





# More to Discover IN IN DIANA







# 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**

### **IDINDIANA...**

#### HAVE AN IDEA? WE CAN MAKE IT HAPPEN!





### **2024 Official Indiana Travel Guide**





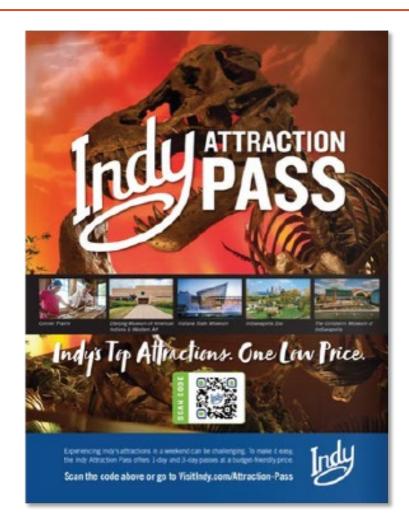
A Circulation of 300,000+

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



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"



1/3-page Square 4.5" x 4.5"



2/3-page Vertical 4.5" x 9"



1/6-page Horizontal 4.5" x 2.25"



1/2-page Vertical 4.5" x 7"



Full Page 7.5" x 10"



1/3-page Vertical 2.25" x 9"



1/2-page Horizontal 7" x 4.5"



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	\$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

- 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







2/3-page Vertical



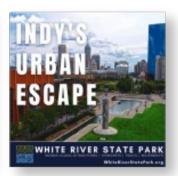
1/3-page Vertical



1/6-page Vertical



1/2-page Horizontal



1/3-page Square



1/6-page Horizontal

### **Brochure Lead Generation in TG**



# **BROCHURE**

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.







Indiana Travel Guide

Indiana's great dining, attractions, state parks, shopping and more!



Indiana Festival Guide

It's your ultimate guide to festival hroughout Indiana. No glove box is Travel Guide included



Guide and email undates





Indiana DNR Recreation Guide

Official guide to state parks,



Sip Sip, Hooray with

ur 119 wineries and tasting rooms rough vineyards and enjoy a glas e of our nine wine trails. Cheers!



Chautaugua Wawasee Join us for life-enriching programs for the whole family on Indiana's largest natural lake.



**Elkhart County and Amish** Country of Northern Indiana



Explore Kokomo

itel packages and getaway deals



LaPorte County



Say Hello to the Historia

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.

Price: \$2,700

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









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:** 



### **Festivals & Events Newsletter**







#### 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<sup>™</sup> 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

### **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

# Things to Do Newsletter

### **WINDIANA**



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

## 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

### **Newsletter Issue Dates**

### **WINDIANA**

#### **Festival & Events Issue Dates:**

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

#### **Things To Do Issue Dates:**

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



# **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 pian 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

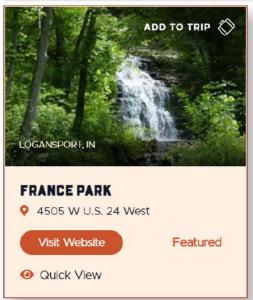
**Clickthrough URL** 

**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.

# VisitIndiana.com Advertising





### 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**







#### 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**



#### <u>User-Exclusive Simpleview Aggregator</u>

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





#### **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

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



#### **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

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



#### **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

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



#### **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

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



# 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

### **WINDIANA**...





#### **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



<u>Indiana Makers Night</u> 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/ptJjkdKa1S6zSd6s5

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 and Facebook

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

One per week. Investment: \$300 Limit 12 partners

#### **Monthly Pinned Post**

One partner Instagram 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**





#### 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 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

- 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

- 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**

**DINDIANA**...

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

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

\$600 for 6 months

Home > Move IN

C Share

#### Life is Better IN Indiana

When high quality of life meets low cost of living, you've truly hit the jackpot. Indiana is the perfect balance of both! You'll find enriching and exciting professional opportunities, incredibly affordable housing, great schools and an incredible playground of adventure and entertainment.

#### **WHICH BEST DESCRIBES YOU?**







### **Contact us**

### **WINDIANA**...

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** 

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