

KENTUCKY TOURISM

# FY27 Co-Op Marketing Program

APRIL 2026

**miles**  
PARTNERSHIP

# Today

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1. Introduction
2. Program Offerings
3. Next Steps



# Miles Re-Introduction



**Cynthia Kendrick**

*Sr. Account Director*



## 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.



# A rising tide **raises all ships**



Destination  
Marketing  
Organizations



Tourism-related  
businesses and  
attractions



Recreational activity  
providers & outfitters



## The Kentucky Tourism co-op program offers...

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

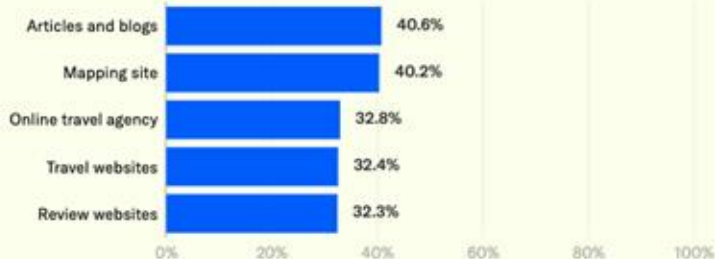
*\*as eligible (see program guidelines)*



# TRAVEL INSPIRATION INSIGHTS

## Top Travel Planning Resources

(Used in the Past 12 Months)

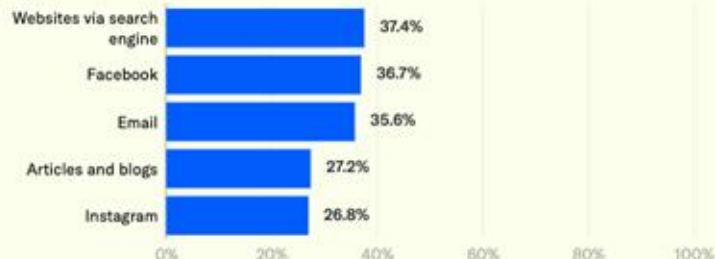


Used Official Tourism Office Resources to Plan Travel  
(Past 12 Months)



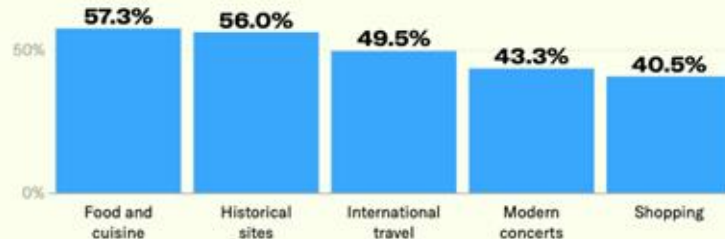
Watched Videos Online to Plan Travel  
(Past 12 Months)

## Most Effective Travel Planning Resources



## Top Travel Hobbies & Passions

(Top 2 Box - % selecting "Extremely high interest" or "High interest")



## **KDT OWNED MARKETING OPPORTUNITIES**

Connect with visitors interested in or planning a Kentucky vacation. These opportunities are the best way to attract an already engaged audience.



# Print's tactile nature offers **a welcome break from digital overload**



Tactile, aspirational print catalogs and magazines encourage potential visitors to connect with brands, moving them toward conversion



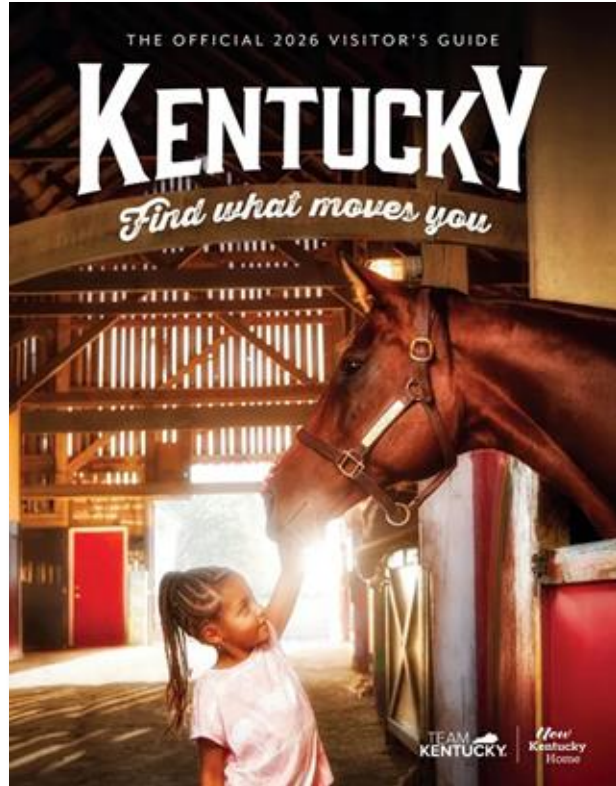
Nearly 23% of recent Kentucky travelers use Official Visitors Guides to plan travel\*



Immersive Visitor's guides can meaningfully engage potential travelers, building relationships that lead to lifelong brand loyalty



## 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



# EMAIL MARKETING: MONTHLY DEPLOYMENTS

Reach an engaged audience interested in learning about a Kentucky vacation. With more than **115,000 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	\$1,380
Row 2: Sponsored Placement	\$1,150
Row 3: Sponsored Placement	\$920

More than **35%** of recent Kentucky visitors use email for travel inspiration!

Row 1

Row 2

Row 3



# 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	\$4,025	~115k
Custom Segmented: Adventure & Sports	\$2,190	More than 26k
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



# 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



## WEBSITE 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 (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	126,074	4,050	45-90 days	\$2,880
ENHANCED Package w/ Apple Maps	352,104	10,128	365 days	\$6,030
Content Refresh	-	-	-	\$2,220



## WEBSITE CONTENT: ITINERARIES

From insider tips, places to dine and exciting excursions, itineraries provide ideas for a fun-filled trip to a destination, whether a weekend getaway, an extended stay, or a 24-hour escape.

These packages include:

- One featured article (up to 1,000 words and 10 locations)
- Five organic social posts on Places.Travel channels
- Paid media amplification

Options	Estimated Impressions	Guaranteed Views	Campaign Duration	Investment
Basic Package	141,380	4,781	45-90 days	\$3,145
ENHANCED Package w/ Apple Maps	352,104	10,128	365 days	\$6,505
Content Refresh* <small>*From Events &amp; Experiences Article</small>	-	-	-	\$2,220



Places.Travel  
**Added Visibility**



**100%**  
travel



**59%**  
audience under A34



**22.5M**  
social impressions /  
year



**1.2M**  
web and eNews  
engagements / year



**4.9M**  
unique users of Apple  
Maps Guides / year



**Top 5**  
Apple publishing  
partner worldwide



# CUSTOM CONTENT: VIDEOS + PHOTOS



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)
- Still photography (15 "hero" stills and outtakes)
- Full rights to all b-roll and photography assets

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

Options	Investment
New (with shoot)	\$9,000
New (with existing footage)	\$2,885
Add-On: Talent*	\$1,140*
Add-On: VO	\$1,200

\*Non-speaking, full-day rate



## CUSTOM CONTENT: PHOTOS

Build the photo library for your destination.

Deliverables include:

- One 10-hour shoot day , capturing 3-5 locations within a reasonable driving distance
- 20 edited "hero" images
- 200 outtakes, lightly color-corrected
- Full rights to all photos

	Investment
One-Day Shoot	\$4,315



## PAID ADVERTISING

Make the most of your marketing budget with paid digital advertising in highly effective, high-impact channels.



## CUSTOM CONTENT: ADD-ON PROMOTION

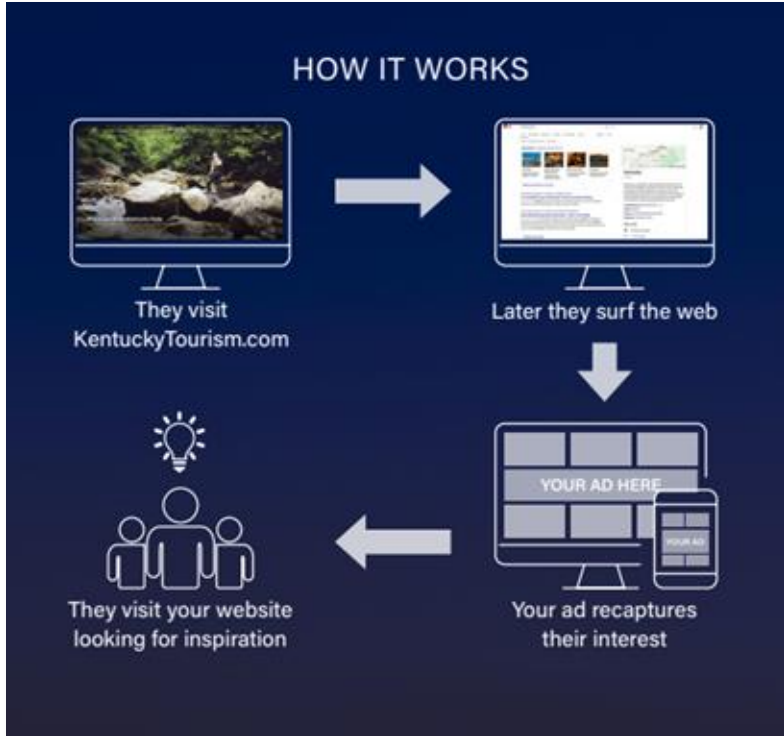
Already have an article or video existing and want to get some extra eyes on it? Need something more to tell your destination's full story?

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	\$2,220

Media Amplification of Places.Travel Articles	Est. Impressions	Investment
Tier 1	250,000	\$2,100
Tier 2	200,000	\$1,800
Tier 3	150,000	\$1,385
Tier 4	100,000	\$965
Tier 5	75,000	\$750
Tier 6	50,000	\$550



# NATIVE & DISPLAY ADS: AUDIENCE EXTENSION & RETARGETING



Take advantage of a unique opportunity to retarget audiences interested in a Kentucky vacation (and similar prospective travelers) with digital display and native ad placements featuring your destination.

**Timing:** Your choice!

Options	Investment	Est. Impressions
Tier 1: Native & Display	\$16,930 / 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.**



# 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.

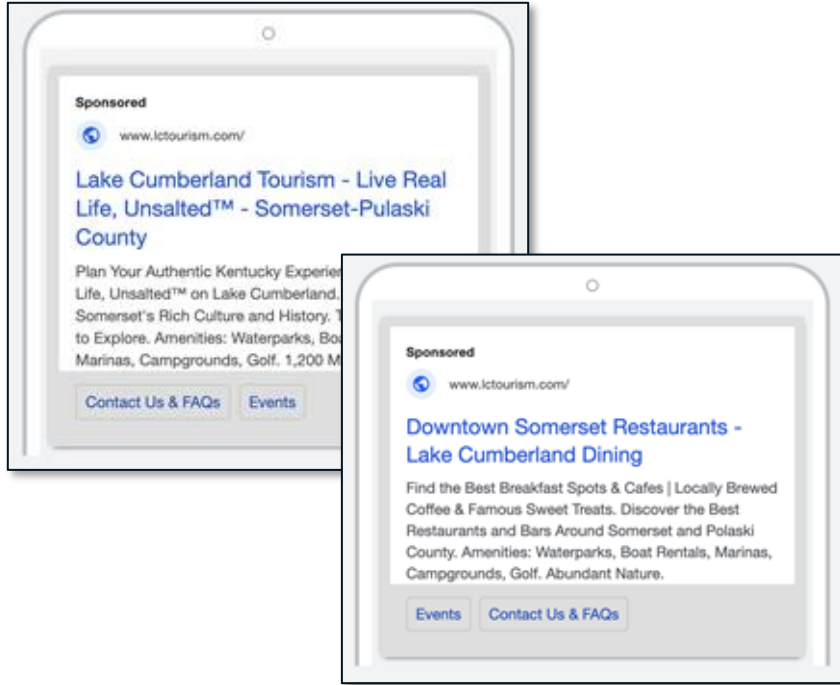
**Timing:** Your choice!

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

\*2-month minimum



# 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



## NEXT STEPS

Once you have reviewed the offerings available, complete your FY27 co-op sign-up form.



FY27

# changes

- Co-op opportunities currently available through December 2026 only (*at this time*)
- All “owned” marketing products eligible for 90% matching funds
- Paid advertising options eligible for 50% matching funds
- Form opens Monday, April 27 at 9AM (EST)



next  
**steps**

## **Co-op interest forms due June 1**

- ❑ Once you have reviewed the offerings available, complete your sign-up form online.
- ❑ Once forms are submitted, the sales team 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:
  - **Missy Tanner** for co-op production and availability information
  - **Karen & Rhonda** for Matching Funds Program information



sign-up &  
**matching  
funds**



## Fall 2026 Co-Op Program

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. NOTE: If you're applying for Matching Funds, you must PRINT your completed submission to mail in with your application.

Reminder: All Products are eligible for 90% Matching Funds EXCEPT Digital Advertising.

Search   Categories: All

Official Visitor's Guide

OVG Print Ad - Premium Placement \$18,955.00

Limited to four advertisers (on first come, first serve basis)

Preferred Placement

OVG Print Ad \$15,970.00

To be completed online



# PDF confirmation



Monday, March 25, 2024

## FY25 Co-Op Program

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 \$3400.00 x 1	\$3400.00

Total **\$23730.00**

**Name** Cythia Test  
**Organization** Test Org  
**E-Mail Address** EmailAddress@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?