

# KENTUCKY

OWNED ASSETS MARKETING OPPORTUNITIES



2020-2021 MEDIA KIT

# Print Products

# Digital Products

## OFFICIAL KY VISITOR'S GUIDE

According to the 2018 State of the American Traveler Research, more than 50% of American travelers use print when planning vacations. Kentucky Visitor's Guides are distributed at Welcome Centers, travel shows, hotels, KY State Parks, and in response to direct requests. A fully-interactive, digital guide is also made available on the Kentucky Department of Tourism's website.

### PRICING (NET): PREMIUM POSITIONS

Inside Front Cover	\$17,255
Facing Inside Front Cover	\$17,255
Facing Inside Back Cover	\$17,255
Inside Back Cover	\$17,255
Full Page (Front of Book)	\$14,540

### PRICING (NET): STANDARD POSITIONS

Full Page	\$13,255
1/2 Page	\$7,705
1/4 Page	\$3,855
1/8 Page	\$1,945

## KENTUCKYTOURISM.COM

Leverage the expertise of our editorial and video teams, who will write an article, produce a video (or both) featuring your experience. Upon completion, your content will be featured on KentuckyTourism.com for one year. You also own the content for use on your site and other marketing channels indefinitely, which will continue to drive traffic to you.

### ARTICLES

Own 100% of the ad units on the page on KentuckyTourism.com, allowing you to feature timely messaging for you and/or your co-op partners.

### PRICING

New Article	\$2,140
Article Renewal	\$1,070

### VIDEO

A custom 60-90 second experiential, music-driven video and a 15-second version for social media distribution are included in our video production pricing. Your video will live on KentuckyTourism.com for 12 months after finalization. In addition, you'll own the rights to the videos and footage which you can leverage for future marketing purposes. Turnkey production services are included in the costs below.

### PRICING

New Video (With filming of new footage)	\$7,000
New Video (Using existing footage)	\$1,500*
Video Renewal	\$2,110
Video Re-edit	\$900

\*Price may be adjusted based on the amount of hi-res footage available.

# Digital Products

## E-NEWS

Received by more than 120,000 opt-in subscribers monthly with an average open rate of more than 20%, the monthly Kentucky eNewsletter and Custom Emails reach the highest engaged opt-in traveler, who are actively planning their visit to Kentucky!

## MONTHLY EMAIL

Take advantage of integrated advertising opportunities designed to fit your specific goals and your budget.

### PRICING

Sponsored Row 1	\$1,250
Sponsored Row 2	\$1000
Sponsored Row 3	\$750

## DEDICATED EMAILS

Receive 100% share-of-voice with our custom email program. Submit photos, copy and a call to action, and we'll build and deploy an email promoting only you to our opt-in database, driving all inquiries to your site.

### PRICING

Custom	\$3,680
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## LEADS

When site visitors sign up to receive information from the state, they can request to receive information directly from you as well. Upon selecting you, consumers receive an instant auto-generated email from you that directs them to your site or provides them an offer. Then, we send your leads to you in a weekly email.

### PRICING

Lead Rate	\$3 per lead
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## SOCIAL TAKEOVERS

Capture each potential visitor in an environment where they spend a lot of their time: Facebook and Instagram. Featuring dynamic creative that reaches lower-funnel travelers with intent to research and book, you can optimize based on travel intent. As a partner, you receive 100% share-of-voice on the Kentucky Instagram and/or Facebook account for 2 days with an added-value post announcing the takeover the day prior to the first day of the takeover. Partners to provide insight, photos and copy direction.

### PRICING

2-Day Rate	\$500
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# Digital Products

## KENTUCKY AUDIENCE EXTENSION & RETARGETING PROGRAM

The Audience Extension and Retargeting program is your **one stop shop** to reach an in-the-market travel audience interested in booking their vacation to Kentucky and inspire them to visit your website. The programmatic approach allows you to engage with travelers throughout their browsing experience and deliver qualified and engaged traffic to your website.

### PROGRAM DETAILS

After a user visits KentuckyTourism.com, they will be re-engaged as throughout their browsing experience with your ad. Your ad will provide inspiration, increase the likelihood of them booking a trip to Kentucky and greater brand awareness for your business. Building off the retargeting strategy, your ad will be served to a custom look-a-like audience that will provide inspiration to new travelers looking for their next vacation destination. The combined strategies aim to position you to be top of mind during a critical step of the travel planning consideration.

### BENEFITS

- Opportunity to display your message in front of a **highly qualified audience** who are interested in visiting Kentucky
- Access **premium inventory** without having to meet high minimums
- Synchronize your brand with Kentucky Tourism and excite travelers to start planning and booking by sharing the best there is in Kentucky
- **Dedicated Campaign Management** - Your dedicated team will assist with ad creation assistance and best practices, active optimizations and targeting delivering thorough, in-depth conversion and reporting beyond vanity metrics.

## HOW IT WORKS

They visit  
KentuckyTourism.com



Later they surf the web



They visit your website  
looking for inspiration



Your ad recaptures  
their interest



## PRICING

Package	Cost Per Month	Impressions	CPM
Tier 1	\$15,000	2,000,000	\$7.5
Tier 2	\$6,000	750,000	\$8
Tier 3	\$2,500	250,000	\$10

# ABOUT MILES

At Miles, we showcase our commitment to the travel industry through regular attendance at industry conferences, speaking engagements, sponsorships, hosting educational events and more. Superior client service, professionalism, collaboration and genuine camaraderie are the keys to our successful, long-term relationships with clients.



**Elijah Zimmerman**  
**KY Tourism Co-Op Marketing Manager**

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**EDUCATION:** B.A. in Corporate Communications, University of Kentucky, Lexington

**EXPERIENCE:** 1 year with Miles; 6 years of prior consulting and agency experience

**EXPERTISE:** Elijah consults with the tourism industry across Kentucky, including CVBs/DMOs, attractions and hoteliers. In his role, he is a single-point of contact for Kentucky Department of Tourism Co-Op marketing opportunities, helping his clients strategize and build cohesive marketing plans.

**PERSONAL:** Elijah grew up in Kentucky and now lives in Lexington, KY with his wife (and UK sweetheart) Aleigh and their Goldendoodle, Knox. He loves serving the community that he lives in and volunteers with the Ronald McDonald House of the Bluegrass among other endeavors. With 44 states and 9 countries visited, travel is one of his passions so working with tourism professionals is something he takes great pride in.

