simpleview user or plan to be?** Get all your listings and **events (new)** added to VisitIndiana.com without doing any of the work. Your destination partners will benefit from the exposure. Let us handle the load. Unlimited listings!

**Price:** \$6,000 annually



**CO-OP**

# Co-Op Opportunities



## **SPRING Co-op | Six-Week Flight**

*Partner flights start: March 17, 2025*

*Partner flights end: April 27, 2025*

- Partner landing page on VI.com
- All ads contain IN Indiana branding
- Included in consumer e-newsletter
- 1:1 match – applies to creating ads, managing and placements
- This is a digital buy only. Potential: Digital, Meta, audio, digital OOH, OTT.

**Minimum Investment: \$15,000**

*Limit 6 partners*

## **Target Audience:**

Women | 25-64 | Household Income of \$50,000

## **Primary Media Markets:**

Chicago | St. Louis | Louisville | Detroit | Cincinnati

## **Secondary Media Markets:**

Grand Rapids | Columbus | Toledo | Peoria | Lexington  
| Nashville | Milwaukee

# Co-Op Opportunities



## Summer Co-op – Level 1 | Eight-Week Flight

Partner flights start: May 19, 2025

Partner flights end: July 13, 2025

### Partner landing page on VI.com

- All ads contain IN Indiana branding
- Inclusion in e-newsletter
- 1:1 match – applies to creating ads, managing and placements, video production & talent costs.
- Potential: Primary markets include video, audio, OOH, OTT with possibly print and digital advertising.
- Secondary markets are digital-only buys.

**Minimum Investment:** \$50,000

*Limit 8 partners*

### Target Audience:

Women | 25-64 | Household Income of \$50,000

### Primary Media Markets:

Chicago | St. Louis | Louisville | Detroit | Cincinnati

### Secondary Media Markets:

Grand Rapids | Columbus | Toledo | Peoria | Lexington  
| Nashville | Milwaukee



# Co-Op Opportunities



## **SUMMER Co-op – Level 2 |Six-Week Flight**

Partner flights start: June 2, 2025

Partner flights end: July 13, 2025

- All Digital buy
- Partner landing page on VI.com
- Inclusion in In Indiana consumer e-newsletter
- All ads contain IN Indiana branding
- 1:1 match
- Primary markets include audio, OOH, OTT with possibly print and digital advertising.

**Minimum Investment: \$20,000**

*Limit 4 partners*

## **Target Audience:**

Women | 25-64 | Household Income of \$50,000

## **Primary Media Markets:**

Chicago | St. Louis | Louisville | Detroit | Cincinnati

## **Secondary Media Markets:**

Grand Rapids | Columbus | Toledo | Peoria | Lexington  
| Nashville | Milwaukee

# Co-Op Opportunities



## **FALL Co-op | Six-Week Flight**

*Partner flights start: September 15, 2025*

*Partner flights end: October 26, 2025*

- Partner landing page on VI.com
- Inclusion in the IN Indiana consumer e-newsletter
- All ads contain IN Indiana branding
- 1:1 match – applies to creating ads, managing and placements
- This is a digital buy only. Potential: Digital, Meta, audio, digital OOH, OTT.

**Minimum Investment: \$15,000**

*Limit 8 partners*

## **Target Audience:**

Women | 25-64 | Household Income of \$50,000

## **Primary Media Markets:**

Chicago | St. Louis | Louisville | Detroit | Cincinnati

## **Secondary Media Markets:**

Grand Rapids | Columbus | Toledo | Peoria | Lexington  
| Nashville | Milwaukee

# Co-Op Opportunities



## Holiday Co-op | Six-Week Flight

Partner lights start: November 3, 2025

Partner flights end: December 14, 2025

- Partner landing page on VI.com
- All ads contain IN Indiana branding
- Inclusion in the IN Indiana consumer e-newsletter
- 1:1 match – applies to creating ads, managing and placements
- This is a digital buy only. Potential: Digital, Meta, audio, digital OOH, OT)

**Minimum Investment:** \$15,000

*Limit 4 partners*

## **Target Audience:**

Women | 25-64 | Household Income of \$50,000

## **Primary Media Markets:**

Chicago | St. Louis | Louisville | Detroit | Cincinnati

## **Secondary Media Markets:**

Grand Rapids | Columbus | Toledo | Peoria | Lexington  
| Nashville | Milwaukee

# Co-Op Opportunities



## **WINTER Co-op | Six-Week Flight**

*Partner flights start: January 13, 2025*

*Partner flights end: February 23, 2025*

- Partner landing page on VI.com
- All ads contain IN Indiana branding
- Inclusion in the IN Indiana consumer e-newsletter
- VisitIndiana.com
- 1:1 match – applies to creating ads, managing and placements
- This is a digital buy only. Potential: Digital, Meta, audio, digital OOH, OT)

**Minimum Investment: \$15,000**

*Limit 4 partners*

## **Target Audience:**

Women | 25-64 | Household Income of \$50,000

## **Primary Media Markets:**

Chicago | St. Louis | Louisville | Detroit | Cincinnati

## **Secondary Media Markets:**

Grand Rapids | Columbus | Toledo | Peoria | Lexington  
| Nashville | Milwaukee

# Co-Op Opportunities



## **New: Event Partnership**

### ***Six-Week Flight***

*Flight starts: Driven by event dates*

*Flight ends: Driven by event dates*

- This is a digital buy only. Potential: Digital, Meta, audio, digital OOH, OT
- All ads contain IN Indiana branding
- Inclusion in the IN Indiana consumer e-newsletter
- VisitIndiana.com featured event
- 1:1 match – applies to creating ads, managing and placements

**Minimum Investment: \$10,000**

*Limit 6 partners – one event per buy*

## **Target Audience:**

Women | 25-64 | Household Income of \$50,000

## **Primary Media Markets:**

Chicago | St. Louis | Louisville | Detroit | Cincinnati

## **Secondary Media Markets:**

Grand Rapids | Columbus | Toledo | Peoria | Lexington  
| Nashville | Milwaukee





**MEDIA**





## VIDEO

Allows participants to buy in to quality video production (4K) that can be used for social, digital, etc.

This is for one destination (County/City), 3 locations.

*Additional \$500 for each after 3.*

- **Video production \$1,500**
- **Editing production \$2,000 (two edits)**
- **Two-Minute-Long Video**

Total production: \$3,500

*Limit 6 partners*

One day rate includes: travel, video shoot, editing, two edits. No weekends.



## PHOTOGRAPHY

Allows partners to buy into high-quality photography.  
One 5-hour day in one destination.

Investment: \$2,250

*Limit 6 partners*

One day rate includes: travel, shoot, editing.

No weekends.



## GREAT DAY TV Co-op

Pick a destination to feature on a 3-minute segment (that will air twice) on 4 different stations.

You will need one person to be interviewed at one location.

Investment: \$2,500 | Limit 6 partners

No weekends.





# Media



## **MEDIA MARKETPLACE 2025**

**Location:** Gainbridge Fieldhouse

One-stop, one-day set up for partners to network with invited media.

**Investment:** \$500

[FORM TO COME](#)



## **MEDIA MISSION 2025**

**Location:** Nashville – date TBD

Travel to an IDDC market of choice to network with invited media from their own market.

**Investment:** \$500

[FORM TO COME](#)

Indiana has a great opportunity to show off what we have to offer to over 30 writers. It will be a media marketplace setting that meets the media mission. But this will be an interactive activation.

Think of it as a “maker space” We don’t want to bombard the writers with materials they must carry home. We want to show them Hoosier Hospitality through an interactive experience; perhaps, they can take something they made home with them.

**SIGN UP TO COME**

**Investment: \$500**

Indiana Makers Night during the SATW (*Society of American Travel Writers*) Central Chapter Conference

Located at The Farmstead Inn Pavilion, Shipshewana

*Wednesday, May 21, 2025*

*More details to come*



# Social Media



## SOCIAL MEDIA

*Build social engagement and increase website visits by promoting news, updates, special offers and events on Visit Indiana's Facebook and Instagram.*

### ***Pin/Collaborator Post***

- Instagram: Partner content is posted to Visit Indiana's IG page organically. Partner to supply content to IDDC. Post includes partner as collaborator and post will be pinned to the top of IDDC page for 1 month.
- Facebook: Partner content is posted to Visit Indiana's FB page organically and pinned to the top of the page for 1 month. Partner to supply content to IDDC.

Investment: \$500

*Limit 2 partners per month, pick a month*





**DMO DATA SERVICES**





All 92 counties will get a **FREE** county-level economic impact report from IDDC via Rockport Analytics with 2023 numbers.

Access to IDDC research of:

- Innkeepers Tax Collections
- Population & Demographics
- Education & Workforce
- Housing & Cost-of-Living
- Grad Retention & Net Migration
- Visitor Sentiment & Spending





**QUALITY OF LIFE**

# Quality of Life Co-Op #1



## **Eight-Week Flight with Video Package**

- Partner landing page on VI.com
- All ads contain IN Indiana branding
- 1:1 match – applies to creating ads, managing and placements, video production & talent costs.
- Included in consumer e-newsletter
- Primary markets include video, audio, OOH, OTT with possibly print and digital advertising.
- Secondary markets are digital-only buys.

**Minimum Investment:** \$50,000

*Limit 5 partners – Spring (3), Summer (3) and Fall (3)*

## **Target Audience:**

Women | 25-64 | Household Income of \$50,000

## **Primary Media Markets:**

Chicago | St. Louis | Louisville | Detroit | Cincinnati

## **Secondary Media Markets:**

Grand Rapids | Columbus | Toledo | Peoria | Lexington  
| Nashville | Milwaukee

# Quality of Life Co-Op #2



## Six-Week Flight – Digital Only (no video)

- Partner landing page on VI.com
- All ads contain IN Indiana branding
- Included in consumer e-newsletter
- 1:1 match – applies to creating ads, managing and placement
- Primary markets: audio, OOH, OTT with possibly print and digital advertising.

This is a digital buy only.

**Minimum Investment:** \$15,000

Limit 5 partners – Spring (1), Summer (1) Fall (1)

## Target Audience:

Women | 25-64 | Household Income of \$50,000

## Primary Media Markets:

Chicago | St. Louis | Louisville | Detroit | Cincinnati

## Secondary Media Markets:

Grand Rapids | Columbus | Toledo | Peoria | Lexington  
| Nashville | Milwaukee

# Quality of Life Videos

These donut videos are FREE to use from IDDC. Based on 11 regions of the state, there is one video for each region.

These videos are front and backloaded with content from the region. There's a black hole in the middle to ***add your content***.



*Scan QR Code for Donut Video Example*

If you require assistance in putting these together:

This is for one destination (County/City), 3 locations.  
*Additional \$500 for each after 3.*

**Video production:** \$1,500

**Editing production:** \$2,000 (*two edits*)

**Total production:** \$3,500

*Limit 6 partners*

One day rate: includes: travel, video shoot, editing, two edits.

No weekends



# Contact Us

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**Kori Peterson is available to work with you on placing any orders!**



**KORI PETERSON**

**Email:** [kopeterson@visitindiana.com](mailto:kopeterson@visitindiana.com)

**Phone:** (463) 245-7729