



- 1. Introduction
- 2. Program Offerings
- Next Steps

Miles Re-Introduction



Chris GendekDirector, Destination
Partner Development



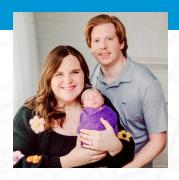
Cynthia Kendrick Senior Account Director



Melissa Bowman Senior Media Planner



Margaret Horlander
VP, Account Services



Dylan FrazierCooperative Marketing
Coordinator



CO-OP PROGRAM OVERVIEW

Kentucky Tourism's co-op program is crafted to provide value and benefit to all partners. By smartly leveraging our state's collective offerings and investments in this program, we'll continue growing tourism's positive impact on Kentucky's economy and quality of life.

The program provides a broad range of opportunities to reach qualified leads at a variety of price points. Regardless of your marketing budget and goals, you'll find options to attract more visitors.



The Kentucky co-op program offers all partners



A mix of marketing channels to drive awareness and action



Flexible and affordable marketing opportunities



Measurable results

The program is designed to leverage the state's resources and its partners' budgets to maximize the industry's overall economic impact.



The Kentucky Tourism co-op program offers...

- » a strategic mix of marketing channels
- » access to agency creative services
- » negotiated rates and premium inventory
- » affordable custom opportunities
- » detailed reporting
- » Kentucky Tourism matching funds



A rising tide raises all ships



Destination Marketing Organizations



Tourism-related businesses and attractions



Recreational activity providers & outfitters





OFFICIAL VISITOR'S GUIDE: PRINT ADS



Each year, approximately **350,000 copies** of the Kentucky Visitor's Guide are distributed at Welcome Centers, travel shows and in response to direct requests. The guide is also made available digitally on the Kentucky Tourism website.

Options	Investment
Premium Placement (4 available)	\$18,955
Full Page (Front of Book)	\$15,970
Two-Page Spread	\$27,907
Full Page	\$14,630
1/2 Page	\$8,500
1/4 Page	\$4,250
1/8 page	\$2,140



OFFICIAL VISITOR'S GUIDE: DIGITAL ADS





Reach online readers of the Official Kentucky Visitor's Guide with digital placements in the guide content.

Options	Investment
Banner Ad	\$1,090
Interstitial*	\$225
Native Content	\$840

^{*}Only available to print advertisers to provide support within the digital guide.





EMAIL MARKETING: MONTHLY DEPLOYMENTS



Reach an engaged audience interested in learning about a Kentucky vacation. With more than **120,000 opt-in subscribers**, the Kentucky Tourism eNews program can be used to advertise travel spotlights, deals, events and more.

Options	Investment
Row 1: Sponsored Placement	\$1,370
Row 2: Sponsored Placement	\$1,100
Row 3: Sponsored Placement	\$830



EMAIL MARKETING: CUSTOM DEPLOYMENTS



Maximize your marketing impact with a dedicated email to your chosen audience from Kentucky Tourism's database.

Options	Investment	Est. Subscribers
Custom: Full Database	\$3,980	~120k
Custom Segmented: Adventure & Sports	\$2,190	More than 25k
Custom Segmented: Food & Drink	\$2,190	More than 35k
Custom Segmented: Arts & Culture	\$2,190	More than 35k
Custom Segmented: Horses & Attractions	\$2,190	More than 32k





KENTUCKYTOURISM.COM: FEATURED BUSINESS LISTINGS



With **2.9M active users** annually, the Kentucky Tourism website reaches a highly-qualified audience interested in visiting Kentucky. Ensure they see your business when browsing the site with a featured business listing.

Options	Investment
Featured Business Listing	\$1,235 / yr.



SOCIAL MEDIA TAKEOVERS



Build social engagement and increase web traffic by promoting your content on Kentucky Tourism's social channels.

Options & Investment:

	Investment
3-Day Takeover	\$1,050
Story Takeover	\$815





RE-INTRODUCING PLACES.TRAVEL

Places.Travel is a story-first, omnichannel publisher that that engages, entertains, and activates travelers.

Through curated content, channels, and media amplification, Places.Travel connects with travelers where they want, when they want.









100% travel



57% audience under A34



4.3M unique users / year



1.3Mweb and enews
engagements / year



40M social impressions / year



Top 10Apple publishing partner worldwide



WRITTEN CONTENT: MUST-SEE SHORTLIST

Must-See Shortlists highlight the sights, sounds, and flavors that must not be missed in your destination with brief, shareable content. These packages include:

- One featured article on Places.Travel and KentuckyTourism.com (up to 800 words)
- Seven organic social posts on Places. Travel channels
- Paid media amplification

Options	Estimated Impressions	Guaranteed Views	Campaign Duration	Investment
Basic Package	143,400	4,050	45-90 days	\$2,745
ENHANCED Package w/ YouTube Promotion	260,100	7,345	60-90 days	\$4,775
ENHANCED Package w/ Apple Maps	186,875	10,125	365 days	\$6,050
Content Refresh	-	-	-	\$2,105



WRITTEN CONTENT: EVENTS & EXPERIENCES ARTICLE

Give travelers a deeper dive into what makes your destination extraordinary – from unique events to one of kind experiences. Showcase your best attractions, museum, parks, and signature gatherings. These packages include:

One featured article on Places.Travel and KentuckyTourism.com (up to 1,200 words)

Nine organic social posts on Places. Travel channels

Paid media amplification

Options	Estimated Impressions	Guaranteed Views	Campaign Duration	Investment
Basic Package	195,200	5,510	45-90 days	\$3,645
ENHANCED Package w/ YouTube Promotion	286,000	8,800	60-90 days	\$5,675
ENHANCED Package w/ Apple Maps	186,875	10,125	365 days	\$7,000
Content Refresh	-	-	-	\$2,150





WRITTEN & MULTIMEDIA CONTENT: DESTINATION STORY

If there is more to your destination than just one feature could possibility encompass; this comprehensive package of diverse content is ideal. These packages include:

- One featured article on Places.Travel and KentuckyTourism.com (up to 1,200 words)
- Dedicated content hub on Places.Travel
- Original photography and videography (:30, :60, :10)
- Fifteen organic social posts on Places. Travel channels
- Paid media amplification

Options	Estimated Impressions	Guaranteed Views	Campaign Duration	Investment
ENHANCED Package w/ YouTube Promotion	956,115	16,815	365 days	\$13,075
ENHANCED Package w/ Apple Maps	747,500	26,940	365 days	\$17,645



CUSTOM CONTENT: ADD-ONS

Already have an article or video existing and want to get some extra eyes on it? Need something more to tell your destination's full story?

Extra Apple Maps Guides	Investment
Apple Maps Add-On: One Additional Guide	\$4,075
Apple Maps Add-On: Two Additional Guides	\$7,705
Apple Maps Add-On: Three Additional Guides	\$9,605
Content Refresh	\$2,215

Media Amplification	Est. Impressions	Investment
Tier 1	250,000	\$1,720
Tier 2	200,000	\$1,420
Tier 3	150,000	\$1,120
Tier 4	100,000	\$820
Tier 5	75,000	\$715
Tier 6	50,000	\$520





CUSTOM CONTENT: VIDEOS



Build awareness with custom videos showcasing your destination. Deliverables include:

- One 10-hour shoot day, capturing 3-5 locations within a reasonable driving distance
- 60-90 second experiential (digital distribution)
- :30s and 15s, 16x9 (advertising / digital distribution)
- :10s, 9x16 (social distribution, including paid)

All videos live on KentuckyTourism.com for one year, as well as Kentucky Tourism's YouTube channel.

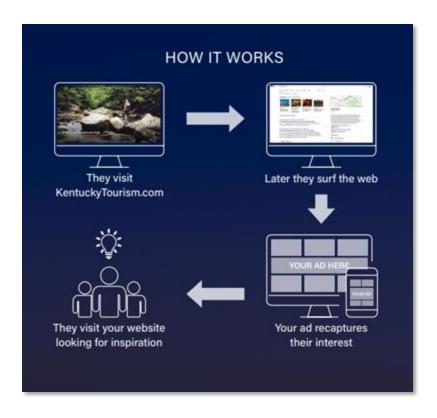
Options	Investment
New (with shoot)	\$8,480
New (with existing footage)	\$2,750
Add-On: Talent*	\$1,140*
Add-On: VO	\$1,200

^{*}Non-speaking, full-day rate





NATIVE & DISPLAY ADS: AUDIENCE EXTENSION & RETARGETING



Take advantage of a unique opportunity to retarget audiences interested in a Kentucky vacation (and those that look like them) with digital display and native ad placements featuring your destination.

Timing: Your choice!

Options	Investment	Est. Impressions
Tier 1: Native & Display	\$15,875/ mo.	2,000,000
Tier 2: Native & Display	\$6,430 / mo.	750,000
Tier 3: Native & Display*	\$2,750 / mo.	250,000

^{*3-}month minimum

Miles design services are available upon request for additional charge.



Programmatic Digital Display and Native

	Tier 1*	Tier 2	Tier 3
Partner Buy-In	\$16,145/mo.	\$6,700/mo.	\$3,025/mo.
Impressions	1,750,000	700,000	300,000
KDT Bonus Impressions**	875,000	350,000	150,000

Customizable digital display and native packages contextually, behaviorally, and geographically targeted to reach travel intenders while using desktop, mobile, and tablet devices.

Timing: Your choice!

Suggested interest categories: Family travel, road trips, outdoor adventure, arts & culture, entertainment, bourbon and horses.

Bonus: All campaigns include a brief planning call with Miles Partnership to discuss your targeting options and timing. By choosing to run in Kentucky, Indiana, Ohio, West Virginia, Illinois, Missouri, Michigan, or Georgia, you may qualify for a 50% bonus in impressions from Kentucky Tourism.

Creative: All assets and any associated cost for materials is the sole responsibility of the partner.



^{*2-}month minimum

^{**}KDT contribution is limited to the first \$50,000

DISPLAY ADS: PREMIUM PUBLISHERS



Take advantage of a unique opportunity to reach travel intenders on premium sites, such as DotDash Meredith, Hearst, CondeNast, with your dedicated display ads.

Timing: Your choice!

Options	Investment	Est. Impressions
Premium Display*	\$4,200 / mo.	250,000

^{*2-}month minimum

Miles design services are available upon request for additional charge.



VIDEO ADVERTISING





Use your existing video spots to reach travelers interested in a Kentucky vacation online or through connected TV (CTV) devices.

Pre-roll video is targeted programmatically at visitors to the KentuckyTourism.com site and lookalike audiences on desktop, tablet and mobile.

CTV ads run on streaming services, such as Paramount, Samsung, PlutoTV and Comcast.

Timing: Your choice!

Options	Investment	Est. Impressions		
Pre-Roll Video (:15)*	\$3,100 / mo.	150,000		
CTV (:30)	\$4,200 / mo.	150,000		

^{*2-}month minimum



DIGITAL OUT-OF-HOME



Build brand awareness and deliver inspiration to on-the-go audiences with digital out-of-home billboards. Your brand will be featured with Kentucky Tourism and other participating partners.

Timing: March 2026

Options	Investment	Est. Impressions
In-State	\$3,000	150k
Regional Nashville, Cincinnati & Indianapolis	\$5,000	250k



Style Blueprint Dedicated Email

StyleBlueprint





KENTUCKY







Kentucky: Your Weekend Getaway



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im ven

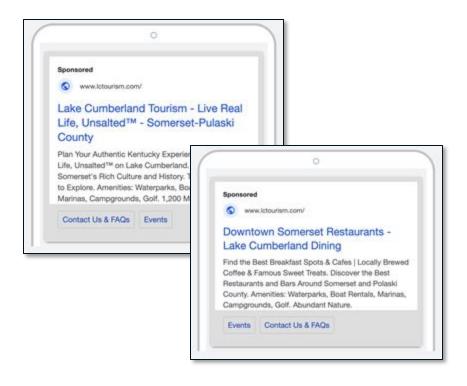
Sponsored email sent to over 210,000 affluent email subscribers. Email is anchored with a hero image and copy provided by Kentucky, followed by an image and copy from 6 partners.

Timing: September 2025 or April 2026 (6 partners max per email)

Options	Investment Per Email
Position 1	\$2,250
Position 2	\$2,100
Position 3	\$1,900
Position 4	\$1,750
Position 5	\$1,600
Position 6	\$1,500



SEARCH ENGINE MARKETING (SEM)



Reach consumers who are actively looking for content related to your destination, product or services.

Timing: Your choice!

Options	Investment
Tier 1: 3 Months	\$4,725
Tier 2: 6 Months	\$8,530



RICH MEDIA



Drive brand lift and audience engagement through this engaging custom Brand Reveal unit.

Options	Investment	Est. Impressions
March 2026	\$3,400	250k



FALL & SPRING PRINT ADVERTORIALS



Build brand awareness and deliver inspiration to audiences within Kentucky Tourism's strategic marketing campaign.

Timing: Fall (Sept-Oct) & Spring (March-June)

Options & Investment: See flowchart





CO-OP FLOWCHART

						FY2	6 Kentucky Depa	rtment of Tou	rism Coop Me	dia Plan			
		My	August	September	October	November	December	lansary	February	March	April	May	
	Kentucky Monthly												Г
	TravelNest												
_	Ohio Mapurine												Г
Ē	Minois Country Uving											1	
BULL	The Tennessee Magazine											1	
REGIONAL/NATIONAL PRINTTITLES	Indiana Connection												
(ATIO	Ohio Cooperative Living												ı
Š	Blue Ridge Outdoors Magazine												
80	Longweekends												
*	Southern Home												
	Southern Lady												
	Group Travel Leader										1		Г
	Atlanta Magazine										1		
	Chicago Magazine												
Ę	Cincinneti Magazine												ı
CITY FOCUSED PRINT	Columbus Monthly												
8	Indianapolis Monthly												
ğ	Nashville Lijestyles												
	Evanuelle Living												
	St. Louis Magazine]	
2	Style Blusprint (Dedicated Fenal)												
No.	Undertone Rich Media			-									
H000	Adjenuity In State and Regional Outdoor												



PRINT ADVERTORIALS: OPTIONS & INVESTMENT

Publication	Month(s)	Circulation	Full Page	½ Page	¼ Page
Kentucky Monthly	September OR March OR June	35,000	\$3,400	\$1,700	\$850
TravelHost	Spring	11,000	\$2,250	\$1,125	\$562.50
Ohio Magazine	March/April	30,659	\$5,000	\$2,500	\$1,250
Illinois Country Living	March	80,000	\$2,689.30	\$1,344.65	\$672.33
The Tennessee Magazine	April	713,317	\$9,986.44	\$4,993.22	\$2,496.61
Indiana Connection	Мау	314,225	\$4,399.15	\$2,199.58	\$1,099.79
Ohio Cooperative Living	Мау	312,430	\$4,374.02	\$2,187.01	\$1,093.51
Blue Ridge Outdoors	September OR March	85,000	\$5,600	\$2,800	\$1,400
Longweekends	Spring	100,000	\$8,350	\$4,175	\$2,087.50
Southern Home	May/June	100,000	\$3,140	\$1,570	\$785
Southern Lady	May/June	120,000	\$4,200	\$2,100	\$1,050



PRINT ADVERTORIALS: OPTIONS & INVESTMENT

P	ublication	Month(s)	Circulation	Full Page	½ Page	¼ Page
	Atlanta Magazine	May	62,000	\$5,325	\$2,662.50	\$1,331.25
	Chicago Magazine	October OR May	105,000	\$8,778	\$4,389	\$2,194.50
	Cincinnati Magazine	October OR May	30,000	\$4,305	\$2,152.50	\$1,076.25
	Columbus Monthly	October OR April	16,000	\$2,585	\$1,292.50	\$646.25
crit	Evansville Living	March/April	13,000	\$3,100	\$1,550	\$775
	Indianapolis Monthly	October OR May	30,000	\$4,450	\$2,225	\$1,112.50
	Nashville Lifestyles	October OR June	30,000	\$2,192	\$1,096	\$548
	St. Louis Magazine	October OR March	31,000	\$5,600	\$2,800	\$1,400
	Group Travel Leader	October OR March	14,000	\$3,200	\$1,600	\$800



DISCOUNTED PACKAGES

Bronze - SAVE \$1,190	Investment	Silver - SAVE \$1,530	Investment	Gold - SAVE \$1,625	Investment
OVG - 1/4 Page Ad	\$4,170	OVG - 1/2 Page Ad	\$8,335	OVG - Full Page Ad	\$14,345
Digital OVG Banner Ad	Added-Value	Digital OVG Banner Ad	Added-Value	Digital OVG Banner Ad	Added-Value
eNews Monthly – Row 2 Placement	\$1,080	eNews Monthly – \$1,345 Row I Placement		Custom eNews: Full Database	\$3,980
Audience Extension & Retargeting (1 mo.*)	\$2,750	Audience Extension & Retargeting (1 mo.*)	\$2,500	Audience Extension & Retargeting (1 mo.*)	\$2,500
Package Total \$8,000		Rich Media \$3,400		Rich Media	\$3,400
		Package Total	\$15,580	Package Total	\$24,225



^{*}Package purchasers can invest in additional consecutive months of Audience Extension & Retargeting for \$2,500 / mo.



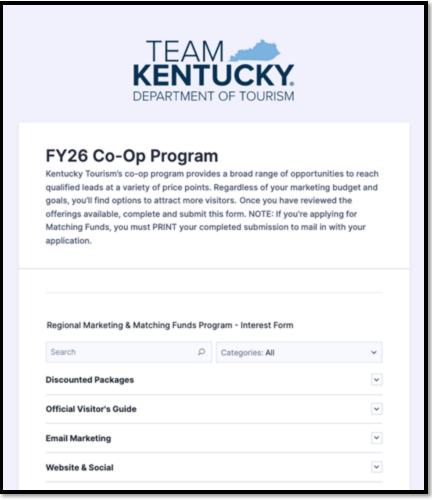
next **steps**

Co-op interest forms due <u>June 1</u>

- Once you have reviewed the offerings available, complete your sign-up form online.
- Once forms are submitted, Chris will be in touch to secure your placements.
- ☐ If you would like to submit your co-op selections for matching funds, print the PDF confirmation of your form and send it with your application.
- ☐ If you have questions, contact:
 - Chris Gendek for co-op production and availability information
 - Karen & Rhonda for Matching Funds Program information



sign-up & matching funds





PDF confirmation



Monday, March 25, 2024

Kentucky Tourism's co-op program provides a broad range of opportunities to reach qualified leads at a variety of price points. Regardless of your marketing budget and goals, you'll find options to attract more visitors. Once you have reviewed the offerings available, complete and submit this form. If you're also applying for matching funds, you MUST PRINT your completed submission to mail in with your Matching Funds application.

Regional Marketing & Matching Funds Program - Sign-Up Form

Description		Amount
OVG Print Ad Placement; Full Page \$14345,00 x 1		\$14345.00
Monthly Row 2: Sponsored Placement Month; March		\$1080.00
Monthly Row 2: Sponsored Placement Month: April		\$1080.00
Monthly Row 2: Sponsored Placement Month: May		\$1080.00
Must-See Shortlist Options: Basic		\$2745.00
Rich Media S3400,00 x 1		\$3400.00
	Total	\$23730.00
lame	Cynthia Test	
Organization	Test Org	
E-Mail Address	Email Address@email.com	

Kentucky Tourism Matching Funds Program





Many co-op offerings are also eligible for the Matching Funds Program.

For Program information, contact:

Rhonda Nix & Karen Hackett





Thank You

Any questions?