



2024
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

2022 WEB STATS

- 2M sessions
- 3M pageview

E-NEWSLETTER STATS

- 154k+ subscribers
- Average Open rate 34%

2022 Instagram:

Total Organic Reach: 15 Million

2022 Facebook:

Total Organic Reach: 5,200,000

2023 Activations



HAVE AN IDEA? WE CAN MAKE IT HAPPEN!



Scan QR Code
to see more activations



2024 Official Indiana Travel Guide



A Circulation of **300,000+**

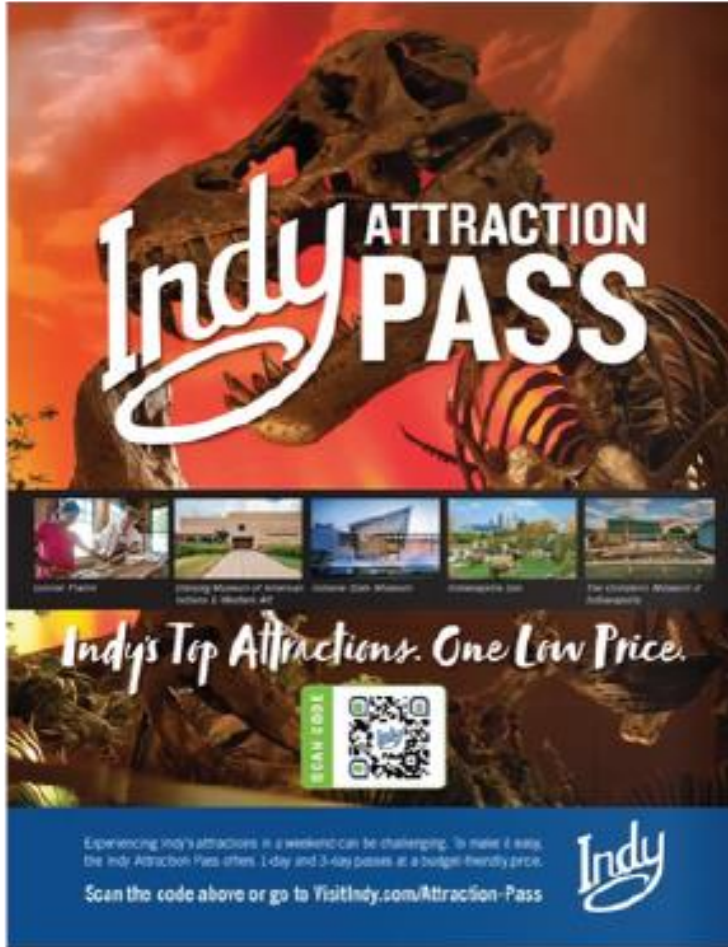
100+ Pages

Distribution to **202,000** - *Out-of-State*
Polybagged with city magazines

- Chicago (**75,000**)
- Cincinnati (**20,000**)
- Columbus, OH (**20,000**)
- Cleveland (**20,000**)
- St. Louis (**27,000**)
- Detroit (**40,000**)

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

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.

2024 – *Sold Out*

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"



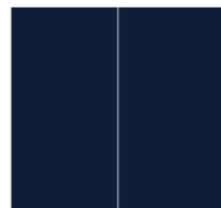
1/2-page Horizontal
7" x 4.5"



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 1st

Materials Deadline: December 8th

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

AD PRICING

1/6-page vertical	\$3500	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

- 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.

RESOURCES



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 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



Indiana Tourism Packet
Your indispensable companion for travel in Indiana. You receive an Indiana Travel Guide, Festival Guide and email updates.
317.234.2085
VisitIndiana.com




21 Food Trails, 1 State
Support your local restaurants while experiencing Indiana's unique food culture. Eat and earn rewards with the Indiana Culinary Trails Passport Program.
indianfoodways.com


NORTH




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



Sip Sip, Hooray with Indiana Wines!
Explore Indiana's award-winning wines from our 119 wineries and tasting rooms! Stroll through vineyards and enjoy a glass on one of our nine wine trails. Cheers!
765.496.8842
indianawines.org



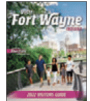
Chautauqua Wawasee
Join us for life-enriching programs for the whole family on Indiana's largest natural lake.
317.272.543
chpwa.org



Elkhart County and Amish Country of Northern Indiana
Quilt Gardens and the communities of Bristol, Elkhart, Goshen, Middlebury, Nappanee, Wakarusa and Shipshewana are set along the scenic Heritage Trail.
800.262.8461
visitelkhartcounty.com




Explore Kokomo
Explore Kokomo Opalescent Glass factory tours, Elwood Haynes and Greentown Glass Museums, Seiberling Mansion, art experiences, antiques, trails, breweries, boutiques and more.
800.873.0971
visitkokomo.org



Fort Wayne - Family-Fun Getaways
Join the fun! Families love our new river-front attractions, award-winning children's zoo and amazing festivals! Check out our hotel packages and getaway deals!
260.424.3700
visitfortwayne.com



LaPorte County Northern Indiana
Located on the southern tip of Lake Michigan, enjoy orchards, festivals, museums, fishing, outlet/antique shopping, winery, breweries, beaches, zoo, casino and more.
800.634.4560
visitmichiganlaporte.com



Say Hello to the Historic Heartland of Carroll County
Discover Carroll County where you'll find the unexpected just down the road, river or trail. Visit the Wabash & Erie Canal Park, Delph Opera House and more!
765.584.6757
carrollcountyindiana.com

VisitIndiana.com 109

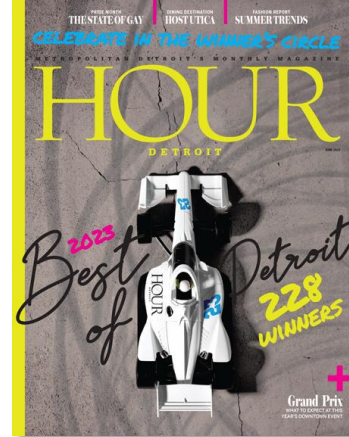
Brochure Lead Generation Ads reside in a special section at the back of the Travel Guide with QR codes linking to the online ordering page on VisitIndiana.com.

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

Sales Deadline: Dec. 1
Artwork Deadline: Dec. 8

*Online Brochure Only-\$1,500

Print



Full page ad (or half page split between two partners) Must include IN Indiana
Cincinnati Magazine
Hour Detroit Magazine
Indianapolis Monthly
Grand Rapids Magazine

Full page:
Half page:
Month of publication TBD
*media kit/editorial for magazines upon request

Investment:



NEWSLETTER

Festivals & Events Newsletter



[THINGS TO DO](#)[FESTIVALS AND EVENTS](#)[ROADTRIPS](#)

Celebrate Tenderloin Tuesdays™

There are many ways to eat a tenderloin sandwich. Some are edgers, while others cut the sandwich in half, some even stack it and others just go for it. There's no wrong way to eat it but everyone should honor it during Tenderloin Tuesdays™ in Hamilton County, Indiana.

LEARN MORE

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 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 **150,000+** subscribers like to know what's coming up in the next month as they plan their travel. A link can direct to your website.

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 our website

Ad Duration: One per newsletter

Investment: \$600 per month

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

Things to Do Newsletter





[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 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

Things to Do Newsletter



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.

A link can direct to your website. 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

Ad Duration: One per newsletter

Investment: \$600 per month

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

Newsletter Issue Dates



Festival & Events Issue Dates:

January	Issued on 12/20/23
February	Issued on 1/17/24
March	Issued on 2/21/24
April	Issued on 3/20/24
May	Issued on 4/17/24
June	Issued on 5/15/24
July	Issued on 6/19/24
August	Issued on 7/17/24
September	Issued on 8/21/24
October	Issued on 9/18/24
November	Issued on 10/16/24
December	Issued on 11/20/24
January '25	Issued on 12/28/24

Things To Do Issue Dates:

January	Issued on 12/27/23
February	Issued on 1/24/24
March	Issued on 2/28/24
April	Issued on 3/27/24
May	Issued on 4/24/24
June	Issued on 5/22/24
July	Issued on 6/26/24
August	Issued on 7/24/24
September	Issued on 8/28/24
October	Issued on 9/25/24
November	Issued on 10/23/24
December	Issued on 11/27/24
January '25	Issued on 12/25/24



DIGITAL

VisitIndiana.com Advertising



HERO AD

Photo: 1400w x 935h pixels

Page Of Choice: Things to do -or- Stay

Headline: 62 characters

Body: 160 characters

Clickthrough URL

Price: \$300 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: Things to Do –or- Events

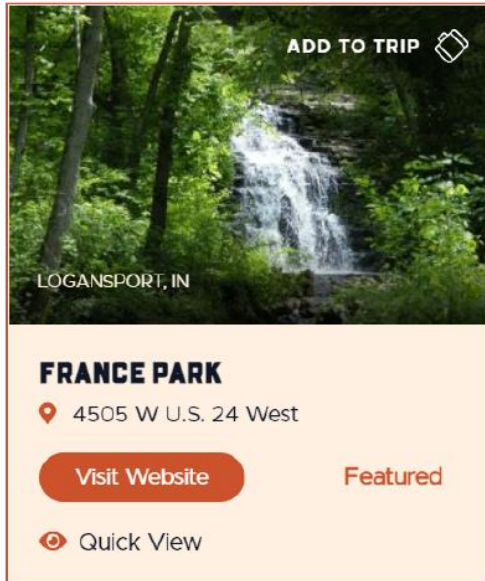
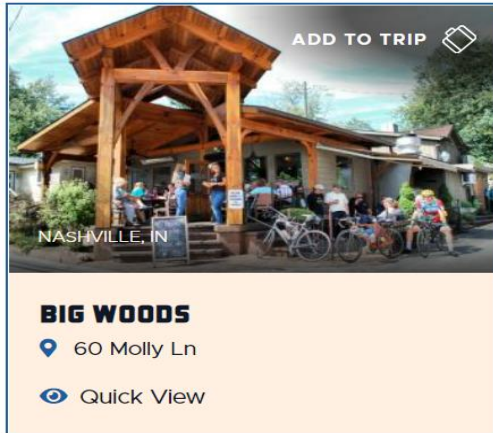
Headline: 55 characters

Body: 300 characters Stay

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

Photo: 600w x 390h pixels

Headline: 60 characters

Body: 92 characters

Clickthrough URL

Price: \$1,050 Quarterly

MOBILE FOOTER

Photo: 413w x 334h pixels

Headline: 40 characters

Body: 65 characters

Clickthrough URL

Price: \$900 Quarterly

SPOTLIGHT

Photo: 600w x 390h pixels

Headline: 43 characters

Body: 116 characters

Clickthrough URL

Price: \$750 Quarterly

Other Opportunities



THINGS TO DO FESTIVALS AND EVENTS ROADTRIPS

FEATURED

Parke County Covered Bridge Festival

The Parke County Covered Bridge Festival (Oct. 13-22) – showcases the county's 31 historic covered bridges and features authentic arts and crafts, fantastic food and beautiful fall foliage. Headquartered on the courthouse lawn in Rockville, Indiana, since 1957, you will find food, crafters, vendors and more open daily from 9 am to 6pm.

Learn More

EMAIL BLAST LEAD CAMPAIGN

IDDC offers an email blast lead generation campaign that utilized our consumer newsletter audience (150,000+) to generate very qualified leads for your brochure. This email directs to a specialized landing page where consumers can order brochures bundles from two categories: Family Fun and Small-Town Experiences.

The email sends in February right at the peak of 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.

Commitment and artwork deadline: Dec. 1st
Investment: \$3,000

NEW: DEDICATED EMAIL SEND

Put your brand in the inbox of consumers who've already expressed interest in Indiana.

- Partner to provide 6 images, brief intro copy and links to articles.
- Circulation: **150,000+** subscribers; **34%** average open rate

Investment: \$3,000

Limit 4 partners (Available in February, April, August or October)

Other Opportunities



User-Exclusive Simpleview Aggregator

Are you a Simpleview user or plan to be? Get all your listings and events 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

A low-angle, upward-looking shot of a roller coaster car as it descends a steep orange track. The car is filled with passengers, mostly young adults, who are wearing safety harnesses and holding onto the safety bars. The track is a vibrant orange color, and the background is a bright blue sky with scattered white clouds. The perspective creates a sense of height and speed.

CO-OP

Co-op Opportunities



NEW: SPRING Co-op

6-week flight

- Partner landing page on VI.com
- 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.

The target audience for these buys is women, 25-54, with a household income of **\$75,000+**

Investment: *\$15,000*

Limit 4 partners

All Co-ops are co-branded

Primary media markets for these buys are:

- Chicago
- St. Louis
- Louisville
- Detroit
- Cincinnati

Secondary markets for these buys are:

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

Co-op Opportunities



SUMMER Co-op

8-week flight

- 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.

Currently, primary markets include television and other video, radio, out of home, possibly print and digital advertising.

Secondary markets are digital-only buys.

Investment: \$50,000

Limit 6 partners

Primary media markets for these buys are:

- Chicago
- St. Louis
- Louisville
- Detroit
- Cincinnati

Secondary markets for these buys are:

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

Co-op Opportunities



FALL Co-op

6-week flight

- Partner landing page on VI.com
- 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.

The target audience for these buys is women, 25-54, with a household income of **\$75,000 +**

Investment: *\$10,000*

Limit 6 partners

Primary media markets for these buys are:

- Chicago
- St. Louis
- Louisville
- Detroit
- Cincinnati

Secondary markets for these buys are:

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

Co-op Opportunities



NEW: HOLIDAY *OR WINTER Co-op

4-week flight (per campaign)

- Partner landing page on VI.com
- 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.

The target audience for these buys is women, 25-54, with a household income of **\$75,000 +**

Investment: *\$10,000*

Limit 4 partners each for holiday or winter

Primary media markets for these buys are:

- Chicago
- St. Louis
- Louisville
- Detroit
- Cincinnati

Secondary markets for these buys are:

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



MEDIA

Video/Photography



NEW: 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.

Video/Photography



NEW: 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.

Media



NEW: GREAT DAY TV Co-op

Pick a destination to feature on a 3-minute segment (that will air twice) on 5 different stations (WISH-TV, ABC 25, WHMB, WKYI, WPTA)

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

Investment: \$2,500

Limit 6 partners

No weekends.

Media



MEDIA MARKETPLACE 2024

Location: NEWFIELDS - March 4, 2024

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

Investment: \$500

<https://forms.gle/ku1qzLxCNWJu8yr88>



MEDIA MISSION 2024

Location: Cincinnati – date TBD

Investment: \$500

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

Media



Indiana Makers Night during the *Midwest Travel Network Conference*

**Located at The Farmstead Inn Pavilion,
Shipshewana**

***Thursday, June 13, 2024, 4-8 p.m.
(set up 3 p.m.)***



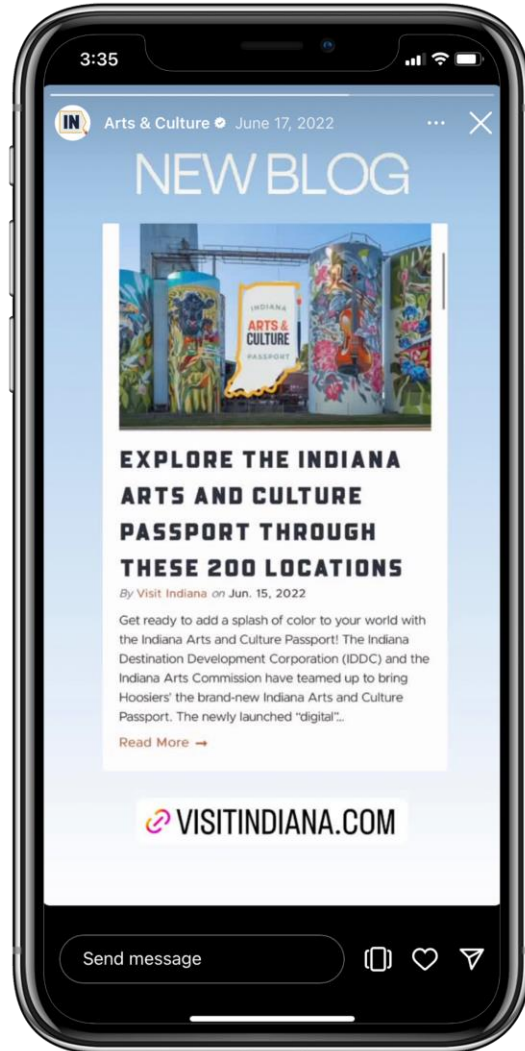
Indiana has a great opportunity to show off what we have to offer to over 100 writers. It will be a media marketplace set that meets the media mission. But this will be an interactive activation.

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.

<https://forms.gle/ptJkdKa1S6zSd6s5>

Investment: \$500

Social Media



NEW: SOCIAL MEDIA

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

Custom Instagram Highlight & story share (limit 5 stories)

Partner provides content for story.
Runs 1 month.

Investment: \$500
Limit 6 partners per year, pick a month

Social Media



Partner content on Instagram

Partner content is posted to Visit Indiana's IG page organically. Partner to supply content to IDDC.

One per week.

Investment: \$300

Limit 12 partners

Monthly Pinned Post

One partner Instagram and Facebook post pinned on Visit Indiana's page.

One per month

Investment: \$250

Limit 12 partners – one each month

first come , first served



DMO DATA SERVICES

DMO Data Services



More offerings to come

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

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



8-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

Currently, primary markets include television and other video, radio, out of home, possibly print and digital advertising, while secondary markets are digital-only buys.

Investment: \$50,000

Limit 5 partners (3 in fall, 2 in spring)

Primary media markets for these buys are:

- Chicago
- St. Louis
- Louisville
- Detroit
- Cincinnati

Secondary markets for these buys are:

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

Quality of Life Co-op #2



6-week flight – Digital only (no video)

- Partner landing page on VI.com
- All ads contain IN Indiana branding
- 1:1 match – applies to creating ads, managing and placement

This is a digital buy only.

Potential: Digital, Meta, audio, digital OOH, OTT.

The target audience for these buys is women, 25-54, with a household income of \$75,000+

Investment: \$15,000

Limit 5 partners (2 in fall, 3 in spring)

Primary media markets for these buys are:

- Chicago
- St. Louis
- Louisville
- Detroit
- Cincinnati

Secondary markets for these buys are:

- 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

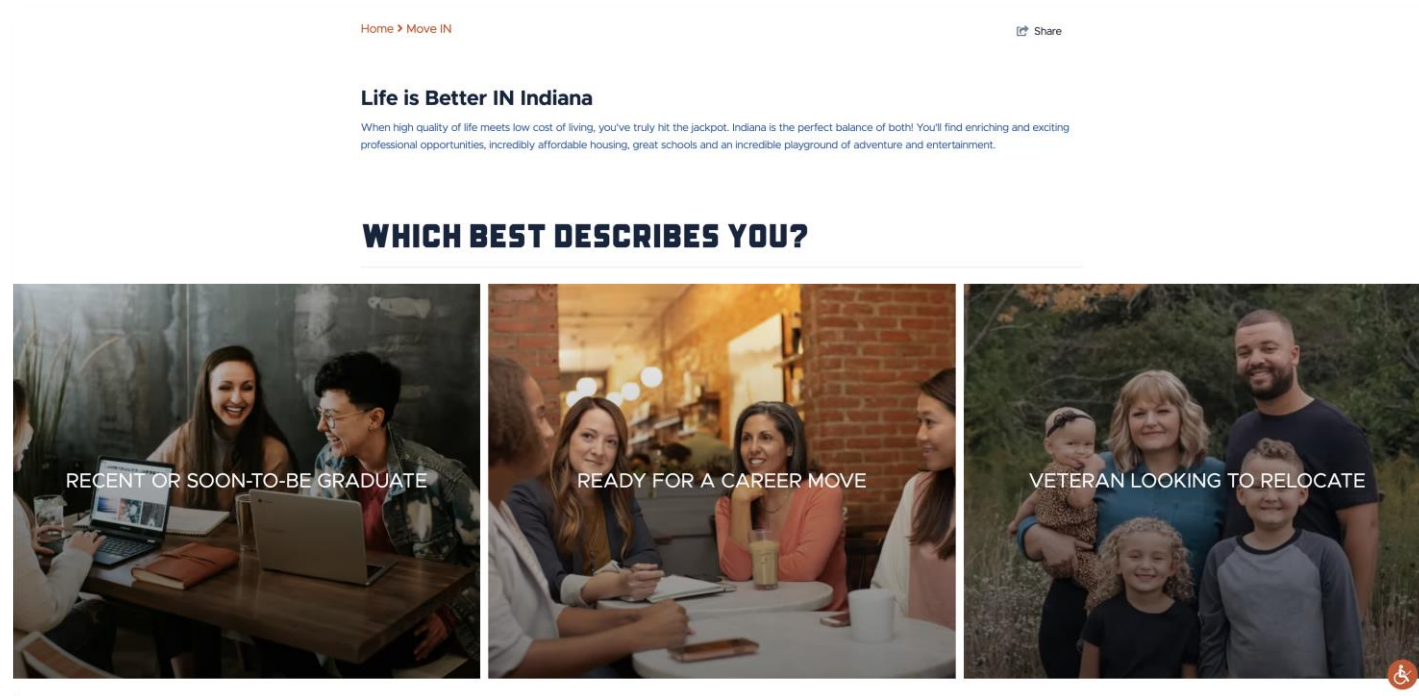
Quality of Life on VisitIndiana.com



Move-IN page FREE to create, based on staff availability

Page Sponsor –or company specific page in Move-IN section

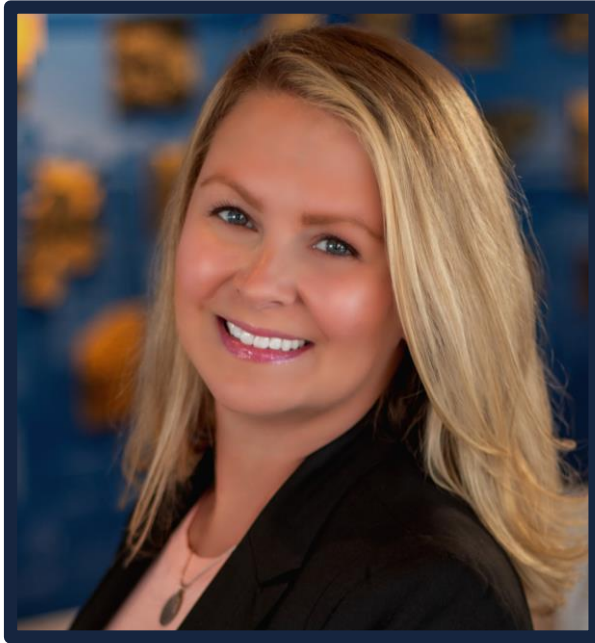
\$600 for 6 months



Contact us



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