

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

2025 WEB STATS

25M+ web views

17M+ sessions

E-NEWSLETTER STATS

173k+ subscribers

Average Open rate 30%

2025 SOCIAL MEDIA REACH

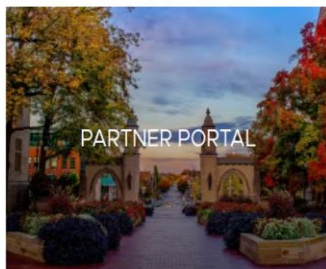
Facebook 112k followers

Instagram 118k followers

Partner Resources



Need information on where to find partner resources?



Scan the QR code to access our ***Partner Resource*** page



2026 Official Indiana Travel Guide



A Circulation of **300,000+** | 100+ Pages

Distribution to **189,000** - *Out-of-State* Polybagged with city magazines

- Cincinnati Magazine - 21,000
- Hour Detroit - 27,000
- Saint Louis Magazine - 26,000
- Chicago Magazine - 75,000
- Columbus Monthly Magazine - 13,000
- Columbus Dispatch - 7,000
- Cleveland Magazine - 20,000

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

We direct ship to 275 unique destination cities in 22 states with approximately 535 unique points of distribution.

Travel Guide - Cover



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.

Inside Front: TBD
Inside Back: TBD
Back Cover: Sold

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: November 6th

Materials Deadline: November 13th

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 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



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



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



Indiana DNR Recreation Guide

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

877.463.6367
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

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



Relive the Story in Vincennes/Knox County

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

800.689.6443
visitvincennes.org



Ripley County - Southeast Indiana - Adventure Awaits

Join 54 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

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.

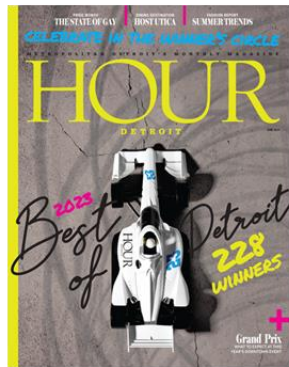
Your brochure will be listed on the online ordering page in addition to the Travel Guide. Leads will be sent to partners every Monday.

Investment: \$2,800

Confirmation Deadline: Nov. 6th

Artwork Deadline: Nov. 13th

*Online Brochure Only-\$1,950



The Details

- 6 Full page ads in Indy Monthly (or half page split between two partners)
- 4 full page ads in Cincy magazine (or half page split between two partners)
- 1 full page ad in Hour Detroit (or half page split between two partners)
- 1 full page ad in Grand Rapids (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



Experience Indiana Renaissance Faire

Step into Renaissance times with two weekends of live entertainment featuring comedy, swordplay, music, magic, and even horseback jousting. Explore a marketplace full of merchandise from around the land, and enjoy tasty treats and drinks like turkey legs and honey mead. Find your fun June 13-14 and 20-21 at Johnson County Park.

[Learn More Today](#)

FEATURED EVENT

The Festivals & Events newsletter is a popular monthly alert featuring upcoming events and festivals throughout Indiana. Over **173,000+** subscribers like to know what's coming up in the next month as they plan their travel.

Your event(s) will be featured among the top section of the newsletter and will be one of the first items subscribers see when they open it up. The Festivals & Events newsletter is sent out the third week of every month.

Ad Content: 55-character headline, 130-character body, link to page on our website, 1250px by 2000px photo

Ad Duration: One per newsletter

Investment: \$1,400 per month

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



BANNER AD

The Festivals & Events newsletter is a popular monthly alert featuring upcoming events and festivals throughout Indiana. Over **173,000+** 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 week of every month.

Ad Content: 1300px by 500px banner ad, CTA included on graphic, URL to link to Visit Indiana website

Ad Duration: One per newsletter

Investment: \$700 per month

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



Experience a hands-on class in Shipshewana, Indiana

Experience new hands-on activities in Shipshewana. Design your own piece of pottery, craft a custom lavender fragrance, design a bouquet of sunflowers, and build a wooden basket on your next visit.



[Plan Your Getaway](#)

FEATURED AD

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

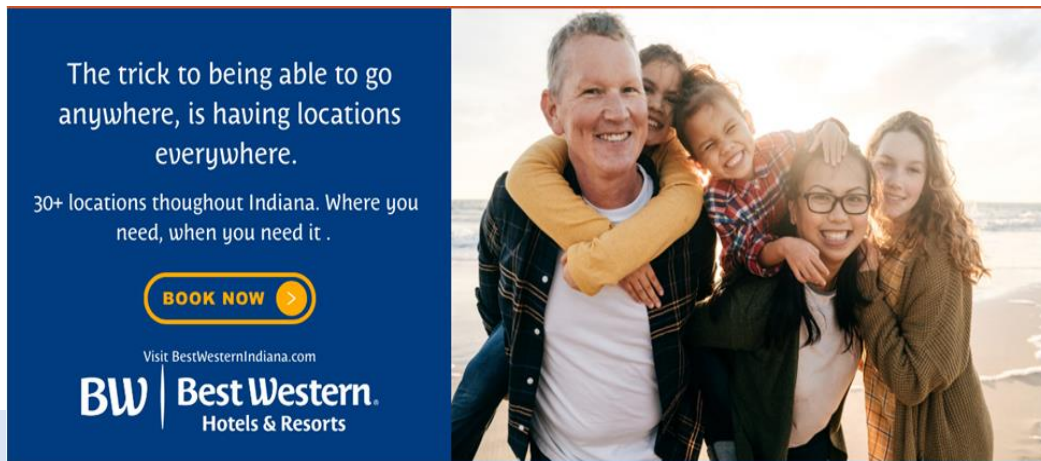
Your attraction or destination will be featured at the top of the newsletter, making it one of the first items our **173,000+** subscribers will see when they open it up. The **INspiration** newsletter is sent out the fourth week of every month.

Ad Content: 55-character headline, 130-character body, link to page on Visit Indiana website, 1250px by 2000px

Ad Duration: One per newsletter

Investment: \$1,400 per month

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



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 Inspiration newsletter is sent out every fourth week of the month.

Ad Content: 1300px by 500px

banner ad, CTA on graphic, URL to link to our website

Investment: \$700 per month

month, *first-come first-serve*

Ad Duration: One per newsletter

Availability: One per

Dedicated Newsletter



DEDICATED EMAIL SEND

Put your brand in the inbox of consumers who've already expressed interest in Indiana. Circulation: 173,000+ subscribers; 30% average open rate

- Partner to provide 6 images, brief intro copy and links to articles.
- **Investment:** \$3,000
- **Availability:** All Months
- One partner per month



DIGITAL

VisitIndiana.com Advertising



Bradley Hotel in Fort Wayne

HERO AD

Photo: 1600w by 800h

Page Of Choice: Stay, Do, Events

Headline: 62 characters

Body: 160 characters

Click through URL

Price: Stay-\$300, To Do-\$350, Events-\$400 Quarterly



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: Stay, Do, Events

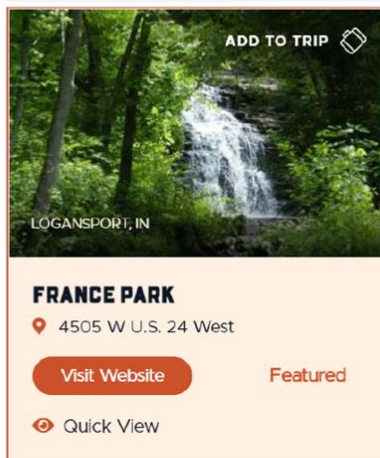
Headline: 55 characters

Body: 300 characters

Click through URL

Price: Stay-\$300, To Do-\$350, Events-\$400 Quarterly

VisitIndiana.com Advertising



BASIC LISTING

Price: \$300 Annually

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

FEATURED LISTING

Price: \$300 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. Tracking data offered.



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	116 characters	65 characters	92 characters
PRICE	\$1,200 Quarterly	\$1,350 Quarterly	\$900 Quarterly

State Aggregator



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*



MEDIA



VIDEO Production Services

Partners can purchase quality 4K video production for use on social media, digital content or commercial advertising platforms.

- Video Production Service - \$1,500
- Editing Production Service - \$2,000

Service includes one destination (county/city), 3 locations. Additional locations are \$500 each.

Total production: *\$3,500 Limit 6 partners*

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

Video/Photography



PHOTOGRAPHY

Partners can purchase high-quality photography services. Rate includes one 5-hour photo shoot and editing in a single destination.

Investment: \$2,500

Limit 6 partners

One day rate includes: travel, shoot, editing.

No weekends.

NEW!! Drone Production



DRONE Production Services

Allows partners to buy into high-quality photography and videography through a drone's birds eye view.

Investment: \$1,300

Limit 6 partners

One day rate includes: travel, shoot, editing.

No weekends.



GREAT DAY TV Co-op

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

You will need one person to be interviewed at one location. You are added to their website under the Visit Indiana landing page along with their e-newsletters. You'll receive the footage to send to other media markets of your choosing.

Investment: \$2,500 | Limit 6 partners, **No weekends**





MEDIA MARKETPLACE 2027

Location: TBD-March

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

2026 was sold out!

Investment: \$500

*Registration form to come



SOCIAL MEDIA

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.

- Ideal length: 100–150 characters
- Ideal Photo Size: 1080 × 1350 px
- Reels: 10-15 seconds perform best, can go to 30 seconds
- 1-5 Photos per post

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.

- Ideal length: 40–80 characters
- Ideal Photo Size: 1200 × 630 px minimum suggested (Size can be unlimited)
- Reels: 10-30 seconds perform best
- 1- 5 Photos per post

Investment: \$500

Limit 2 partners per month of choice



All 92 counties will get a **FREE** county-level economic impact report from IDDC via Rockport Analytics with 2025 numbers.

Access to IDDC research of:

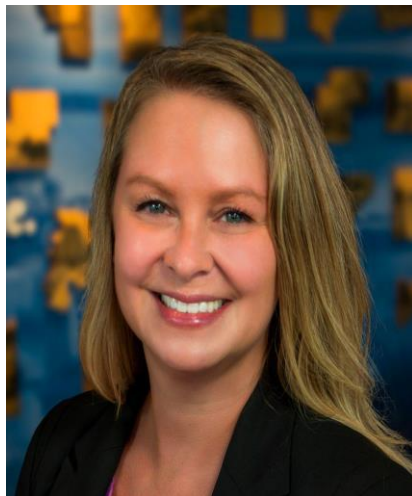
- Visitor Spending
- Jobs supported
- Taxes generated



CO-OP

**First right of refusal for
2026 partners!**

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



KORI PETERSON

Email: kopeterson@visitindiana.com

Phone: (463) 245-7729

Co-Op Opportunities



SPRING Co-op | Six-Week Flight

Partner flights start: March 1, 2026

Partner flights end: April 30, 2026

- 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 1, 2026

Partner flights end: August 30, 2026

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: TBD

Partner flights end: TBD

- 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: August 31, 2026

Partner flights end: November 2026

- 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: TBD

Partner flights end: TBD

- 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 1, 2027

Partner flights end: February 28, 2027

- 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,
- 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