

A scenic landscape of a forested hill with a rocky plateau under a dramatic sunset sky. The sun is low on the horizon, creating a bright orange glow and long shadows. The sky is filled with dark, heavy clouds, some of which are illuminated from below by the setting sun. The foreground is a dense, green forest covering the hillside. In the background, more hills and a body of water are visible under the twilight sky.

KENTUCKY TOURISM

# FY25 Co-Op Marketing Program

MARCH 2024

**miles**  
PARTNERSHIP

# Today

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1. Introduction
2. Program Offerings
3. Next Steps





# Miles Introduction



**Chris Gendek**  
*Travel Media Sales &  
Marketing Executive*



**Cynthia Kendrick**  
*Account Director*



**Melissa Bowman**  
*Media Planner*



**Margaret Horlander**  
*VP, Account Services*



## INTRODUCTION TO THE PROGRAM

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

Connect with visitors planning a Kentucky vacation. This is *the* place to attract an already engaged audience.



## OFFICIAL VISITOR'S GUIDE: PRINT ADS

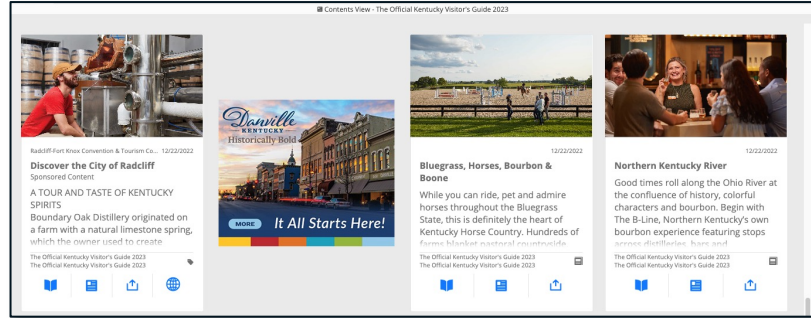


Each year, approximately **350,000 copies** of the Kentucky Visitor's Guide are distributed at Welcome Centers, travel shows and in response to direct requests. The guide is also made available digitally on the Kentucky Tourism website.

Options	Investment
Premium Placement (4 available)	\$18,675
Full Page (Front of Book)	\$15,735
Two-Page Spread	\$27,360
Full Page	\$14,345
1/2 Page	\$8,335
1/4 Page	\$4,170
1/8 page	\$2,095



# 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*	\$220
Native Content	\$820

\*Only available to print advertisers to provide support within the digital guide.





## EMAIL MARKETING

Reach relevant audiences with featured email options utilizing Kentucky Tourism's targeted email lists.



# EMAIL MARKETING: MONTHLY DEPLOYMENTS

Row 1

Row 2

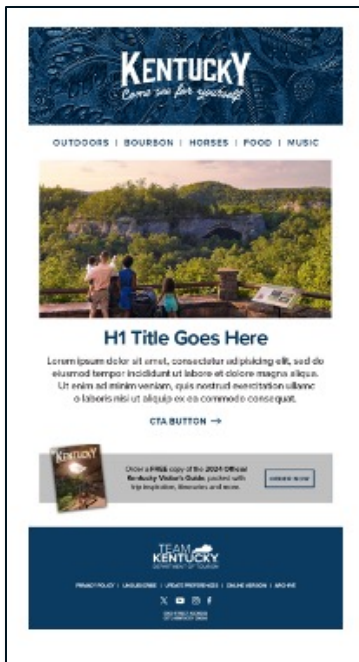
Row 3



Reach an engaged audience interested in learning about a Kentucky vacation. With nearly **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	\$1,345
Row 2: Sponsored Placement	\$1,080
Row 3: Sponsored Placement	\$815

## 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	\$2,145	More than 17k
Custom Segmented: Food & Drink	\$2,145	More than 26k
Custom Segmented: Arts & Culture	\$2,145	More than 26k
Custom Segmented: Horses & Attractions	\$2,145	More than 25k



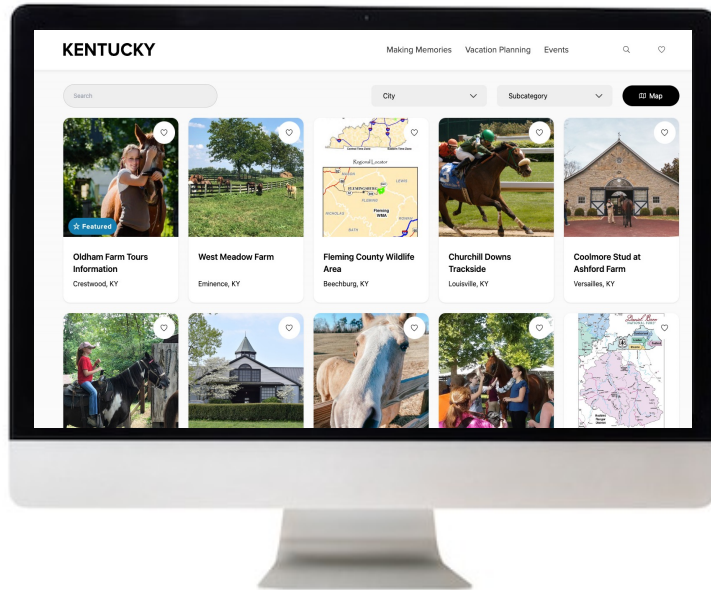


## WEBSITE & SOCIAL

Catch the eye of Kentucky's potential travelers with KentuckyTourism.com features and social media takeovers.



## KENTUCKYTOURISM.COM: FEATURED BUSINESS LISTINGS



With **2.7M visitors** 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





## CUSTOM CONTENT

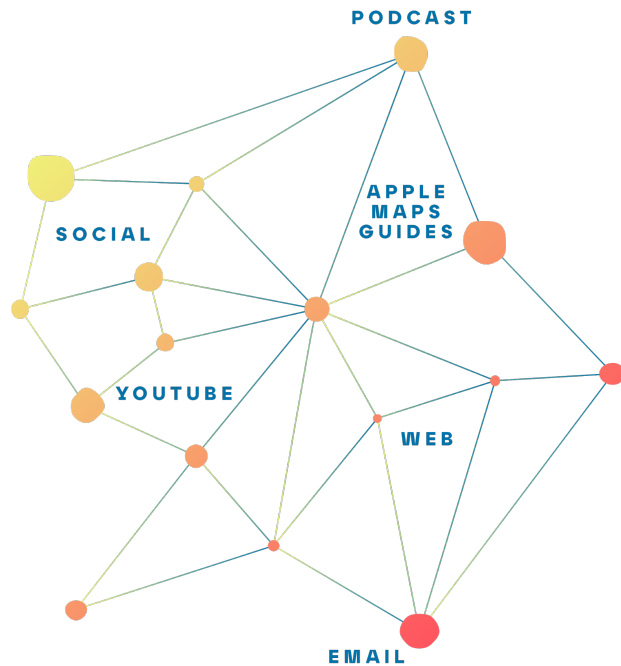
Tell your story and connect with potential visitors where they are in the way that they want to be reached.



## RE-INTRODUCING PLACES.TRAVEL

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

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



Places.Travel  
**At a Glance**



**100%**  
travel



**57%**  
audience under A34



**4.3M**  
unique users / year



**1.3M**  
web and enews  
engagements / year



**40M**  
social impressions /  
year



**Top 10**  
Apple 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	\$7,725
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	\$8,625
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 written and multimedia 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	\$14,175
ENHANCED Package w/ Apple Maps	747,500	26,940	365 days	\$19,155



## 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	\$5,105
Apple Maps Add-On: Two Additional Guides	\$9,500
Apple Maps Add-On: Three Additional Guides	\$13,120
Content Refresh	\$2,230

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 KentuckyTourism'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
Add-On: Social Boost (:10s)	\$350

*\*Non-speaking, full-day rate*

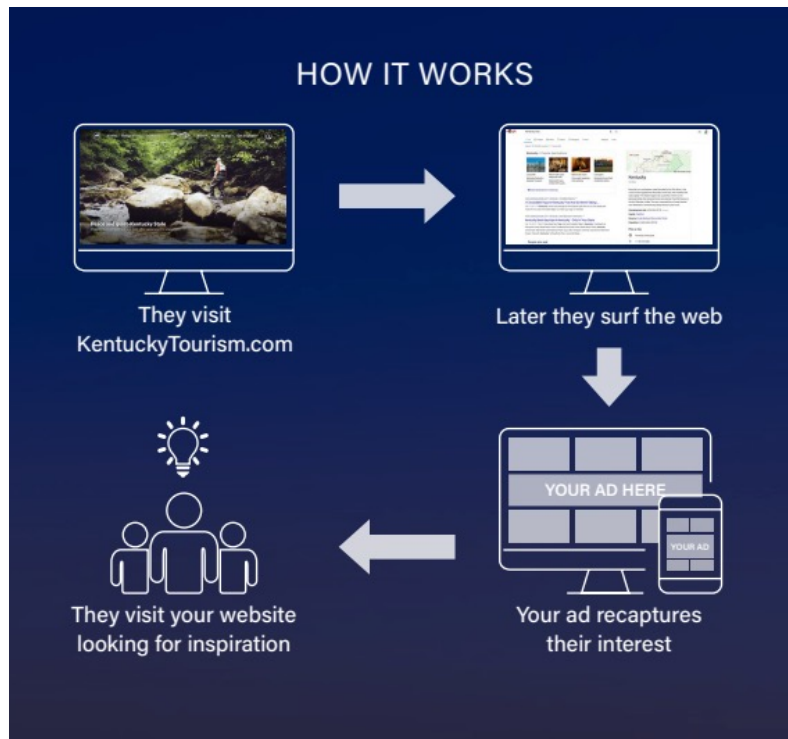


## DIGITAL & PRINT ADVERTISING

Make the most of your ad spend while getting maximum exposure with these highly effective, high-impact channels.



## AUDIENCE EXTENSION & RETARGETING: NATIVE & DISPLAY



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
Pre-Roll Video (:15)*	\$2,750 / mo.	150,000

*\*3-month minimum*

**Miles design services are available upon request for additional charge.**





## DIGITAL OUT-OF-HOME



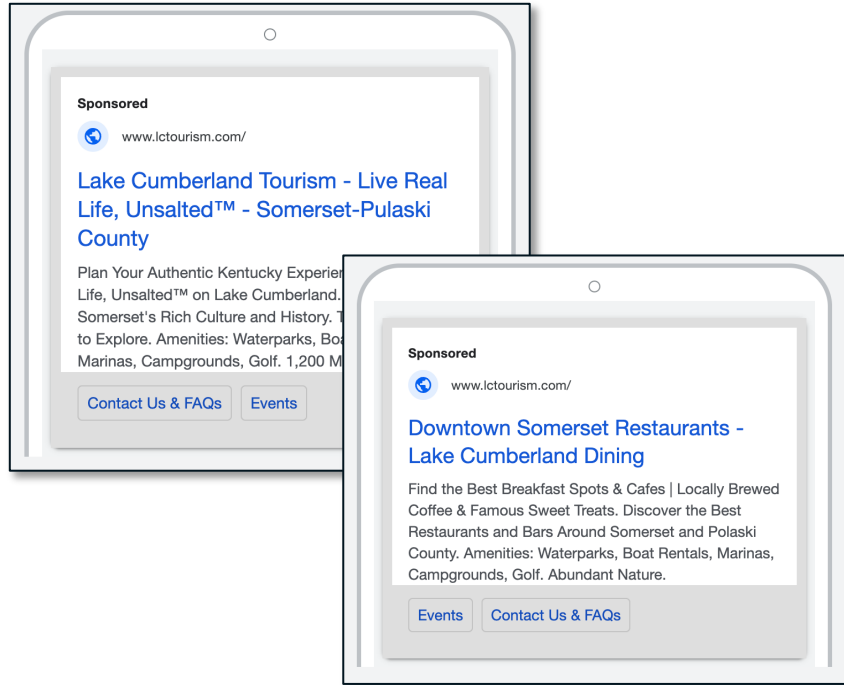
Build brand awareness and deliver inspiration to on-the-go audiences with digital out-of-home billboards. Your brand will be featured with Kentucky Tourism and other participating partners.

**Timing:** March 2025

Options	Investment	Est. Impressions
In-State	\$3,000	150k
Regional <i>Nashville, Cincinnati &amp; Indianapolis</i>	\$5,000	250k



# SEARCH ENGINE MARKETING (SEM)



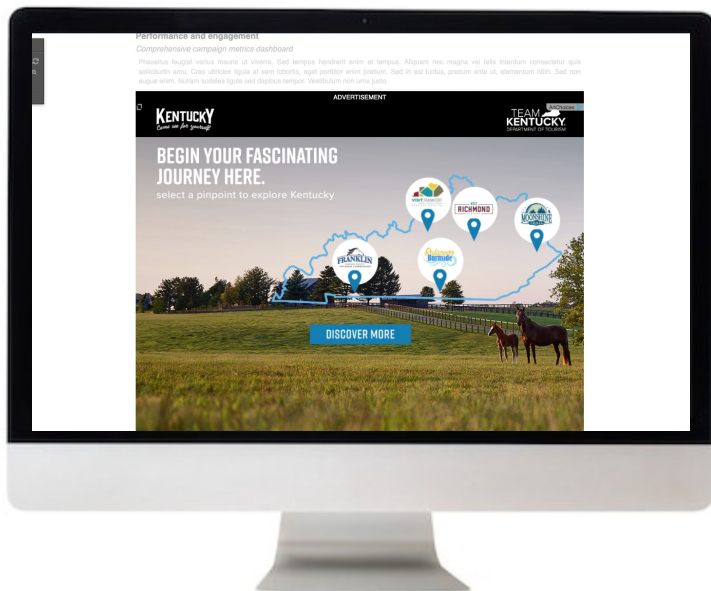
Reach consumers who are actively looking for content related to your destination, product or services.

**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 2025	\$3,400	250k





# FALL & SPRING PRINT ADVERTORIALS

**FEEL THE UNIQUE BOND  
BETWEEN HUMANS AND HORSES.**



Throughout Kentucky, people and horses share a special connection. Feel it for yourself on farm tours or scenic trail rides across the state. Plan your trip at [kentuckytourism.com](http://kentuckytourism.com).

**KENTUCKY**  
Come see for yourself!

IMPROVING PEOPLE  
Along Beautiful, Georgetown

**TEAM KENTUCKY**  
kentuckytourism.com



**A BREATH OF FRESH AIR**  
That's Georgetown, Kentucky for ya! A breath of fresh air. You know about our horses, bourbon and automobile manufacturing. But there's a world of adventure just beneath the surface of Georgetown, Kentucky. Full of best-kept-secrets, off-the-beaten-path exploration and "If you know, you know" hidden gems, Georgetown is the home of Bluegrass adventure.

[georgetownky.com](http://georgetownky.com)

**Georgetown**  
Kentucky



**THE MOONSHINE TRAIL:  
AN AUTHENTIC EXPERIENCE**  
You Can't Have Bourbon Without Moonshine Celebrate Kentucky's untamed spirit on the Moonshine Trail from Lexington to Pikesville, tasting spirits that reflect the state's rugged history. It's more than spirits; it's about the people who pour their hearts into this craft. You'll meet expert distillers sharing their stories of tradition, rebellion and innovation for an authentic Kentucky experience.

[themoonshinetrail.com](http://themoonshinetrail.com)

**MOONSHINE**  
TRAIL



**IMMERSE YOURSELF IN WINCHESTER**  
A One-Of-A-Kind Adventure Discover Winchester's rich heritage by exploring the Bluegrass Heritage Museum and Winchester's historic downtown. Foodies are also in for a treat. Whether you're craving Kentucky barbecue, farm-to-table dishes or innovative cuisine, our food scene is sure to delight your taste buds. Winchester is home to the world's only Beer Cheese Trail, a delicious treat for culinary experiences.

[visitwinchesterky.com](http://visitwinchesterky.com)

**Winchester**  
Kentucky



**GET AWAY TO SHEPHERDSVILLE, KY**  
Explore Bullitt County for Testing, Tasting and Outdoor Adventure Start planning your Shepherdsville adventure. Journey along Bullitt County's Wine, Whiskey & Ale Trail, with stops at the James B. Bean American Outpost and four award-winning wineries. Looking for some outdoor fun? Explore more than 16,000 acres at Bearhearn Arboretum & Research Forest – and be sure to keep your eyes peeled for the resident Forest Giants.

[travelbullitt.org](http://travelbullitt.org)

**BEARHEARN**  
ARBORETUM & RESEARCH FOREST

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

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

**Options & Investment:** See flowchart








# CO-OP FLOWCHART

	Partner	FY25 Kentucky Department of Tourism Coop Media Plan											
		September	October	November	December	January	February	March	April	May	June	Total Pages	Circulation
REGIONAL PRINT	Kentucky Monthly											3.00	35,000
	TravelHost											1.00	11,500
	Ohio Magazine											1.00	42,000
	Illinois Country Living											1.00	192,316
	The Tennessee Magazine											1.00	700,000
	Indiana Connection											1.00	312,645
	Ohio Cooperative Living											1.00	311,361
	Blue Ridge Outdoors Magazine											2.00	85,000
NATIONAL TITLES	AAA World (Central Region)											1.00	935,000
	Longweekends											1.00	150,000
	Southern Home											1.00	300,000
	Southern Lady											1.00	120,000
	CAA Magazine (South Central Ontario)											1.00	1,612,973
	Group Travel Leader											2.00	14,000
CITY FOCUSED PRINT	Atlanta Magazine											1.00	62,000
	Chicago Magazine											2.00	105,000
	Cincinnati Magazine											2.00	30,000
	Columbus Monthly											2.00	16,000
	Hour Detroit											1.00	45,000
	Indianapolis Monthly											2.00	30,000
	Nashville Lifestyles											2.00	30,000
	St. Louis Magazine											2.00	35,000






## PRINT ADVERTORIALS: OPTIONS & INVESTMENT

Publication	Month(s)	Circulation	Full Page	½ Page	¼ Page
Kentucky Monthly	October <b>OR</b> March <b>OR</b> June	35,000	\$3,400	\$1,700	\$850
TravelHost	Spring	11,500	\$2,250	\$1,125	\$562.50
Ohio Magazine	March/April	42,000	\$5,055	\$2,527.50	\$1,263.75
 Illinois Country Living	March	192,316	\$2,692.40	\$1,346.20	\$673.10
 The Tennessee Magazine	April	700,000	\$9,800	\$4,900	\$2,450
 Indiana Connection	March	312,645	\$4,377.03	\$2,188.52	\$1,094.26
 Ohio Cooperative Living	May	311,361	\$4,359.05	\$2,179.53	\$1,089.76
Blue Ridge Outdoors	September <b>OR</b> April	85,000	\$5,600	\$2,800	\$1,400
AAA World (Central Region)	May/June	935,000	\$11,780	\$5,890	\$2,945
Longweekends	Spring	150,000	\$8,570	\$4,285	\$2,142.50
 Southern Home	May/June	300,000	\$3,087	\$1,543.50	\$771.75
Southern Lady	March/April	120,000	\$4,000	\$2,000	\$1,000



## PRINT ADVERTORIALS: OPTIONS & INVESTMENT

Publication	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 <b>OR</b> May	105,000	\$8,778	\$4,389	\$2,194.50
Cincinnati Magazine	October <b>OR</b> May	30,000	\$4,305	\$2,152.50	\$1,076.25
Columbus Monthly	October <b>OR</b> April	16,000	\$2,560	\$1,280	\$640
 Hour Detroit	March	45,000	\$6,485	\$3,242.50	\$1,621.25
Indianapolis Monthly	October <b>OR</b> May	30,000	\$4,455	\$2,227.50	\$1,113.75
Nashville Lifestyles	October <b>OR</b> June	30,000	\$2,505	\$1,252.50	\$626.25
St. Louis Magazine	October <b>OR</b> March	35,000	\$5,300	\$2,650	\$1,325
 CAA Magazine – Ontario (Canadian Automobile Association)	March/April	1.6M	\$14,910	\$7,455	\$3,727.50
 Group Travel Leader	October <b>OR</b> May	14,000	\$3,200	\$1,600	\$800





## PACKAGE DEALS

Your best option to bundle co-op products for a comprehensive marketing effort at reduced rates.



## DISCOUNTED PACKAGES

Bronze – SAVE \$1,240	Investment	Silver – SAVE \$1,980	Investment	Gold – SAVE \$2,730	Investment
OVG – 1/4 Page Ad	\$4,050	OVG – 1/2 Page Ad	\$7,780	OVG – Full Page Ad	\$13,255
Digital OVG Banner Ad	<i>Added-Value</i>	Digital OVG Banner Ad	<i>Added-Value</i>	Digital OVG Banner Ad	<i>Added-Value</i>
eNews Monthly – Row 2 Placement	\$1,050	eNews Monthly – Row 1 Placement	\$1,260	Custom eNews: Full Database	\$3,680
Audience Extension & Retargeting (1 mo.*)	\$2,750	Audience Extension & Retargeting (1 mo.*)	\$2,500	Audience Extension & Retargeting (1 mo.*)	\$2,500
<b>Package Total</b>	<b>\$7,850</b>	Rich Media	\$3,400	Rich Media	\$3,400
		<b>Package Total</b>	<b>\$14,940</b>	<b>Package Total</b>	<b>\$22,835</b>

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





## NEXT STEPS

Once you have reviewed the offerings available, complete your FY25 co-op sign-up form.



## next steps

### Co-op interest forms due June 1

- ❑ Once you have reviewed the offerings available, complete your sign-up form online.
  - NOTE: You must submit separate sign-up forms for ARPA funding and Matching Funds.
- ❑ 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



## 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

<input type="text" value="Search"/>	<input type="button" value="🔍"/>	Categories: All <input type="button" value="▼"/>
Discounted Packages		<input type="button" value="▼"/>
Official Visitor's Guide		<input type="button" value="▼"/>
Email Marketing		<input type="button" value="▼"/>
Website & Social		<input type="button" value="▼"/>

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 Cynthia 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?