

Fall 2015 & Spring 2016 Cooperative Marketing Opportunities



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Fall 2015 Co-op Marketing Opportunities

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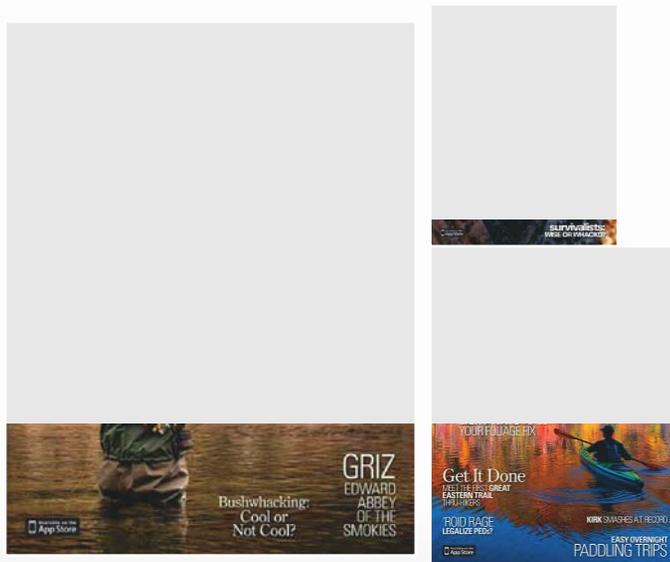
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Blue Ridge Outdoors (Print and online)

This glossy, monthly publication is an outdoor sports and adventure travel magazine dedicated to Appalachia and the Southeast. Readers are devoted travelers and athletes, and spend their weekends and off days running, hiking, paddling, biking, and traveling to outdoor adventure destinations.

- Section: Formatted ads with state advertorial (lead-in, 2 advertorial, 2 partner pages)
- Editorial theme of section: Adventure
- Issue date: October 2015
- Region: Full Circulation (VA, KY, AL, MD, SC, NC, TN, GA, WV & DC)
- Circulation: 110,000

STATE COST (NET): \$10,500



State Added Value:

- Digital presence:
 - Kentucky Tourism banners on contest page (web and mobile)
 - Mobile contest
 - Reader promotion page with lead generation

Partner Size Options/Cost (gross):

- 1/4 Page \$2,495
- 1/2 Page \$3,995
- 1 Full Page \$5,995

Partner Added Value:

- Lead-generating promotion
- Opportunity to feature in the promotion with product or services
- Digital ads in rotation on the BRO website – promo page
- Downloadable PDF with advertorial
- 10% discount for commitment to both Spring and Fall Co-op

Partners Needed:

- Minimum of 8 at 1/4 page, fewer if larger ads are purchased

leah@blueridgeoutdoors.com

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Dreamscapes Magazine (Print)

Dreamscapes is recognized as Canada's premier consumer travel and lifestyle magazine. Through our national distribution partner, The Globe and Mail newspaper, your message will reach the most desirable family households with an average income of \$143,000+. Over 76% of their readers are ages 36 to 64.

- Section: Formatted ads with state advertorial (lead-in and 2 partner pages)
- Editorial theme: USA, Driving Holidays, Culinary & Wine
- Issue date: Fall 2015
- Region: Canada (all major cities with 70% reaching the desirable Ontario market)
- Circulation: 105,000

STATE COST (NET): \$10,000



State Added Value:

- Link from dreamscapes.ca
- Bonus 1,000-word Kentucky editorial in a 2015 issue

Partner Size Options/Cost (gross):

- 1/6 Page \$800
- 1/3 Page \$1,450
- 1/2 Page \$2,000

Partner Added Value:

- Link from dreamscapes.ca

Partners Needed:

- 12 with 1/6 page ads, fewer if larger ads are purchased

1-866-600-5918
Sandra@globelitemedia.com

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Kentucky Monthly (Print)

Kentucky Monthly's readers are affluent, well-educated, well-traveled citizens. Since 1998, readers have increasingly embraced *Kentucky Monthly's* celebration of the people, places, events and culture of the Commonwealth. They are loyal Kentuckians and are proud to share in all the Commonwealth has to offer.

- Section: Formatted ads with state advertorial (lead-in page, min. 2 partner pages and 5-to-1 matching advertorial)
- Editorial theme of section: Travel and/or Food
- Issue date: October 2015
- Region: KY, GA, AL, NC, TN, OH, IN, WV, IL, MI & MO
- Circulation: 40,000

STATE COST (NET): \$2,253



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State Added Value:

- A 5-to-1 ad to advertorial ratio
- Events on the *Kentucky Monthly* calendar
- Complimentary tour on Travel Kentucky

Partner Size Options/Cost (gross):

- 1/8 Page \$410
- 1/4 Page \$795
- 1/2 Page \$1,575

Partner Added Value:

- 10% off additional single print insertions made by 2015 - 16 co-op participants for the time beginning July 1, 2015, and running through June 30, 2016
- Combo advertising packages (up to a 40% discount off of rate card) that include:
 - Multi-insertion print ad pricing
 - Travel KY smartphone app location listing
 - Travel KY banner advertising
 - Digital ads on kentuckymonthly.com
 - eNewsletter advertising

Partners Needed:

- 16 at 1/8 page ads, fewer if larger ads are purchased.

270-485-4098
Julie@kentuckymonthly.com

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Long Weekends (Print)

Long Weekends magazine was created to address the hottest trend in the travel industry, the long weekend. People are taking shorter trips, closer to home, more frequently. The publication reaches a travel-loving, well-heeled audience that comes from the major metropolitan areas of the Tri-State region.

- Section: Formatted ads with state advertorial (lead-in page, 2 advertorial, 2 partner pages)
- Editorial theme of section: Family Fun
- Issue date: Fall/Winter
- Region: OH, KY, IN, IL, MI, PA, NY (Western), WV, Ontario (Southern) & TN
- Circulation: 175,000

STATE COST (NET) – (Pricing per issue): \$2,143



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State Added Value:

- Reader response leads
- Section will be available in the digital version (for tablets and e-readers) with links
- Web banner on longweekends.com
- Advertiser index listing and map plot

Partner Size Options/Cost (gross):

- 1/6 Page \$1,786
- 1/3 Page \$3,572
- 1/2 Page \$5,358
- 2/3 Page \$7,144
- 1 Page \$10,716

Partner Added Value:

- Ability to submit offers (up to 25 words) for monthly newsletter
- Rotating, rectangular banner ad on longweekends.com for publication shelf life
- Electronic version allows for click-through to home page
- Advertiser index listing and map plot
- Opportunity to submit sweepstakes giveaway package for additional exposure
- Opportunity to purchase full-page ad in *LongWeekends* app for \$1,412 gross, \$1,200 net

Partners Needed:

- 12 with 1/6 page ads, fewer if larger ads are purchased.

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Midwest Living (Print)

Midwest Living magazine is a regional publication that celebrates the richness of life in the Midwest.

- Section: Formatted ads with state advertorial (lead-in page, 1 partner page)
- Editorial theme of section: Travel
- Issue date: September/October 2015
- Region: KY, TN, OH, IN, IL, VA, MI and WV
- Circulation: 446,800

STATE COST (NET): \$9,500



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Partner Size Options/Cost (gross):

- 1/6 Page \$4,412

Partner Added Value:

- National in-book and online reader service

Partners Needed:

- 6

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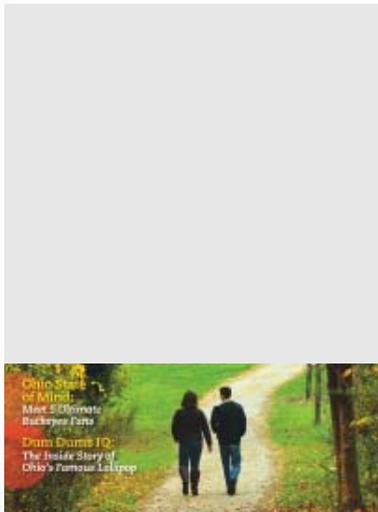


Ohio Magazine (Print)

Ohio Magazine reaches the Ohio-based travel audience with a lively mix of stories and user-friendly information. The magazine provides award-winning stories and photos of Ohio's most interesting people, arts, entertainment, history, homes, dining, family life, festivals and regional travel.

- Section: Formatted ads with state advertorial (lead-in, 2 advertorial, 2 partner pages)
- Editorial theme of section: Kentucky Travel
- Issue date: October 2015
- Region: OH
- Circulation: 51,405

STATE COST (NET) – (Pricing per issue): \$1,205



State Added Value:

- Six 1/6 page Travel Resource Directory ads (2 ¼" x 4 ¼") in rear of magazine – OCT-FEB
- Reader response leads
- 30-second video (provided by Kentucky Department of Travel) will be hosted on homepage of ~~ohiomagazine.com~~ for month of October 2015
- Flip book version of Kentucky section will be hosted on ~~ohiomagazine.com~~ for 6 months; will include links to Kentucky Department of Travel website and tourism partner websites
- Article can be accessed through Zinio version for access to iPad or E-reader versions of Ohio Magazine
- Leaderboard web banner (728 x 90) – ~~ohiomagazine.com~~ – 20,000 page views – OCTOBER
- 6 free enhanced listings in *Ohio Magazine* Calendar of Events. Will appear in Ohio Magazine, on the Events page of ~~ohiomagazine.com~~ and be emailed to 25,000 newsletter subscribers.

Partner Size Options/Cost (gross):

- 1/6 Page \$1,004
- 1/3 Page \$2,008
- 1/2 Page \$3,012
- 2/3 Page \$4,016
- 1 Page \$6,024

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Partner Added Value:

- Reader response
- One free event listing in Calendar of Events month of choice (online & in-book)
- Link to partner website from flip book version on ~~ohiomagazine.com~~ and from mobile app version
- Opportunity to submit sweepstakes prize for additional exposure for October
- Opportunity to purchase 1/6 page Travel Resource Directory ads at reduced cost of \$600

Partners Needed:

- 12 with 1/6 page ads, fewer if larger ads are purchased.

Marilyn Tanious
614-717-6709
mtanious@ohiomagazine.com

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The Group Travel Leader (Print) – Custom KY Section

The Group Travel Leader mails to 20,000 leisure group travel planners, including members of ABA, NTA, USTOA, SYTA, TAP and OMCA and group leaders who attend the Group Travel family conferences, including BiG (Boomers in Groups), AATC and the 34 TravelTalks Marketplaces held throughout the U.S. each year. We also email the online digital edition of our magazine to over 18,000 readers each month.

Section: 20+ page destination image piece for Kentucky that will run within the October issue. *The Group Travel Leader* will also print 1,000 overrun copies of the section to be distributed at trade shows in 2016.

- Issue date: October 2015
- Region: National
- Circulation: 20,000 print; 18,000 online

STATE COST (NET) – (Pricing per issue): \$2,850



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State Added Value:

- 200x200 banner ad in one monthly e-Newsletter
- Up to 10 photos in the Photo Slideshow online for one year
- Free listing in online leads-generation program called TripSearch
- Free video (up to 2 minutes) in the Video Hub section of the website for one year
- Inclusion of up to 10 individual itineraries for one year
- One year weblink
- Included in online digital version of the magazine

Partner Size Options/Cost (gross):

- 1/6 Page \$1,900
- 1/3 Page \$1,680
- 1/2 Page \$2,650
- 2/3 Page \$3,200
- 1 Full Page \$4,177

Partner Added Value:

- One-year web link
- 3 individual itineraries to be placed on the website for one year on the itineraries page
- Included in online digital version of the magazine
- Free listing in online leads-generation program called TripSearch

Partners Needed:

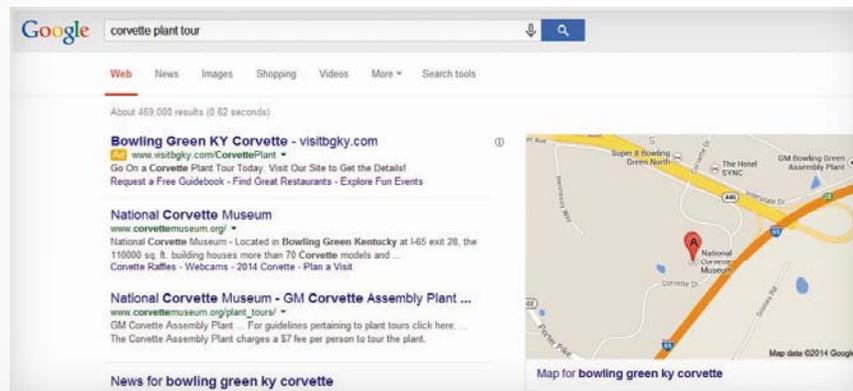
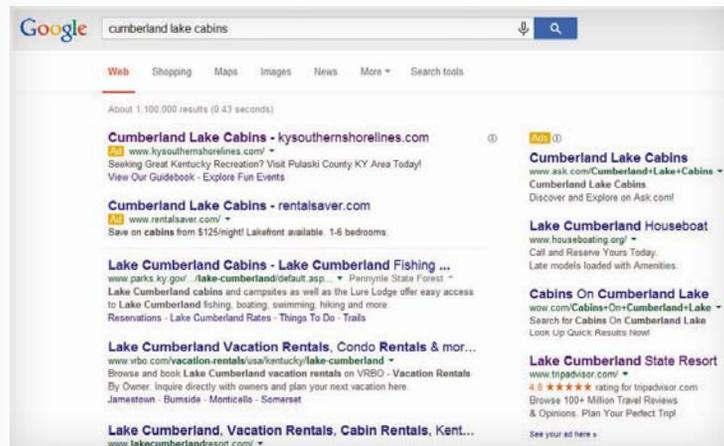
- 12 with 1/6 page ads, fewer if larger ads are purchased

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Madden Media – Search Engine Marketing (Digital)

This search engine marketing co-op will deliver partners increased website traffic and conversions through paid search on Google. Once custom keyword lists are developed by Madden (in conjunction with KDTT) based upon each partner's unique content and the program begins, their Google-certified team will evaluate and optimize performance throughout the program to ensure equal traffic flow with high engagement to all partners. All partners will receive monthly reports that clearly report clicks, impressions, click-through rates, conversions and more.



Targeting:

- Through pre-determined keywords

Package:

- 5,289 clicks
- Total package: \$3,529.41
- Partner cost (gross): \$2,647.06
- State cost (gross): \$882.35
(Total state contribution will be capped at \$15,000, allowing for 17 partners. Additional commitments over 17 partners will be the full responsibility of the partner at \$3,529.41.)
- Recommended timing: August-October 2015

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Madden Media Online Display (Digital)

Madden Media's premium programmatic platform allows for campaign optimization in real-time and its core technology evaluates every impression and can determine the best moment of influence. Some of the websites in Madden's inventory include: Orbitz.com, USAToday.com, Yahoo.com, Travel.com, NationalGeographic.com and thousands more. All partners will receive monthly reports that clearly relay clicks, impressions and click-through rates.



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Targeting:

Includes women ages 25-54, HHI of \$75,000+, with children, interested in vacation planning. Geo-targeting will be determined by partners according to their target markets

Timing:

August 17, 2015 – November 15, 2015

State Cost:

\$15,000 CAP

Banner Sizes:

- Desktop: 160w x 600h, 300w x 250h, 300w x 600h, 728w x 90h
- Mobile: 300w x 50h, 320w x 50h, 320w x 100h, 200w x 200h, 250w x 250h

• Option A:

- State cost (net): \$1,250
- Partner cost (gross): \$4,412
- Clicks: 2,000 - 2,500
- Impressions: 1.5 million+

• Option B:

- State cost (net): \$2,000
- Partner cost (gross): \$7,059
- Clicks: 3,500 - 4,000
- Impressions: 2.5 million+

• Option C:

- State cost (net): \$2,550
- Partner cost (gross): \$9,000
- Clicks: 5,000 - 5,500
- Impressions: 3.2 million+

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WeatherBug Online Display (Digital)

The *WeatherBug* portfolio of products and innovative advertising solutions allows marketers and agencies to make an impression on millions of loyal and engaged users. *WeatherBug* offers exceptional targeting capabilities and customized advertising packages via placements on the *WeatherBug* Desktop Application and *WeatherBug.com*.

Kentucky Tourism on WeatherBug: Brandwrap

This screenshot shows the WeatherBug desktop application interface. The main content area is dominated by a large advertisement for Kentucky Tourism. The ad features the text "There's Only One Kentucky." and "PLAN YOUR FALL GETAWAY TODAY." with images of people riding bicycles and a red car. The background of the ad is a scenic landscape with a horse. The application's navigation menu on the left includes options like "Forecast", "Radar & Maps", "Severe Weather", "Live Cameras", "Weather News", "Travel Weather", "Outdoor Health", "Weather Fun", "Photos", and "Videos". The weather display shows a temperature of 80.0° and a heat index of 88°. The forecast for the day is "Partly cloudy. A 20 percent chance of rain." and the high/low is 89°/71°. The "So Far Today" section shows a high of 89°, low of 78°, and rain of 0.00".

Kentucky Tourism on WeatherBug: ROS

This screenshot shows the WeatherBug desktop application interface with a Right Side Overlay (ROS) for Kentucky Tourism. The ROS is a vertical banner on the right side of the screen, featuring the text "There's Only One Kentucky." and "SPECTACULAR ONE-OF-A-KIND DESTINATIONS. CLICK HERE." with images of people riding bicycles and a horse. The background of the ROS is a scenic landscape with a horse. The application's navigation menu on the left is visible, and the weather display shows a temperature of 78.9° and a heat index of 82°. The forecast for the day is "Partly cloudy. A 20 percent chance of rain." and the high/low is 89°/71°. The "So Far Today" section shows a high of 89°, low of 78°, and rain of 0.00".

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Target Markets:

AL, GA, IL, IN, KY, MI, MO, NC, OH, TN & WV

Timing:

September 1, 2015 – November 15, 2015

State Cost (net):

\$12,000

State Added Value:

80,000 300x250 desktop impressions

Partner Cost (gross):

\$5,882

Partner Receive:

- Geo and demo targeted custom brand wrap: 728w x 90h, 300w x 250h/skin
- Mobile banners: 320w x 50h, 300w x 250h desktop impressions

Partner Needed:

Minimum of 5, maximum of 10

O: 917-261-3953
mobrzut@weatherbug.com

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Spring 2016 Co-op Marketing Opportunities

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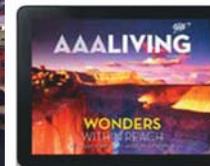
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AAA Living (Print)

AAA LIVING magazine is written and edited for members of AAA clubs. Editorial coverage includes state-specific content, all aspects of AAA membership, and features on art, travel, automotive, financial services, insurance and safety advocacy. AAA Living Tennessee readers are 61.4% female and 63% have a HHI \$102,000+ and have children.

- Section: This co-op will be a formatted ad section running as a 3-page gatefold on the inside front cover of AAA Living Tennessee.
- Editorial theme of section: TBD
- Issue date: March/April 2016
- Region: Entire State of TN
- Circulation: 380,566

STATE COST (NET): \$7,360



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State Added Value:

- Positioning as a gatefold inside front cover
- FREE lead-in page to the section
- Online Ad Spot appearing on AAA.com/AAALiving
- Free 3-page pick-up in Tablet issue
- Conference call with *AAA Living* Travel Department to train the AAA Travel team about the Commonwealth of Kentucky
- Free Augmented Reality feature on spread
- 2" header across spread
- Background for section upon which ads will be placed
- Listing on dedicated Kentucky Co-Op Webpage

Partner Size Options/Cost (gross):

- 1/8 Page \$1,334

Partner Added Value:

- Online Reader Service Listing with photo and up to 20-word description
- Reader Service (lead generation) to full print circulation of 2.4 Million
- Listing on dedicated Kentucky Co-Op webpage

402-686-0922

mrobertson@haMediaGroup.com

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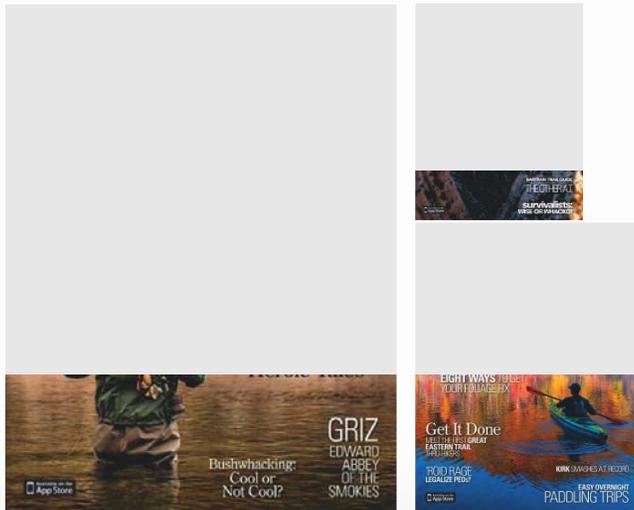
Kentucky
UNBRIDLED SPIRIT[®]

Blue Ridge Outdoors (Print and online)

This glossy, monthly publication is an outdoor sports and adventure travel magazine dedicated to Appalachia and the Southeast. Readers are devoted travelers and athletes, and spend their weekends and off days running, hiking, paddling, biking, and traveling to outdoor adventure destinations.

- Section: Formatted ads with state advertorial (lead-in, 2 advertorial, 2 partner pages)
- Editorial theme of section: Adventure
- Issue Date: April 2016
- Region: Full Circulation (VA, KY, AL, MD, SC, NC, TN, GA, WV & DC)
- Circulation: 110,000

STATE COST (NET): \$10,600



State Added Value:

- Digital presence:
 - Kentucky Tourism banners on contest page (web and mobile)
 - Mobile contest
 - Reader promotion page with lead generation

Partner Size Options/Cost (gross):

- 1/4 Page \$2,495
- 1/2 Page \$3,995
- 1 Full Page \$5,995

Partner Added Value:

- Lead-generating promotion
- Opportunity to feature in the promotion with product or services
- Digital ads in rotation on the BRO website – promo page
- Downloadable PDF with advertorial
- 10% discount for commitment to both Spring and Fall Co-op

Partners needed:

Minimum of 8 at 1/4 page, fewer if larger ads are purchased

Blue Ridge Outdoors
434-817-2755 x16
leah@blueridgeoutdoors.com

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Country Living (Print)

Country Living is a lifestyle magazine that offers readers an escape from life's 24/7 pace. Every issue addresses what's most important to them, including home decorating and renovating, cooking, entertaining, gardening, travel, pets and much more — all delivered with inspiring photography and heartfelt writing.

- Section: Formatted ads with state advertorial, 4 page section (lead-in, 1 advertorial and 2 partner pages)
- Editorial theme of section: Great Getaways
- Issue date: April 2016
- Region: KY, GA, AL, NC, TN, OH, IN, WV, IL, MI & MO
- Circulation: 512,564

STATE COST (NET): \$6,750



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State Added Value:

- Reader service listing
- 12 months online reader service
- Additional reader service listings

Partner Size Options/Cost (gross):

- 1/6 Page \$4,342

Partner Added Value:

- Reader service listing
- 12-month online reader service

Partners needed:

12, fewer if larger ads are purchased

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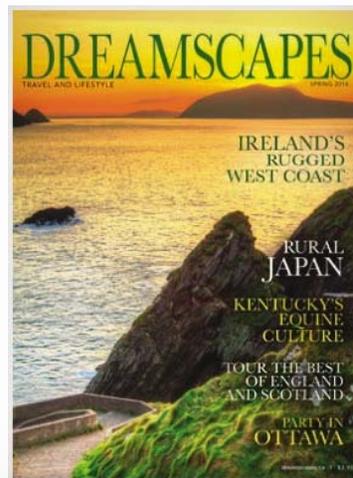
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Dreamscapes Magazine (Print)

Dreamscapes is recognized as Canada's premier consumer travel and lifestyle magazine. Through our national distribution partner, The Globe and Mail newspaper, your message will reach the most desirable family households with an average income of \$143,000+. Over 76% of their readers are ages 36 to 64.

- Section: Formatted ads with state advertorial (lead-in, 2 partner and 2 advertorial pages)
- Editorial theme: USA, Driving Holidays, Culinary & Wine
- Issue date: Spring 2016
- Region: Canada (all major cities with 70% reaching the desirable Ontario market)
- Circulation: 105,000

STATE COST (NET): \$10,000



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State Added Value:

- Link from dreamscapes.ca
- Bonus 1,000-word Kentucky editorial in a 2016 issue

Partner Size Options/Cost (gross):

- 1/6 Page \$800
- 1/3 Page \$1,450
- 1/2 Page \$2,000

Partner Added Value:

- Link from dreamscapes.ca

Partners needed:

12 with 1/6 page ads, fewer if larger ads are purchased

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Endless Vacation (Print)

With a concise, fresh and useful approach to vacation planning, *Endless Vacation* is the primary resource for over 3.6 million RCI members who, because of their investment in a timeshare, have made vacationing a priority in their lives. *Endless Vacation* is quarterly and has the highest paid circulation (1.75 million) of any travel magazine.

- Section: Formatted ads (1 lead-in and 1 partner page minimum)
- Issue date: Spring 2016 (2/20/16 in-home date)
- Region: National circulation
- Circulation: 1,732,813

STATE COST (NET): \$16,256.25



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State Added Value:

- Reader service listing
- Online reader service listing
- E-newsletter ad sent to 1.1 million opt-in subscribers
- Lead-in page featured in the Spring iPad edition of *Endless Vacation*
- 3-month Featured Showcase ad including photo, 1,200 characters and link to download a visitor's guide

Partner Size Options/Cost (gross):

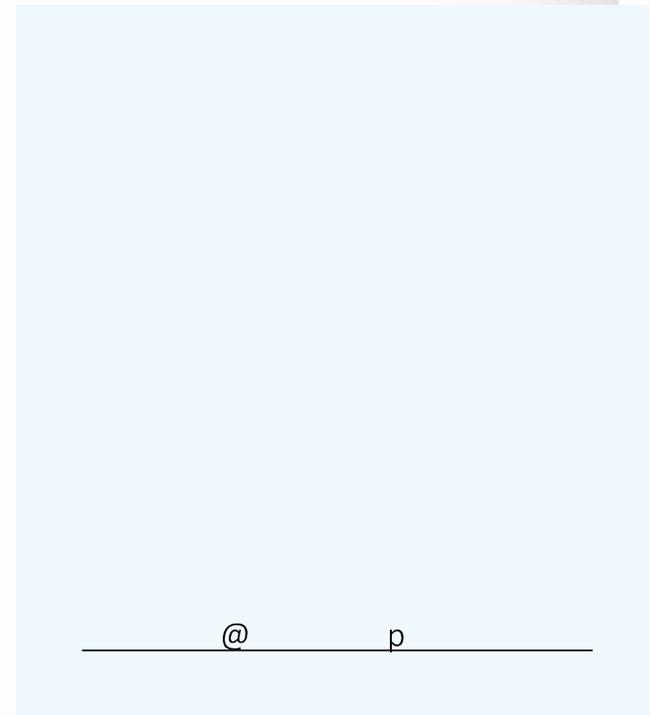
- 1/6 Page \$3,135
- 1/3 Page \$6,020
- 1/2 Page \$9,030
- Full Page \$19,125

Partner Added Value:

- Reader service listing
- Online reader service
- Ad featured in the Spring iPad edition of *Endless Vacation*

Partners needed:

6 with 1/6 page ads, fewer if larger ads are purchased.



Every Day with Rachael Ray (Print)

With practical, simple ideas and a "keep-it-real" attitude, *Every Day with Rachael Ray* delivers a fresh approach to cooking, entertaining, style and travel that helps readers take things off their to-do lists and have fun while they're doing it. The median age of their reader is 47 and 89% are women.

- Section: Formatted ads with state advertorial (2 pages: proposed State lead-in and 1 partner page)
- Editorial theme of section: Taste of Kentucky
- Issue date: April 2016
- Region: IN, KY, TN, OH, IL, WV & VA
- Circulation: 230,700

STATE COST (NET): \$8,500



State Added Value:

- National in-book and online reader service

Partner Size Options/Cost (gross):

- 1/6 Page (2.25" x 3" ad) \$2,000

Partner Added Value:

- National in-book and online reader service

Partners needed:

- 6

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Kentucky Living (Print)

Kentucky Living reaches nearly 34% of all Kentucky adults. Their readers are active, mature, well educated and have a higher disposable income than the Kentucky average.

- Section: Formatted ads with state advertorial (lead-in, minimum 6 pages partner ads, 3 pages editorial; plus additional travel-related editorial written by magazine)
- Issue date: April 2016
- Region: Full circulation
- Circulation: 476,023

STATE COST (NET):



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State Added Value:

- Entire Co-op section will be included in the online digital version of the magazine
- April travel feature will be branded with the Kentucky 2" banner
- Cover line and Table of Contents will direct the reader to visit the section and/or website to request information

Partner Size Options/Cost (gross):

- 1/6 Page \$1,800
- 1/4 Page \$2,500
- 1/3 Page \$3,300
- 1/2 Page \$4,700

Partner Added Value:

- Reader response service
- Weekend getaway package as an incentive to drive response
- *Kentucky Living* will actively amplify travel partners' social media marketing efforts during April and May on Facebook, Twitter, Instagram and Pinterest

advertising@kentuckyliving.com

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Kentucky Monthly (Print)

Kentucky Monthly's readers are affluent, well-educated, well-traveled citizens. Since 1998, readers have increasingly embraced *Kentucky Monthly's* celebration of the people, places, events and culture of the Commonwealth. They are loyal Kentuckians and are proud to share in all the Commonwealth has to offer.

- Section: Formatted ads with state advertorial (lead-in page, min. 2 partner pages and 5-to-1 matching advertorial)
- Editorial theme of section: Travel and/or Food
- Issue date: May 2016
- Region: KY, GA, AL, NC, TN, OH, IN, WV, IL, MI & MO
- Circulation: 40,000

STATE COST (NET): \$2,253



THERE'S ONLY ONE.

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State Added Value:

- A 5-to-1 ad to advertorial ratio
- Events on the *Kentucky Monthly* calendar
- Complimentary tour on Travel Kentucky

Partner Size Options/Cost (gross):

- 1/8 Page \$410
- 1/4 Page \$795
- 1/2 Page \$1,575

Partner Added Value:

- 10% off additional single print insertions made by 2015 - 16 co-op participants for the time beginning July 1, 2015, and running through June 30, 2016
- Combo advertising packages (up to a 40% discount off of rate card) that include:
 - Multi-insertion print ad pricing
 - Travel KY smartphone app location listing
 - Travel KY banner advertising
 - Digital ads on kentuckymonthly.com
 - eNewsletter advertising

Partners Needed:

- 16 at 1/8 page ads, fewer if larger ads are purchased.

Julie Moore
270-485-4098
Julie@kentuckymonthly.com

THERE'S ONLY ONE.

Kentucky
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Long Weekends (Print)

Long Weekends Magazine was created to address the hottest trend in the travel industry, the long weekend. People are taking shorter trips, closer to home, more frequently. The publication reaches a travel-loving, well-heeled audience that comes from the major metropolitan areas of the Tri-State region.

- Section: Formatted ads with state advertorial (lead-in page, 2 advertorial, 2 partner pages)
- Editorial theme of section: Family Fun
- Issue date: Family Fun section (Spring/Summer Issue)
- Region: OH, KY, IN, IL, MI, PA, NY (Western), WV, Ontario (Southern) & TN
- Circulation: 175,000

STATE COST (NET) – (Pricing per issue): \$2,143



THERE'S ONLY ONE.



State Added Value:

- Reader response leads
- Section will be available in the digital version (for tablets and e-readers) with links
- Web banner on www.long-weekends.com
- Advertiser index listing and map plot

Partner Size Options/Cost (gross):

- 1/6 Page \$1,786
- 1/3 Page \$3,572
- 1/2 Page \$5,358
- 2/3 Page \$7,144
- 1 Page \$10,716

Partner Added Value:

- Ability to submit offers (up to 25 words) for monthly newsletter
- Rotating, rectangular banner ad on ~~longweekends.com~~ for publication shelf life
- Electronic version allows for click-through to home page
- Advertiser index listing and map plot
- Opportunity to submit sweepstakes giveaway package for additional exposure opportunity to purchase full-page ad in *LongWeekends* app for \$1,412 gross, \$1,200 net

Partners Needed:

12 with 1/6 page ads, fewer if larger ads are purchased.

6 6 09
mtanious@ohiomagazine.com

THERE'S ONLY ONE.

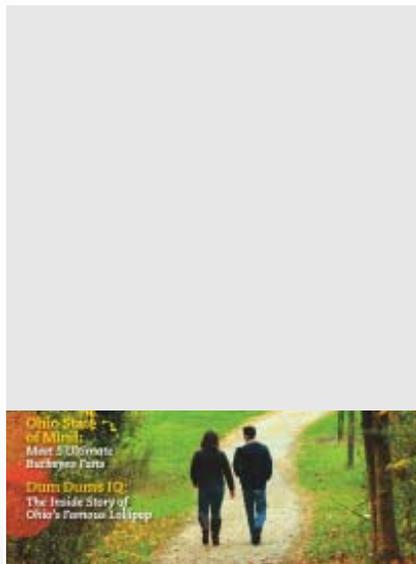
Kentucky
UNBRIDLED SPIRIT[®]

Ohio Magazine (Print)

Ohio Magazine reaches the Ohio-based travel audience with a lively mix of stories and user-friendly information. The magazine provides award-winning stories and photos of Ohio's most interesting people, arts, entertainment, history, homes, dining, family life, festivals and regional travel.

- Section: Formatted ads with state advertorial (lead-in, 2 advertorial, 2 partner pages)
- Editorial theme of section: Kentucky Travel
- Issue date: October 2015
- Region: OH
- Circulation: 51,405

STATE COST (NET) – (Pricing per issue): \$1,205



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State Added Value:

- Six 1/6 page Travel Resource Directory ads (2 ¼" x 4 ¼") in rear of magazine – MARCH-SEPT
- Reader response leads
- 30-second video (provided by Kentucky Department of Travel) will be hosted on homepage of ~~ohiomagazine.com~~ for month of March 2016
- Flip book version of Kentucky section will be hosted on ~~ohiomagazine.com~~ for 6 months, and will include links to Kentucky Department of Travel website and tourism partner websites
- Article can be accessed through Zinio version for access to iPad or E-reader versions of *Ohio Magazine*
- Leaderboard web banner (728 x 90) – ~~ohiomagazine.com~~ – 20,000 page views – MARCH
- 6 free enhanced listings in Ohio Magazine Calendar of Events. Will appear in *Ohio Magazine*, on the Events page of ~~ohiomagazine.com~~ and emailed to 25,000 newsletter subscribers.

Partner Size Options/Cost (gross):

- 1/6 Page \$1,004
- 1/3 Page \$2,008
- 1/2 Page \$3,012
- 2/3 Page \$4,016
- 1 Page \$6,024

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Kentucky
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Partner Added Value:

- Reader response
- One free event listing in Calendar of Events month of choice (online & in-book)
- Link to partner website from flip book version on ~~ehiomagazine.com~~ and from mobile app version
- Opportunity to submit sweepstakes prize for additional exposure for October
- Opportunity to purchase 1/6 page Travel Resource Directory ads at reduced cost of \$600

Partners Needed:

- 12 with 1/6 page ads, fewer if larger ads are purchased.

THERE'S ONLY ONE.

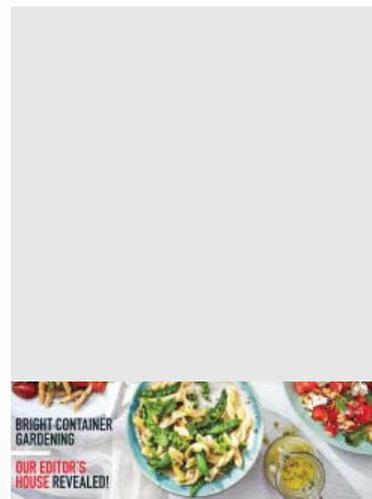
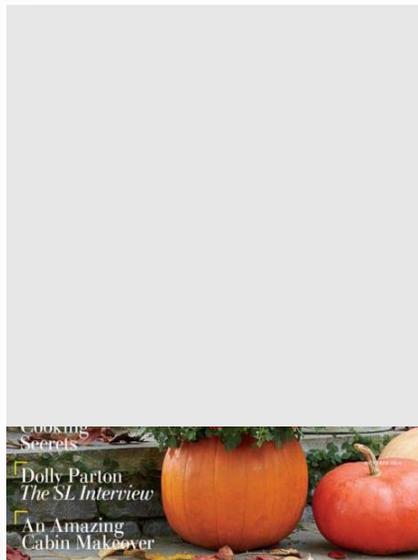
Kentucky
UNBRIDLED SPIRIT[®]

Southern Living (Print)

Through a comprehensive editorial package highlighting foods, travel, homes and gardens, *Southern Living* addresses the bond between the South's traditional and cosmopolitan attitudes. It is a lifestyle guide for the ever-changing, ever-expanding South.

- Section: Formatted ads with state advertorial (est. 7 pages: lead-in page, 2-3 advertorial and 2-3 partner pages)
- Editorial theme of section: Travel
- Issue date: April 2016
- Region: IL, IN, KY, MI, OH, WI, WV & TN
- Circulation: 452,000

STATE COST (NET): \$40,881



THERE'S ONLY ONE.

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State Added Value:

- Travel Planner listing, including lead generation and delivery, for one year
- Listing on SLTravelPlanner.com
- Featured getaway listing on SLTravelPlanner.com
- One quarterly travel e-blast
- One travel planner e-newsletter

Partner Size Options/Cost (gross):

- 1/6 Page \$8,015

Partner Added Value:

- Listing on the Travel Planner reader service page with weekly lead fulfillment for a year
- One listing with weblink on SLTravelPlanner.com

Partners Needed:

- 15 at 1/6 page ads, fewer if larger ads are purchased.

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Kentucky
UNBRIDLED SPIRIT[®]

The Group Travel Leader (Print)

The Group Travel Leader mails to 20,000 leisure group travel planners, including members of ABA, NTA, USTOA, SYTA, TAP and OMCA and group leaders who attend the Group Travel Family conferences, including BiG (Boomers in Groups), AATC and the 34 TravelTalks Marketplaces held throughout the U.S. each year. We also email the online digital edition of our magazine to over 18,000 readers each month.

- Section: Formatted ads with state advertorial (lead-in, 2 partner, 2 advertorial min.)
- Editorial theme of section: Jan-Travel South and March-Kentucky Destination feature
- Issue dates: January and March 2016
- Region: National
- Circulation: 20,000 print; 18,000 online

STATE COST (NET): \$2,805 Per issue, \$5,610 Total



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State Added Value:

- 200x200 banner ad in one monthly e-Newsletter
- Up to 10 photos in the Photo Slideshow online for one year
- Free listing in online leads-generation program called TripSearch
- Free Video (up to 2 minutes) in the Video Hub section of the website for one year
- Inclusion of up to 10 individual itineraries for one year
- One year weblink
- Included in online digital version of the magazine

Partner Size Options/Cost (gross):

- 1/6 Page \$1,100
- 1/3 Page \$2,200
- 1/2 Page \$3,300
- 1 Full Page \$6,600

Partner Added Value:

- One year web link
- 3 individual itineraries to be placed on the website for one year on the itineraries page
- Included in online digital version of the magazine
- Free listing in online leads-generation program called TripSearch

Partners Needed:

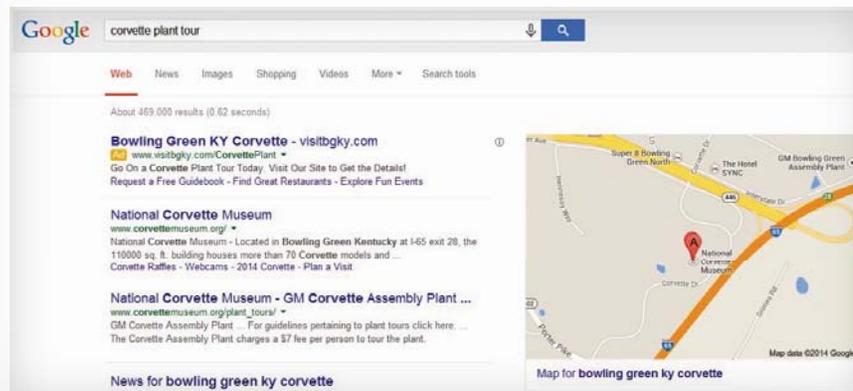
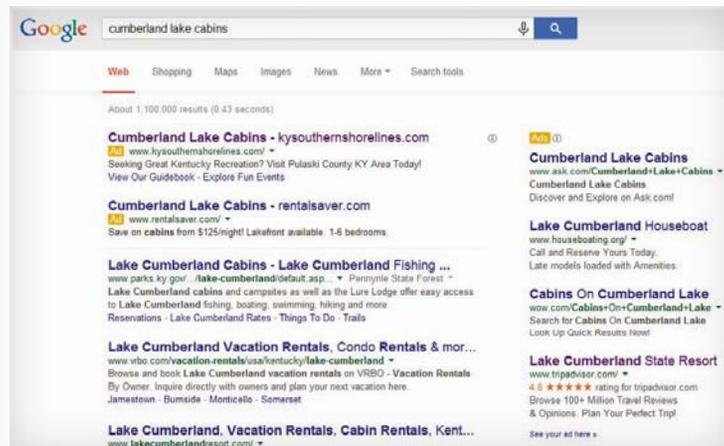
- 12 with 1/6 page ads, fewer if larger ads are purchased

THERE'S ONLY ONE.

Kentucky
UNBRIDLED SPIRIT[®]

Madden Media – Search Engine Marketing (Digital)

This search engine marketing co-op will deliver partners increased website traffic and conversions through paid search on Google. Once custom keyword lists are developed by Madden (in conjunction with KDTT) based upon each partner's unique content and the program begins, their Google-certified team will evaluate and optimize performance throughout the program to ensure equal traffic flow with high engagement to all partners. All partners will receive monthly reports that clearly report clicks, impressions, click-through rates, conversions and more.



Targeting:

- Through pre-determined keywords

Package:

- 5,289 clicks
 - Total Package: \$3,529.41
 - Partner Cost (gross): \$2,647.06
 - State Cost (gross): \$882.35
- (Total state contribution will be capped at \$15,000, allowing for 17 partners. Additional commitments over 17 partners will be the full responsibility of the partner at \$3,529.41.)
- Recommended timing: March-May 2016

twisbrock@maddenmedia.com

THERE'S ONLY ONE.

Kentucky
UNBRIDLED SPIRIT[®]

Madden Media Online Display (Digital)

Madden Media's premium programmatic platform allows for campaign optimization in real-time and its core technology evaluates every impression and can determine the best moment of influence. Some of the websites in Madden's inventory include: Orbitz.com, USAToday.com, Yahoo.com, Travel.com, NationalGeographic.com and thousands more. All partners will receive monthly reports that clearly relay clicks, impressions and click-through rates.



THERE'S ONLY ONE.



Targeting:

Includes women ages 25-54, HHI of \$75,000+, with children, interested in vacation planning. Geo-targeting will be determined by partners according to their target markets

Timing:

March 2, 2016 – May 31, 2016

State Cost:

\$15,000 CAP

Banner Sizes:

- Desktop: 160w x 600h, 300w x 250h, 300w x 600h, 728w x 90h
- Mobile: 300w x 50h, 320w x 50h, 320w x 100h, 200w x 200h, 250w x 250h

• Option A:

- State cost (net): \$1,250
- Partner cost (gross): \$4,412
- Clicks: 2,000 - 2,500
- Impressions: 1.5 million+

• Option B:

- State cost (net): \$2,000
- Partner cost (gross): \$7,059
- Clicks: 3,500 - 4,000
- Impressions: 2.5 million+

• Option C:

- State cost (net): \$2,550
- Partner cost (gross): \$9,000
- Clicks: 5,000 - 5,500
- Impressions: 3.2 million+

P: 314-925-7297
C: 314-882-0276
twisbrock@maddenmedia.com

THERE'S ONLY ONE.

Kentucky
UNBRIDLED SPIRIT[®]

Co-Op Partner Content Guidelines for Print Ads

1/8 page:

- Image count: 1 (High-res, 300dpi or higher)
- Headline word count: 6 word maximum
- Body copy word count: 20 word maximum
- Contact info
- High-res logo

1/6 page:

- Image count: 1 (High-res, 300dpi or higher)
- Headline word count: 6 word maximum
- Body copy word count: 30 word maximum
- Contact info
- High-res logo

1/2 page:

- Image count: 2 (High-res, 300dpi or higher)
- Headline word count: 8 word maximum
- Body copy word count: 65 word maximum
- Contact info
- High-res logo

1/4 page:

- Image count: 1 (High-res, 300dpi or higher)
- Headline word count: 8 word maximum
- Body copy word count: 35 word maximum
- Contact info
- High-res logo

1/3 page:

- Image count: 2 (High-res, 300dpi or higher)
- Headline word count: 8 word maximum
- Body copy word count: 50 word maximum
- Contact info
- High-res logo

Full-page:

- Image count: 2 (High-res, 300dpi or higher)
- Headline word count: 10 word maximum
- Body copy word count: 80 word maximum
- Contact info
- High-res logo

THANK YOU

THERE'S ONLY ONE.

