



Indiana Office of Tourism Development



2017 Cooperative Print Opportunities

PRINT MAGAZINES

Best of the Midwest

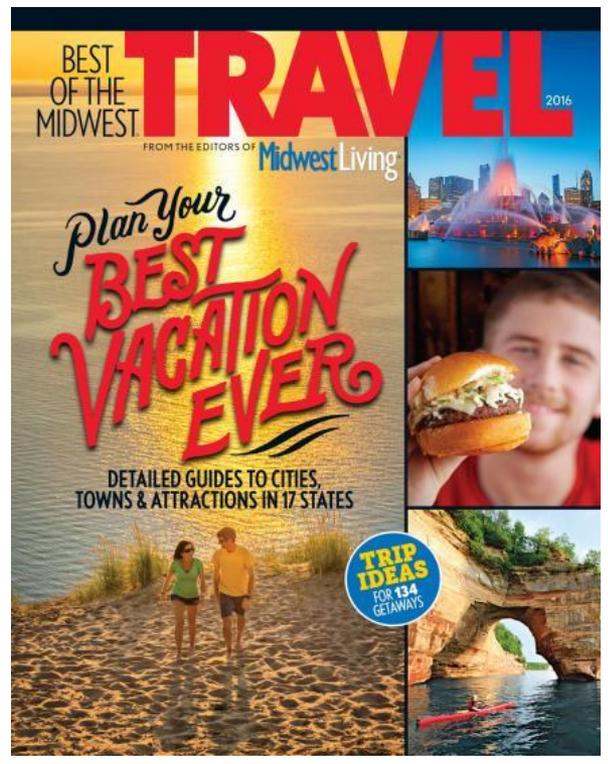
Midwest Living's comprehensive annual travel resource includes features on what's best in the Midwest. Included are inspirational features on some of the best things to do in the Midwest plus comprehensive state by state travel guides that contain recommendations on restaurants, lodging and things to do. Indiana attractions will be featured within the Indiana chapter and front of book feature stories.

- **PUBLISHED:** Annually April – July
- **CIRCULATION:** 140,000
- (IL, IN, OH, IA, MI, WI, ND, SD, NE, KS, MN, WI,)
- **READER PROFILE:** Age 57; HHI \$72K; Some College 73%
- **AD SIZE:** 1/6 (2.25" x 4.125")*

ISSUE	MATERIALS DEADLINE	AVAILABLE UNITS
Annual (April)	January 7, 2017	12

IOTD Co-op Offer: \$1,800* Net
Rate Card Savings: 53%

VALUE ADDED: Reader service listing with weekly leads. Included in full print circulation and midwestliving.com with a link to your site. This is exclusive to Indiana Tourism advertisers



*1/3 Size available (4.75" x 4.125") upon request for equal to cost of two 1/6 size ads (\$3,600)

LOTTERY DEADLINE NOVEMBER 11th

PRINT MAGAZINES

Midwest Living

Reach 4 million affluent, active travelers who turn to the magazine for their travel inspiration. Compared to the average American, Midwest Living readers spend more money on vacations, more likely to visit Indiana, and more likely to take 5 or more domestic trips a year.

- **PUBLISHED:** 6x Year
- **CIRCULATION:** 950,000 (IN, IL, MI, WI, ND, SD, NE, KS, MN, MO, OH, IA)
- **READER PROFILE:** Age 57; HHI \$72K; Some college 73%; Homeowners 80%
 Traveler Index: 369 for travel to Indiana
- **AD SIZE:** 1/6 (2.25" x 4.125")*

ISSUE	MATERIALS DEADLINE	AVAILABLE UNITS
May/June	February 21, 2017	6

IOTD Co-op Offer: \$4,500* Net

Rate Card Savings: 74%

Value Added: Weekly leads from Midwest Living's "Reader Service Listing" in both the full print publication and also on Midwestlivingtravel.com with a link to your site. This value added feature is exclusive to Indiana Tourism advertisers



*1/3 Size available (4.75"x 4.125") upon request for equal to cost of two 1/6 size ads (\$9,000)

LOTTERY DEADLINE NOVEMBER 11th

PRINT MAGAZINES

Indianapolis Monthly

This award-winning magazine features Indiana life including innovative home ideas, dining options, travel ideas, arts and culture events and other lifestyle topics.

- **PUBLISHED:** 12x a year
- **CIRCULATION:** 40,137 (Central Indiana)
- **READER PROFILE:** Age 53; HHI \$110K; Homeowners 90%; Some college+ 89%; Children in households 48%, 80% plan to travel domestically over the next year
- **AD SIZE:** 1/6 (2.25" x 4.125")*

ISSUE	MATERIALS DEADLINE	AVAILABLE UNITS
March	January 4, 2017	6
June	April 11, 2017	6

IOTD Co-op Offer: \$900* Net

Rate Card Savings: 47%



*1/3 Size available (4.75"x 4.125") upon request for equal to cost of two 1/6 size ads (\$1,800)

LOTTERY DEADLINE NOVEMBER 11th

PRINT MAGAZINES

HGTV Magazine

NEW!

HGTV Magazine is a home lifestyle magazine that gives readers inspiring, real life solutions for every day home needs. Unique in concept and voice, HGTV Magazine is accessible, stylish, friendly and fun!

This will be a four page spread in the magazine with a brand ad and 3 pages for co-op partners

- **PUBLISHED:** 10x Year
- **CIRCULATION** 174,958 (IN, IL, KY, OH, MI)
- **READER PROFILE:** Age 46; HHI \$76,128; Some college 65%, Homeowners 74%, Average vacation spending domestically \$2,139
- **AD SIZE:** 1/6 (2.5" x 4.175)*

ISSUE	MATERIALS DEADLINE	AVAILABLE UNITS
April	January 4, 2017	18 (three page co-op spread)

IOTD Co-op Offer: \$1,200* Net
Rate Card Savings: 48%



*1/3 Size available (5.1881 x 4.175") upon request for equal to cost of two 1/6 size ads (\$2,400)

LOTTERY DEADLINE NOVEMBER 11th

PRINT MAGAZINES

FamilyFun

An ultra cost-efficient way and trusted source to reach family trip planners. Family Fun's lively and informative content focuses on making the most of family time together through travel, cooking, projects, celebrating and other family activities. As a tourism advertiser you will receive leads looking for ways to create memories with their families

- **PUBLISHED:** 8X Yearly
- **CIRCULATION** 317,700 (IN, IL, MI, OH, KY)
- **READER PROFILE:** Age 42; HHI \$66K; Some college+ 64%; Children in Household 73%,
- Took over 5 million domestic round trips in the past year spending 10.5 million nights in a hotel in the past year
- **AD SIZE:** 1/6 (2.25" x 4.125")*

ISSUE	MATERIALS DEADLINE	AVAILABLE UNITS
May	January 26, 2017	6

IOTD Co-op Offer: \$2,210* Net
Rate Card Savings: 82%

VALUE ADDED: Reader Service listings for in-magazine and online



*1/3 Size available upon request (4.75 x 4.125")for equal to cost of two 1/6 size ads (\$4,420)

LOTTERY DEADLINE NOVEMBER 11th

PRINT MAGAZINES

Food Network

NEW!

No other magazine has America's favorite chefs shaping every issue with authentic storytelling. The magazine speaks to not just the home cook, but to anyone with an appetite and a sense of adventure. Tap into the power of the country's 2nd largest selling monthly!

This will be a four page spread in the magazine with a brand ad and 3 pages for co-op partners

- **PUBLISHED:** 10x Annually
- **CIRCULATION** 249,093 (IN, IL, MI, OH, KY)
- **READER PROFILE:** Age 43.5; HHI \$70,317K; Some college 61%; Children 43%
- **AD SIZE:** 1/6 (2.5" x 4.1875")*

ISSUE	MATERIALS DEADLINE	AVAILABLE UNITS
May	January 26, 2017	18 (3 page co-op spread)

IOTD Co-op Offer: \$1,800* Net

RATE CARD SAVINGS: Does not offer 1/6 page option pricing

Value Added: Leads from "Reader Service" listing featuring your organization in the printed magazine and online

*1/3 Size available (5.1881" x 4.175") upon request for equal to cost of two 1/6 size ads (\$3,600)



LOTTERY DEADLINE NOVEMBER 11th

PRINT MAGAZINES

My Indiana Home NEW!

Published by Indiana Farm Bureau, My Indiana Home's readers include Indiana rural residents, suburbanites, and city dwellers seeking information to enhance their way of living such as food, travel, agriculture, home & garden, and local lifestyle. This is a free publication to all Indiana Farm Bureau members and also available by subscription

- **PUBLISHED:** 4x Yearly
- **CIRCULATION :** 250,000 (IN)
- **READER PROFILE:** Median age 25-54 48%; HHI 33% income of \$50,000 - \$100,000; Some college 50%; Homeowners 90%, Nearly 2/3 have taken action after reading magazine (visited an attraction, prepared a recipe, traveled to a featured location)
- **AD SIZE:** 1/6 (2.25" x 4")*

ISSUE	MATERIALS DEADLINE	AVAILABLE UNITS
March/April/May	December 29, 2016	6

IOTD Co-op Offer: \$820* Net
RATE CARD SAVINGS: 28%



*1/3 Size available (4.625 x4") upon request for equal to cost of two 1/6 size ads (\$1,640)

LOTTERY DEADLINE NOVEMBER 11th

PRINT MAGAZINES

Chicago Parent

Chicago Parent is an award-winning monthly magazine offering information, inspiration, perspective and empathy to Chicago area parents. 91% of Chicago Parent readers use the ads to make buying decisions.

- **PUBLISHED:** 12x annually
- **CIRCULATION (Chicagoland area):** 75,000
- **READER PROFILE:** Median age 25-44; HHI \$50,000-\$149,000 60%; Some college 93%; Homeowners 66.2%; Children in Household 93%
- **AD SIZE:** 1/6 (2.25 "x 4.125")*

ISSUE	MATERIALS DEADLINE	AVAILABLE UNITS
June	April 21, 2017	6

IOTD Co-op Offer: \$650* Net
Rate Card Savings: 59%
VALUE ADDED: Reader Service listings for in-magazine and online



*1/3 Size available (4.75 x 4.125") upon request for equal to cost of two 1/6 size ads (\$1,300)

LOTTERY DEADLINE NOVEMBER 11th

PRINT MAGAZINES

AAA Home & Away

For more than 100 years, AAA has been the recognized national leader in providing peace of mind for motorists while they are on the go. Travel is of major interest with 98% of readers traveling for leisure and 79% taking weekend getaways

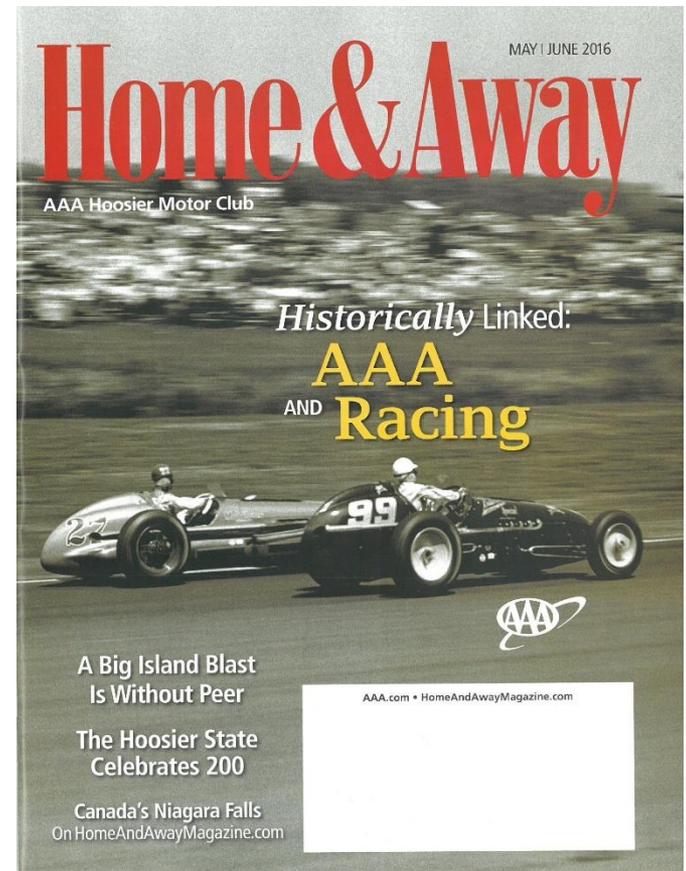
- **PUBLISHED:** 6x Annually
- **CIRCULATION:** 224,900 (IN)
- **READER PROFILE:** Age 52; HHI \$77,600K; Some college 78%; Homeowners 87%
- **AD SIZE:** 1/6 (2.25"x 4.125")*

ISSUE	MATERIALS DEADLINE	AVAILABLE UNITS
March/April	December 29, 2016	6

IOTD Co-op Offer: \$1,250* Net

Rate Card Savings: 35%

VALUE ADDED: Reader Service – in magazine and online



*1/3 Size available (4.75"x 4.125") upon request for equal to cost of two 1/6 size ads (\$2,500)

LOTTERY DEADLINE NOVEMBER 11th

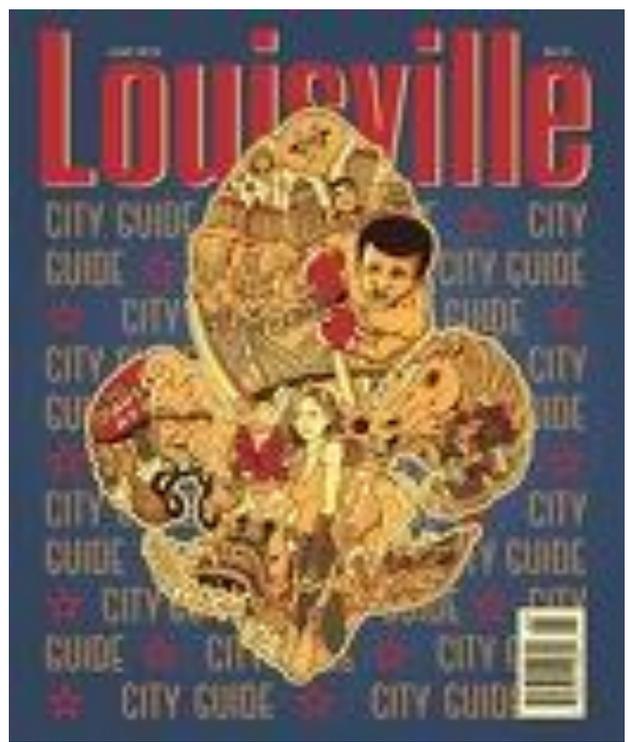
PRINT MAGAZINES



Louisville Magazine

Louisville Magazine is an award winning publication that is a trusted source for art, entertainment, travel and dining and includes accurate, incisive and lively reporting and writing. May is the annual destinations issue.

- **PUBLISHED:** 12x Annually
- **CIRCULATION:** 24,000 (Greater Louisville and Southern Indiana)
- **READER PROFILE:** Age 55; HHI \$78K; Graduated college 32.4%; Homeowner 79.7%, Children 44%
- **AD SIZE:** 1/6 (2. 5"x 4")*



ISSUE	MATERIALS DEADLINE	AVAILABLE UNITS
May	March 9, 2017	6

IOTD Co-op Offer: \$600* Net
Rate Card Savings: 31%

*1/3 Size available (5"x 4.") upon request for equal to cost of two 1/6 size ads (\$1,200)

LOTTERY DEADLINE NOVEMBER 11th

PRINT MAGAZINES

Southern Living



Celebrating Southern Life and culture no matter your location with information on home & garden, style/beauty, travel and food. It has become one of the largest lifestyle brands in the country.

- **PUBLISHED:** 12x Annually
- **CIRCULATION: 287,000** (IN, IL, MI, OH, KY, WV, WI)
- **READER PROFILE:** Age 54; HHI \$67K; Some college 64%; Average vacation spending domestically \$3,000+
- **AD SIZE:** 1/6 (2. 5"x 4")*

ISSUE	MATERIALS DEADLINE	AVAILABLE UNITS
May	February 9, 2017	6

IOTD Co-op Offer: \$2,500* Net

Rate Card Savings: 21%

VALUE ADDED: Reader Service – in magazine and online



*1/3 Size available (5"x 4.") upon request for equal to cost of two 1/6 size ads (\$5,000)

LOTTERY DEADLINE NOVEMBER 11th

PRINT MAGAZINES

Cincinnati Magazine

NEW!

Cincinnati Magazine is the city's most respected and award winning monthly magazine featuring stories and information that impacts the area. Each month the magazine is your guide to all that is cool and fun around the region.

- **PUBLISHED:** 12x Annually
- **CIRCULATION:** 36,533 (Cincinnati area)
- **READER PROFILE:** Age 52; HHI \$163K; Some college 75%; Planing trip in US 75%
- **AD SIZE:** 1/6 (2.25"x 4")*

ISSUE	MATERIALS DEADLINE	AVAILABLE UNITS
April	February 16, 2017	6

IOTD Co-op Offer: \$800* Net
Rate Card Savings: 67%



*1/3 Size available (4.625"x 4") upon request for equal to cost of two 1/6 size ads (\$1,600)

LOTTERY DEADLINE NOVEMBER 11th

HONEST-*to*-GOODNESS
INDIANA
Est. 1816

Indiana Office of Tourism Development



2017 VisitIndiana.com, Digital and Social Media Opportunities

DIGITAL OPPORTUNITIES

Online Lead Generation Program

IOTD offers an online lead generation campaign utilizing keyword search beginning February 2016. The campaign will be optimized weekly based on cost per click and cost per lead. The program will end no later than June when the budgeted dollars are expended. The timing is optimal to provide travel information early enough in the season to generate travel.

The Indiana Office of Tourism Development provides a 3x match to client investment.

Each partner will receive leads from the category purchased only. A partner can purchase multiple categories, but it is not recommended unless the partner plans to distribute separate materials based on the requested category. Advertisers will be sent information collected weekly including first/ last names, address, and email address in excel format.

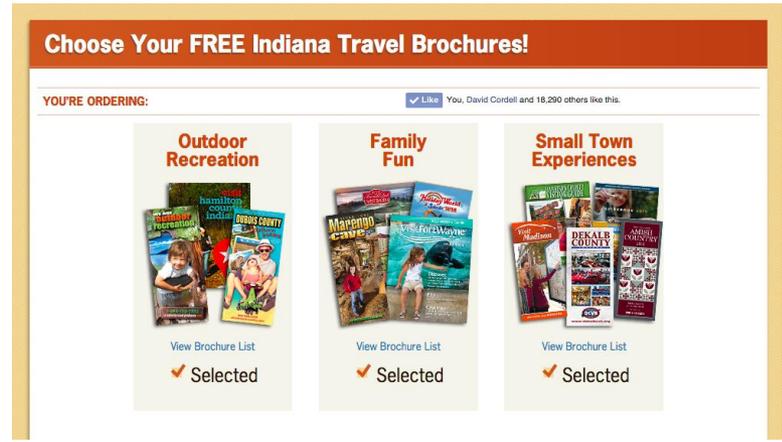
Category Selection:

- Outdoor Recreation & Sports
- Small Town Experience
- Family Fun

Deadline for participation: December 10, 2016

Cost to Participate: \$2,000 per category

Lead delivery: Via email



Maximum number of participants: No maximums; however, a minimum of three participants are required for each category.

VisitIndiana.com Opportunities

VisitIndiana.com is the official consumer website of the Indiana Office of Tourism Development. The site was built for consumer friendliness, easy navigation and as an effective search engine tool for everything related to tourism in Indiana. The site is also mobile responsive for easy access to all information

Sponsored Content Includes:

- Homepage Sponsored Content
- Contests
- Brochure Ad
- Destination Listing
- Things to Do Search Ad
- Lodging Section Search Ad
- Featured Discount

Free Online Information

- Free Travel Discount Listing
- Free Festival and Event Listing
- Free Destination Listing (limited information included)



2015 Total Sessions on Visitindiana.com 1,051,570 and 2,415,044 page views

ONLINE OPPORTUNITIES

VisitIndiana.com Sponsored Homepage Content

The screenshot shows the VisitIndiana.com homepage with five callouts for sponsored content positions:

- Sponsored Content Position #1:** Located at the top of the page, above the main navigation bar.
- Sponsored Content Position #2:** Located in the 'Indiana Insider Blog' section.
- Sponsored Content Position #3:** Located in the 'Featured Trips' section.
- Sponsored Content Position #4:** Located in the 'Always fun in Indiana' section.
- Sponsored Content Position #5:** Located in the 'Sponsored Content' section below the 'Always fun in Indiana' section.

Homepage Sponsored Content

Image Size: 140X140px 
 Headline Character Count: 79 (including spaces)
 Body Character Count: 153
 Call To Action Button Character Count: 40 (including spaces)

Pricing available on next page.

Example of ad blown up

SPONSORED CONTENT

Holiday World & Splashin' Safari

Be one of the first to ride Thunderbird, the nation's first launched winged coaster when it opens April 25th!

For park hours and ticket information ▶



ONLINE OPPORTUNITIES

VisitIndiana.com Homepage Sponsored Content

Position #1	winter \$300	spring \$600	summer /fall/ holiday \$750
Position #2 & #3	winter \$200	spring \$500	summer/fall/ holiday \$650
Position #4 & #5	winter \$100	spring \$400	summer/fall/ holiday \$550

2017 Calendar

January 2017							February 2017							March 2017							April 2017									
Nº	S	M	T	W	T	S	Nº	S	M	T	W	T	F	S	Nº	S	M	T	W	T	F	S	Nº	S	M	T	W	T	F	S
1	2	3	4	5	6	7	8			1	2	3	4	5			1	2	3	4	5			1	2	3	4			
8	9	10	11	12	13	14	5	6	7	8	9	10	11	5	6	7	8	9	10	11	15	16	17	18	19	20	21			
15	16	17	18	19	20	21	12	13	14	15	16	17	18	12	13	14	15	16	17	18	15	16	17	18	19	20	21			
22	23	24	25	26	27	28	19	20	21	22	23	24	25	19	20	21	22	23	24	25	22	23	24	25	26	27	28	29		
29	30	31					26	27	28					26	27	28	29	30	31	30										

May 2017							June 2017							July 2017							August 2017										
Nº	S	M	T	W	T	S	Nº	S	M	T	W	T	F	S	Nº	S	M	T	W	T	F	S	Nº	S	M	T	W	T	F	S	
18		1	2	3	4	5	6	22					1	2	3	26							1	31			1	2	3	4	5
19	7	8	9	10	11	12	13	23	4	5	6	7	8	9	10	27	2	3	4	5	6	7	8	32	6	7	8	9	10	11	12
20	14	15	16	17	18	19	20	24	11	12	13	14	15	16	17	28	9	10	11	12	13	14	15	33	13	14	15	16	17	18	19
21	21	22	23	24	25	26	27	25	18	19	20	21	22	23	24	29	16	17	18	19	20	21	22	34	20	21	22	23	24	25	26
22	28	29	30	31				26	25	26	27	28	29	30		30	23	24	25	26	27	28	29	35	27	28	29	30	31		
															31	30	31														

September 2017							October 2017							November 2017							December 2017											
Nº	S	M	T	W	T	F	S	Nº	S	M	T	W	T	F	S	Nº	S	M	T	W	T	F	S	Nº	S	M	T	W	T	F	S	
35						1	2	40	1	2	3	4	5	6	7	44				1	2	3	4	46							1	2
36	3	4	5	6	7	8	9	41	8	9	10	11	12	13	14	45	5	6	7	8	9	10	11	49	3	4	5	6	7	8	9	
37	10	11	12	13	14	15	16	42	15	16	17	18	19	20	21	46	12	13	14	15	16	17	18	50	10	11	12	13	14	15	16	
38	17	18	19	20	21	22	23	43	22	23	24	25	26	27	28	47	19	20	21	22	23	24	25	51	17	18	19	20	21	22	23	
39	24	25	26	27	28	29	30	44	29	30	31					48	26	27	28	29	30			52	24	25	26	27	28	29	30	

- Winter Weeks 1-9
- Spring Weeks 10-18
- Summer Weeks 19-35
- Fall Weeks 36-44
- Holiday Weeks 45-52

*Rates per week commitment

ONLINE OPPORTUNITIES

VisitIndiana.com Premier Destination Listing

Promote your destination to travelers with a Premier Destination Listing ad that includes enhanced and detailed information about your destination.



450 North Brewing Co.

8111 E. 450 North,
Columbus, IN 47203

[MAP](#)

812-546-0091

[DETAILS](#)



Blackhawk Winery

28153 Ditch Road,
Sheridan, IN 46069

[MAP](#)

317-771-2814

[DETAILS](#)



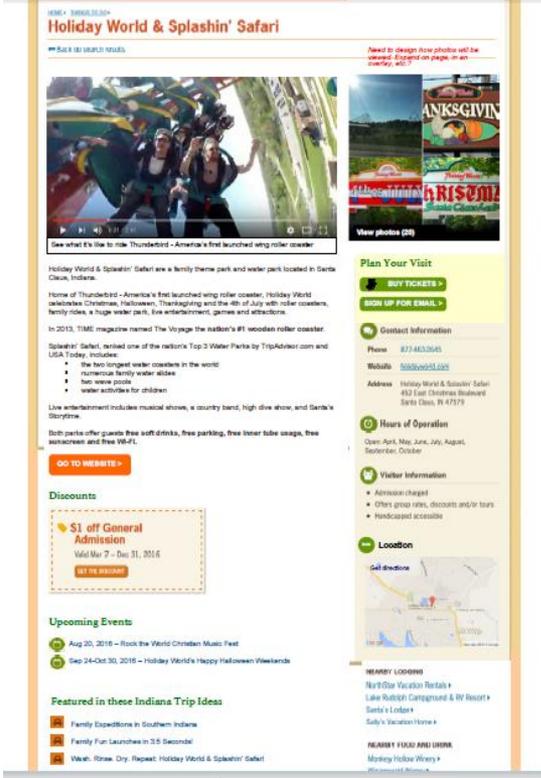
Blue Gate Restaurant

195 North Van Buren Street,
Shipshewana, IN 46565

[MAP](#)

260-768-4725

[DETAILS](#)



Holiday World & Splashin' Safari

Need to design how photos will be oriented? Click on page in an overlay, etc?

See what it's like to ride Thunderbird - America's first launched wing roller coaster!

Plan Your Visit

- [BUY TICKETS >](#)
- [SIGN UP FOR EMAIL >](#)
- Contact Information**
 - Phone: 817-483-3245
 - Website: holidayworld.com
 - Address: Holiday World & Splashin' Safari, 453 East Christmas Boulevard, Santa Claus, IN 47179
- Hours of Operation**
 - Open: April, May, June, July, August, September, October
- Visitor Information**
 - Admission charged
 - Other group rates, discounts and/or tours
 - Handicapped accessible
- Location**
 - [Get directions](#)

Discounts

\$1 off General Admission
Valid Mar 7 - Dec 31, 2016
[GET THE PROMOT](#)

Upcoming Events

- Aug 20, 2016 - Rock the World Christmas Music Fest
- Sep 24-Oct 30, 2016 - Holiday World's Happy Halloween Weekends

Featured in these Indiana Trip Ideas

- Family Expeditions in Southern Indiana
- Family Fun Launches in 35 Seconds!
- Wine: From Dry Repeat: Holiday World & Splashin' Safari

HENRY LOOSING

- NorthStar Vacation Rentals
- Lake Umbagog Campground & RV Resort
- Santa's Lodge
- Sally's Vacation Home

HENRY FORD AND URM

- Midway Hollow Winery
- Midway Hollow

Destination Listing Ad:
Annual Rate \$380

VisitIndiana.com Brochure Ads

Visitindiana.com offers consumers the ability to order free brochures for Indiana destinations. Brochure leads are sent weekly to participants

Brochures Ad:

Annual Rate \$1,500

Brochure Order Email Confirmation

Message: \$300



ONLINE OPPORTUNITIES

VisitIndiana.com Contests

Contests:

Visitindiana.com contests are a great way to receive interested leads and promote your destination assets. IOTD contests receive social media promotion

Rate Per Month \$750
 (includes opt in entries for client use)



HOME > CONTESTS >
 Indy Eleven Honest-to-Goodness Indiana Getaway

1 ENTER FOR A CHANCE TO WIN

Indy Eleven Honest-to-Goodness Indiana Getaway
 Required fields
 First Name*
 Last Name*
 Email Address*
 Phone Number
 Address 1*
 Address 2
 City*
 State/Province*
 ZIP/Postal Code*
 Country
 United States

2 COMMUNICATIONS PREFERENCES

Would you like to receive travel information about attractions, special offers, and exciting getaways from Visit Indiana and our Indiana partners?
 * Yes
 * No

SUBMIT ENTRY

ONLINE OPPORTUNITIES

VisitIndiana.com Featured Discount

Featured Discount:
\$100 per month
limit 3 monthly

Discounts

- \$2 Off Rhythm Discovery Center** - Indianapolis
- Complimentary Appetizer** - Eddie Merlot's Prime Beef & Seafood - Fort Wayne
- \$1 off regular adult admission** - Benjamin Harrison Presidential Site - Indianapolis

GET MORE DISCOUNTS >

Always FREE in Indiana
DO YOU KNOW VISITINDIANA.COM IS AN EASY WAY TO FIND FREE THINGS TO DO ALL OVER THE STATE OF INDIANA, IN EVERY SEASON?

- The Dabbling Murren and Howard County Museum** - Ossawatimie, IN
- America's Incredible Buffet and Fun Center** - Indianapolis, IN

SEE MORE FREE THINGS TO DO >

Subscribe
Sign up to receive Indiana travel ideas and deals

Follow @VisitIndiana | **Like Us on Facebook**

Indiana Insider Blog
MOST RECENT POSTS
Indiana Glass Trail at Fort Wayne Museum of Art
April 11, 2014

Best of Indiana
Other Resources
Event Calendars
Local Contact
Hotels
About Indiana

USA

←
Featured Discount Homepage

Featured On Discount Page
→

HONEST-to-GOODNESS INDIANA
Indiana's Official Travel Planning Source

Discounts

Saving Money Makes Your Indiana Getaway Even Better!
Here's the page to bookmark for coupons, discounts and special deals. Check back often for the latest deals and discounts or [sign up to receive our monthly Things to Do and Discounts email](#) so you don't miss out on savings.

FEATURED DISCOUNTS | **SIGN UP TO RECEIVE DISCOUNTS >**

- \$2 off Admission Rhythm Discovery Center** - Indianapolis | Valid Jan 1 - Dec 31, 2014
- Richmond For Chocolate Lovers Potter's Wheel B & B** - Richmond | Valid Feb 18 - Dec 30, 2014
- Adventure Package Don Hall's Guesthouse Hotel** - Fort Wayne | Valid Mar 20 - Nov 15, 2014

FIND DISCOUNTS | Showing 120 of 100 Discounts | Sort by: City / Name

Amish Country - Explore Amish Country - \$100 PLUS TAX
Learn about the Amish and their lifestyle. Relax and explore in Amish Country. Middlebury, IN | Valid Apr 21 - Nov 15, 2014

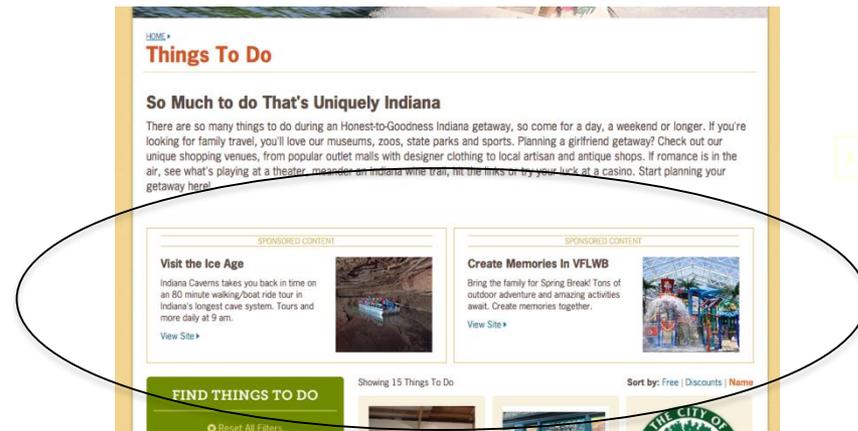
Barley Island Brewing Company - \$5 off \$15 Food Purchase - \$5 OFF
\$5 off and \$15 food purchase. Not valid with any other discounts. One offer per party, per visit. Tax & gratuity not included. Noblesville, IN | Valid Jan 1 - Dec 31, 2014

Benjamin Harrison Presidential Site - \$1 off regular adult admission - \$1 OFF
\$1 off regular adult admission. Indianapolis, IN | Valid Jan 2 - Dec 31, 2014

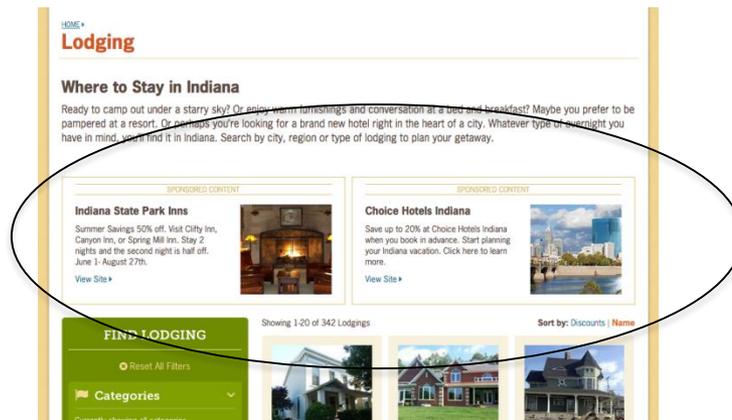
Best Western Plus Fort Wayne Inn & Suites - Science Central Funday Getaway - \$129.99 PLUS...
Hot Breakfast 2 Water Bottles Fresh Marco's Pizza 2 Science Central Tickets. Fort Wayne, IN | Valid Aug 21 - Dec 31, 2014

VisitIndiana.com Thing to Do Sponsored Ad

Things to Do Search Ad:
Per Quarter \$800; For Year \$2,400



Lodging Section Search Ad:
Per Quarter \$800; For Year \$2,400



EMAIL OPPORTUNITIES

Consumer Monthly Email Program

FESTIVALS AND EVENTS: FEATURED EVENT

Rate: \$750 per month
Subscribers: 49,691
Delivery: 3rd Wednesday of each month

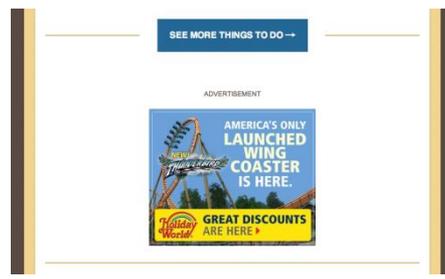


FESTIVALS AND EVENTS: BANNER AD

Rate: \$550 per month
Subscribers: 49,691
Delivery: 3rd Wednesday of each month

THINGS TO DO/TRAVEL DEALS FEATURE

Rate: \$750 per month
Subscribers: 56,635
Delivery: 4th Wednesday of each month



THINGS TO DO/TRAVEL DEALS: BANNER AD

Rate: \$550 per month
Subscribers: 56,635
Delivery: 4th Wednesday of each month

THINGS TO DO/TRAVEL DEALS: FEATURED DISCOUNT

Rate: \$350 per month – Limit 2
Subscribers: 56,635
Delivery: 4th Wednesday of each month

One feature and one banner is available for purchase each month per email. The month is reserved on a first-come, first-served basis.

Deadlines

Friday November 11th is the deadline for commitments to be entered into the lottery if there is an oversold opportunity for either magazine ads or online

After the lottery deadline, co-op magazines will be sold on a first come basis until the publication sells out or by the deadline determined by the publication.

Check with your Regional Account Executive on individual publication deadlines

Online advertising can be purchased throughout the year

Email advertising deadline if available will be the 1st Monday of each month for the emails being delivered the 2nd and 3rd Wednesdays of the month

REGIONAL ACCOUNT EXECUTIVES

Contact Information

Central Region

Katy Cavaleri

P: 317-535-4291

kcavaleri@embarqmail.com

EAST, WEST, SOUTH CENTRAL, SOUTH REGIONS

Kelleen Larkey

P: 260-410-4073

kelleenlarkey@icloud.com

NORTH REGION

Robby Bearss

P: 574-862-1434

rbearss@nitdc.com



Map courtesy of The Indiana Festival Association