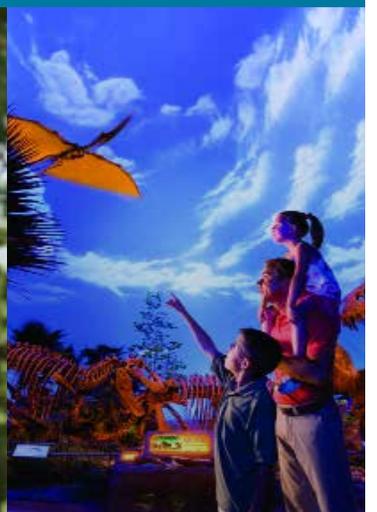




**2020  
2021** | **AFFORDABLE  
AND EFFECTIVE**  
Indiana Tourism Advertising Opportunities





## Brochure Lead Generation Ad

You can garner leads for your destination or organization by offering your brochure in the Indiana Travel Guide and on VisitIndiana.com. The Brochure Lead Generation Ads reside in a special section at the back of the Travel Guide and in the Brochures section on VisitIndiana.com.

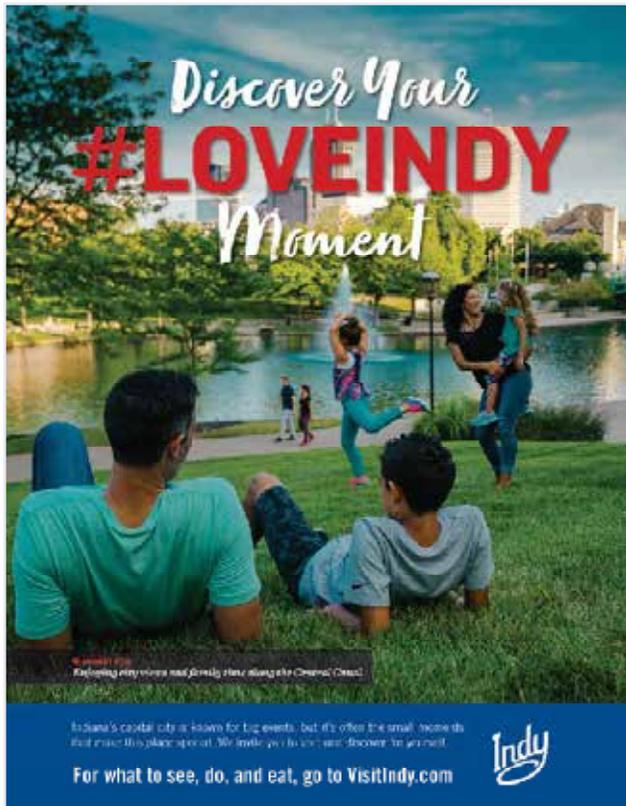
**Ad content:** 60-character headline, 180-character description, phone number, website, 150px x 260px (2.08" x 3.61") 300DPI brochure cover image

**Online ad duration:** one year

**Sales deadline:** Monday, December 14, 2020

**Materials deadline:** Monday, December 21, 2020

**Investment (net):** \$2,200 per brochure



## Premium Cover Ad

Be one of the first things a reader sees when you choose one of four cover options. These full-page ads let you make a big impression on readers, who are already interested in traveling to Indiana. Space is available on a first-come, first-served basis.

**Ad content:** full-page ad

Trim: 8" x 10.5"

Bleed: 8.25" x 10.75"

Live: 7.5" x 10"

**Sales deadline:** Monday, December 14, 2020

**Materials deadline:** Monday, December 21, 2020

**Investment (net):**

**Inside Front** \$19,600

**Inside Back** \$16,600

**Outside Back** \$21,000

**Availability:** three opportunities

## Special Travel Guide Package Offer for 2021!

Buy a 2-page spread or greater Display Ad and receive a **FREE Travel Guide Brochure Lead Generation Ad** and a **Premium Online Listing – a savings of \$2,400!**

## Display Ad

Advertise your tourism destination or event with a display ad in the Indiana Travel Guide.

**Ad content:** publication-ready ad (see chart for sizes)

**Sales deadline:** Monday, December 14, 2020

**Materials deadline:** Monday, December 21, 2020

**Investment (net):**  
(see chart for pricing information)

### Special Package Offer for 2021!

Buy a 2-page spread or greater and receive a FREE Travel Guide Brochure Lead Generation Ad and a Premium Online Listing - a savings of \$2,400.

Receive a free Premium Online Listing with any Display Ad purchase.

<b>1/6-page vertical</b>	\$2,600	2.25" x 4.5"
<b>1/6-page horizontal</b>	\$2,600	4.5" x 2.25"
<b>1/3-page vertical</b>	\$4,600	2.25" x 9"
<b>1/3-page square</b>	\$4,600	4.5" x 4.5"
<b>1/2-page vertical</b>	\$6,400	4.5" x 7"
<b>1/2-page horizontal</b>	\$6,400	7" x 4.5"
<b>2/3-page</b>	\$8,200	4.5" x 9"
<b>Full-page</b>	\$11,300	Without bleed: 7.5" x 10" With bleed: Trim: 8" x 10.5" Bleed: 8.5" x 11" Live area: 7.5" x 10"
<b>2-page spread</b>	\$20,700	Without bleed: 15.5" x 10" With bleed: Trim: 16" x 10.5" Bleed: 16.5" x 11" Live area: 15.5" x 10"
<b>3-page spread</b>	\$28,300	2-page spread plus full-page



1/6-page vertical



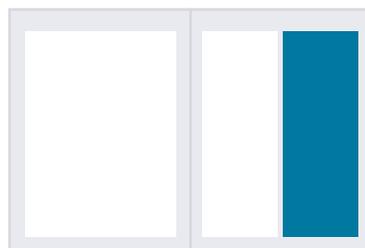
1/6-page horizontal



1/3-page vertical



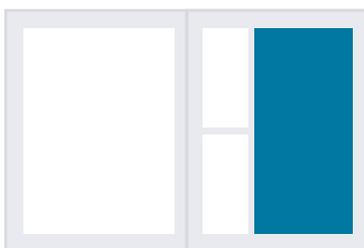
1/3-page square



1/2-page vertical



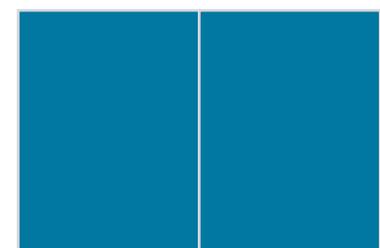
1/2-page horizontal



2/3 page



Full-page



2-page spread

## Homepage Featured Listing

Boost the impact of your Things To Do or Food & Drink listing by having it featured prominently on the homepage of VisitIndiana.com. Thousands of qualified visitors will see your listing upon visiting the homepage.

These ads are limited to one per week and reserved on a first-come, first-served basis.

**Ad duration:** one week, of your choosing

**Ad content:** 430px x 315px (5.97" x 4.38") photo, 40-character headline, 160-character description and link to your website

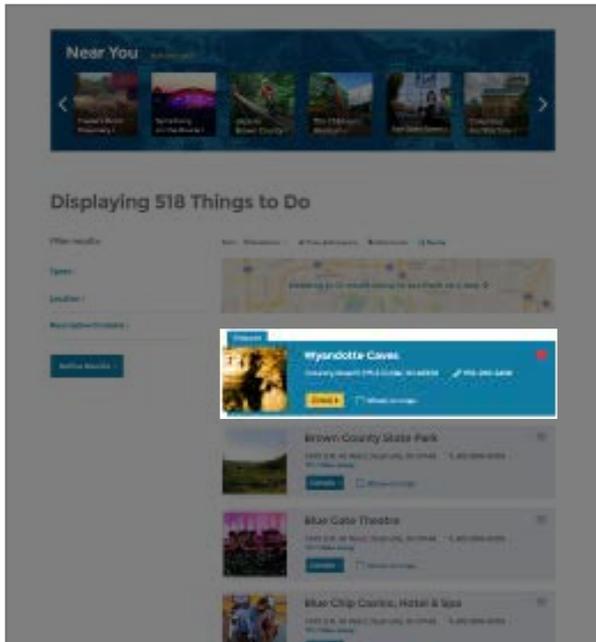
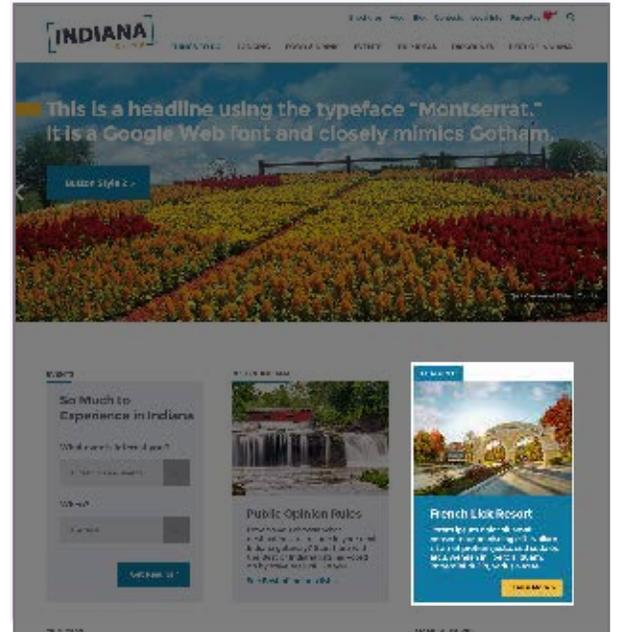
**Investment (net):** varies based on the time of year (refer to chart)

**Availability:** one per week

### Pricing:

<b>Winter</b>	Jan. 1 – March 2	\$300
<b>Spring</b>	March 3 – May 4	\$600
<b>Summer</b>	May 5 – Aug. 31	\$750
<b>Fall</b>	Sept. 1 – Nov. 2	\$750
<b>Holiday</b>	Nov. 3 – Dec. 28	\$750

**NOTE:** Any oversold VisitIndiana.com website ad type will be decided by a lottery on Monday, December 14, 2020.



## Featured Premium Listing

This advertising type gives you the opportunity to showcase your premium listing at the top of the results in the Things To Do, Food & Drink and Lodging sections of VisitIndiana.com.

The Featured Premium Listings are designed to catch the attention of users and motivate clicks. These ads are limited to 1 per month per section and are available on a first-come, first-served basis.

**Ad content:** one 430px x 315px (5.97" x 4.38") photo, 40-character headline, 160-character message, link to your website

**Ad duration:** one month

**Investment (net):** \$450

**Availability:** one per month in each section: Things To Do, Food & Drink and Lodging

### Premium Online Listing

A Premium Online Listing provides a flexible format with detailed information. This is a great fit for attractions, recreation establishments, campgrounds, lodging facilities, information centers, shops, restaurants and other destinations. Please allow one week for listings to go live once you place the order and submit your information.

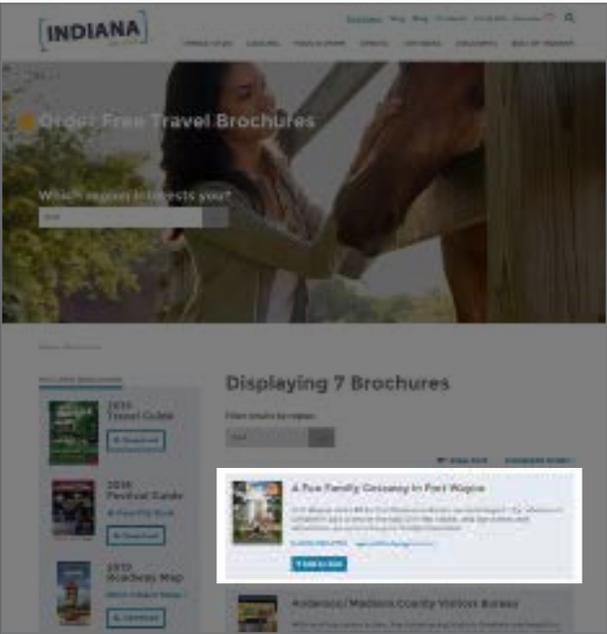
**Ad content:** choice of category, one YouTube video, up to 20 photos, 1,250-character description, address, phone number, hours of operation, location map, links to discounts, link to your own website, links to upcoming events and Trip Ideas on VisitIndiana.com

**Ad duration:** one year from posting date

**Investment (net):** \$200 per year



- Special Offers for 2021!**
- Buy 5, get 1 additional listing free + 1 free food & drink listing on VisitIndiana.com
  - Buy 10, get 2 additional listings free + 2 free food & drink listings on VisitIndiana.com
  - Buy 20, get 4 additional listings free + 4 free food & drink listings on VisitIndiana.com
  - Buy 30, get 8 additional listings free + 8 free food & drink listings on VisitIndiana.com
  - Over 30? Contact your account executive (listed on back cover)



### Online Brochure

One of the popular features on VisitIndiana.com is the Brochures section, where site visitors can place orders for Indiana travel publications and partner brochures—like yours.

As consumers place orders for your brochure from our website, we keep track of those submissions and send them to you as hot leads. You will receive leads every week via email. Please allow up to one week for brochures to go live once you have placed your order.

**Ad content:** 60-character headline, 200-character description, phone number, website, 150px x 260px (2.08" x 3.61") brochure cover image

**Ad duration:** one year from date of posting

**Investment (net):** \$1,500 per year

**Extra Value:** When purchasing a brochure ad in the 2021 Indiana Travel Guide you receive both ads for a special rate of \$2,200

## Search Ads

Search ads enable you to reach a highly qualified audience with your focused and relevant message. Thousands of visitors each quarter will see your ad displayed prominently in search results, featuring a unique design to attract the user's eye. Availability is limited to six advertisers per quarter; four ads appear at a time, with ads rotating evenly upon page load. Search ads are available in two website sections:

### THINGS TO DO

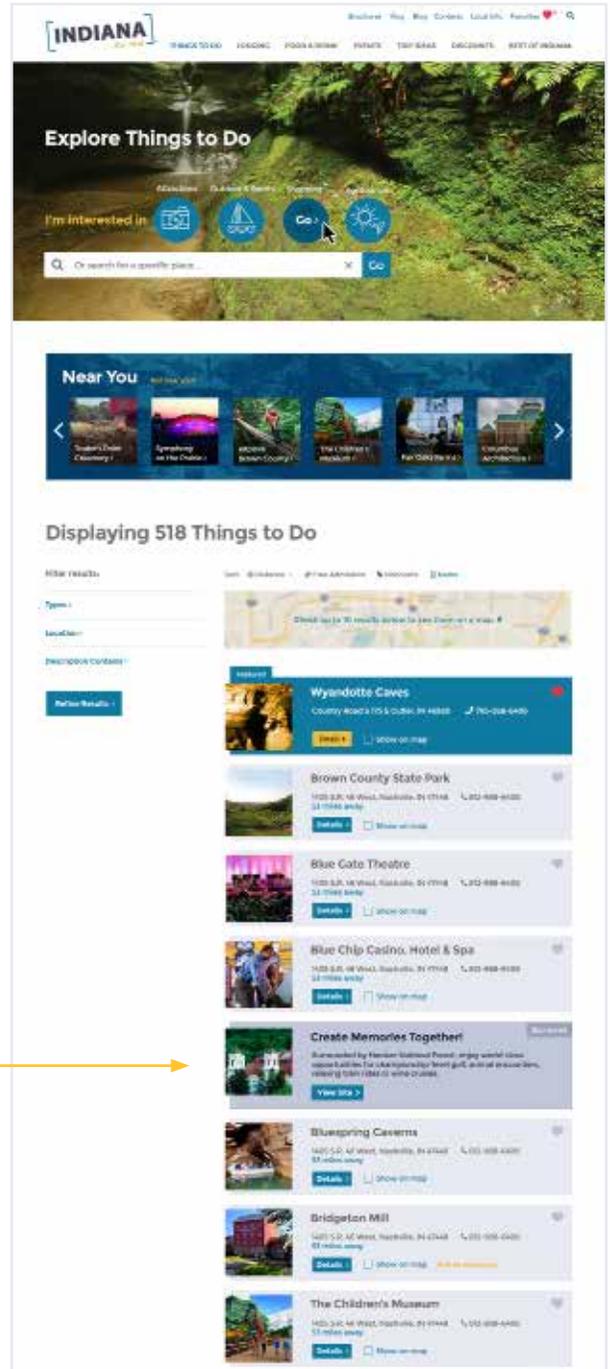
### LODGING

**Ad content:** one 430px x 315px (5.97" x 4.38") photo, 40-character headline, 160-character message, link to your website

**Ad duration:** one quarter (choose from January-March, April-June, July-September or October-December)

**Investment (net):** \$800 per quarter

**Availability:** six per quarter

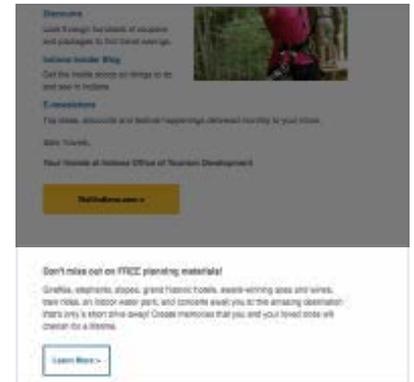


## Brochure Order Confirmation Ad

Once a brochure order is completed, consumers see an order confirmation page on VisitIndiana.com and receive a confirmation email. A Brochure Order Confirmation Ad appears on both the confirmation page of the website as well as at the bottom of the confirmation email. You will select those regions of the state that most closely match the target geography you want to reach so your ad is targeted to consumers who have requested brochures from those regions. Availability is limited to one message per region each year. Please allow up to one week for your ad to go live once it is submitted.

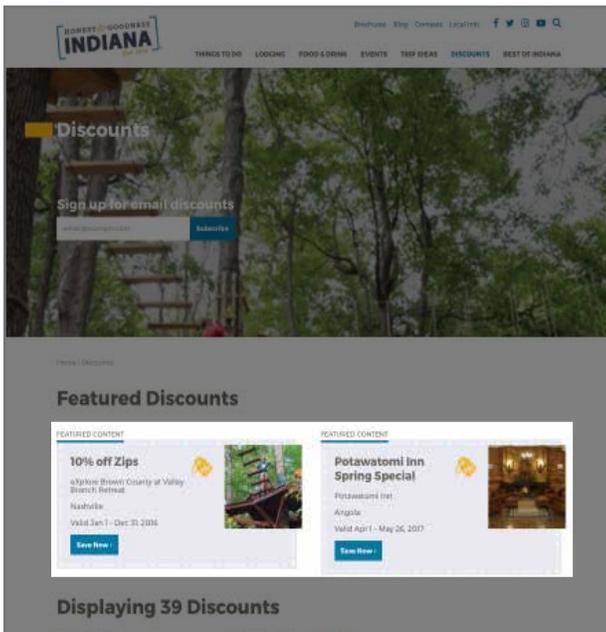


Website Confirmation Ad



Confirmation Email Ad

**Ad content:** 50-character headline, 300-character message, website link  
**Ad duration:** one year from posting date  
**Investment (net):** \$300 per year  
**Availability:** one message per region per year



## Featured Discount

Who doesn't like to save money when traveling? No one! That's why offering a discount on VisitIndiana.com is a good deal for both you and your potential guests. Your discount will be featured on both the VisitIndiana.com home page and the Discounts category page. Featured Discounts are limited to four discounts per month and are reserved on a first-come, first-served basis. Ads will rotate on the discounts category page on an even schedule when four ads are sold.

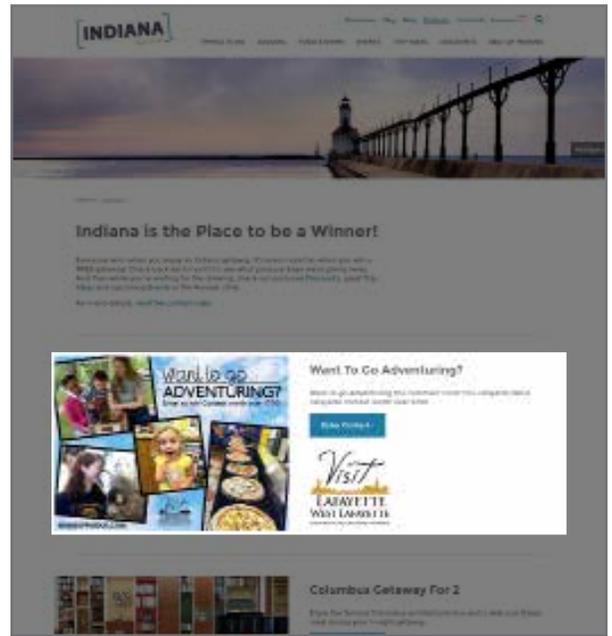
**Ad content:** 430px x 315px (5.97" x 4.38") photo, link to your discount listing on VisitIndiana.com  
**Ad duration:** one month  
**Investment (net):** \$100 per month  
**Availability:** four discounts per month

## Contest

Contests are a great tool for building your customer base because consumers love a chance to win something—especially a getaway! The online contests are a simple and fun way for you to engage with your audience and reward your fan base. Your contest will be featured on the Contests page of VisitIndiana.com.

As consumers enter your contest, we keep track of the submissions and send the lead database to you at the end of the contest month. More than 70% of consumers who visit the Contests page become leads for advertisers.

Four paid contests are allowed per month; paid contests will be featured in the top four contests on VisitIndiana.com. Winners are selected at random. Content is due two months prior to contest launch.



**Ad content:** 60-character headline, 100-character short description, 600-character long description, link to your website, 550px x 175px (7.64" x 2.43") logo, 720px x 540px (10.00" x 7.50") photo, 879px x 328px (12.21" x 4.56") banner image

**Ad duration:** one month

**Investment (net):** \$500 per month

**Availability:** four contests per month



## FREE Online Listing

Since we want to make sure our content on VisitIndiana.com is robust and features a variety of destinations, big and small, we also offer a free option to list your destination. This free option has fewer features than a Premium Online Listing and will appear at the bottom of search results. This listing will remain live for one year from posting date. Please allow up to one week for your ad to go live once it is submitted.

**Ad content:** choice of category, 1,250-character description, months and hours of operation, phone number, address, link to your own website

**Ad duration:** one year from posting date

**Investment (net):** Free

## Featured Thing to Do

The monthly Things to Do and Discounts email is packed with unique ideas for Indiana travel. As a Featured Thing to Do, your attraction or destination will be featured at the top of the email, making it be the first item subscribers will see when they open the email.

You will receive performance reporting that includes number of emails delivered, emails opened, click-to-open rate, clicks and click-thru rate. One featured thing to do is available each month.

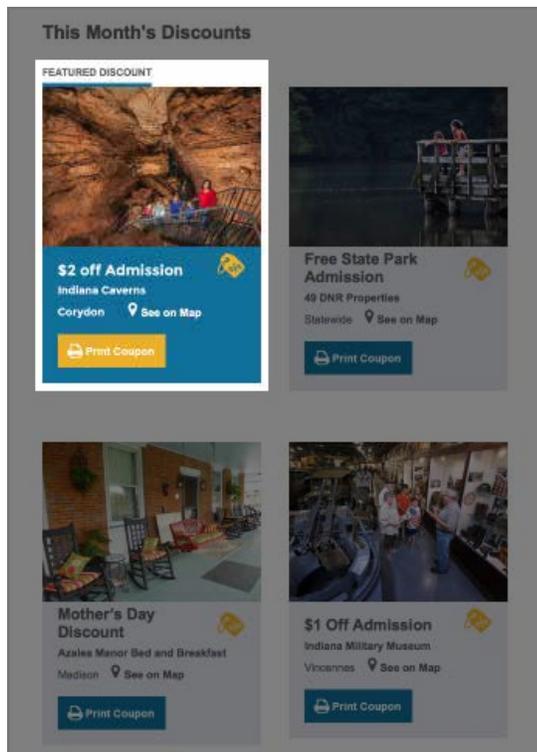
**Ad content:** 55-character headline, 30-character establishment name, city, 100-character description, link to your online listing on VisitIndiana.com, 447px x 340px (6.21" x 4.72") photo

**Ad duration:** one email send

**Investment (net):** \$1,000 per email

**Availability:** one per month

**NOTE:** The Things To Do and Discounts email is sent out the fourth Wednesday of every month.



## Featured Discount

Bargain hunters rely on the monthly Things to Do and Discounts email in their inbox. As a Featured Discount, you can promote a discount for your business, organization or event. Featured Discounts can include coupons, packages, BOGO deals, percent off, or other special offers. You will receive performance reporting that includes number of emails delivered, emails opened, click-to-open rate, clicks and click-thru rate. Two Featured Discounts are available each month.

**Ad content:** 25-character headline, 30-character establishment name, city, link to your online discount listing on VisitIndiana.com, 306px x 225px (4.25" x 3.13") photo

**Ad duration:** one email send

**Investment (net):** \$500 per email

**Availability:** two per month

## Things To Do Email Banner Ad

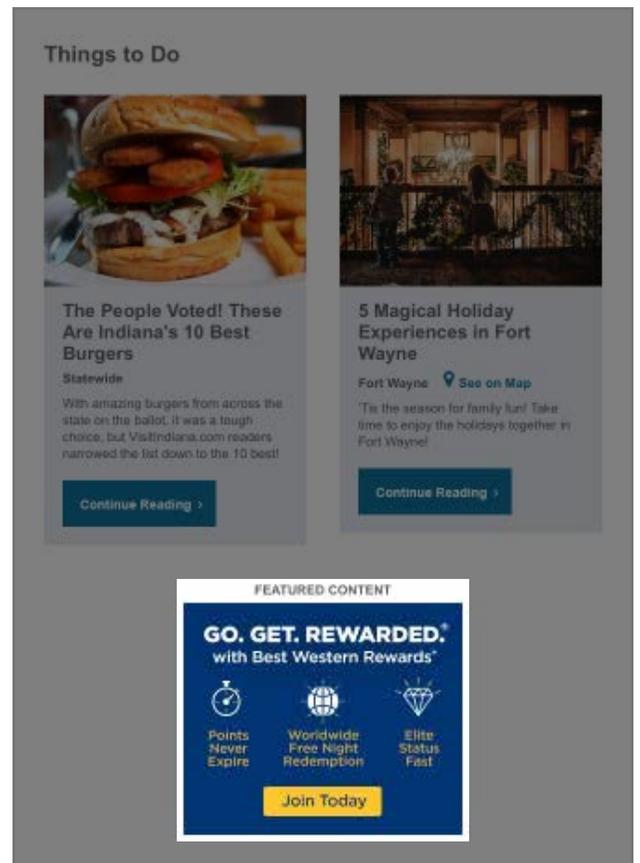
This monthly email is packed with deals, discounts, things to do and trip ideas. You can place your own banner ad, which will display amidst the editorial content of the email. You will receive performance reporting that includes number of emails delivered, emails opened, click-to-open rate, clicks and click-thru rate. One banner per email.

**Ad content:** 300px x 250px (4.17" x 3.47") banner ad, URL to link to

**Ad duration:** one email send

**Investment (net):** \$550 per email

**Availability:** one per month



**NOTE:** The Festivals and Events email is sent out the third Wednesday of every month.

## Featured Event

The Festivals and Events email is a popular monthly alert featuring upcoming events and festivals throughout Indiana. Over 50,000 subscribers like to know what’s coming up in the next month as they plan their travel.

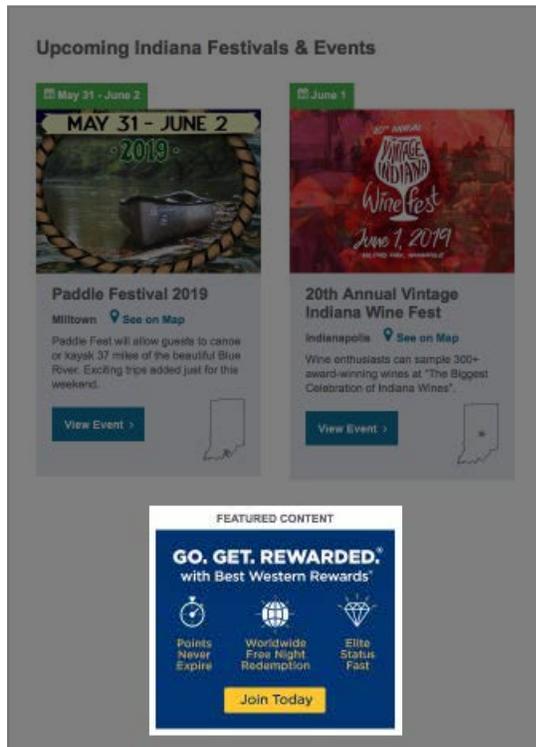
Your event will be featured at the top of the email and will be the first item subscribers see when they open the email. Only one Featured Event is available per month. You will receive performance reporting that includes the number of emails delivered, emails opened, click-to-open rates, clicks and click-thru rate.

**Ad content:** 55-character headline, 30-character event date or range, 45-character event venue, 100-character description, link to your online event listing on VisitIndiana.com, 431px x 322px (5.99” x 4.47”) photo

**Ad duration:** one email send

**Investment (net):** \$1,000 per email

**Availability:** one per month



## Festivals and Events Email Banner Ad

You can place your own banner ad for display amidst the editorial content of the Festival and Events Email. You will receive performance reporting that includes number of emails delivered, emails opened, click-to-open rate, clicks and click-thru rate. One banner per email.

**Ad content:** 300px x 250px (4.17” x 3.47”) banner ad, URL to link to

**Ad duration:** one email send

**Investment (net):** \$550 per email

**Availability:** one per month

## Brochure Cooperative Lead Generation Campaign

Indiana Tourism offers an online lead generation campaign which utilizes search engine marketing to reach qualified leads. This campaign will start February 2021 and will end no later than June 2021, having the push happen in the optimal time for travel planning.

The campaign is optimized weekly based on cost per click and cost per lead. Indiana Tourism offers a 3x match to partner investment.

Each partner will receive leads weekly from their purchased category in an Excel spreadsheet. A partner can purchase multiple categories, but it is not suggested unless materials are distributed separately. In order for a category to run in the campaign, at least three partners must commit to that category.

**Category selection:** Small Town Experience, Family Fun or Outdoor Adventure

**Ad content:** 50-character brochure title, 250-character brochure description, city, 150px x 260px (2.08" x 3.61") brochure cover image

**Deadline for participation:** Monday, December 14, 2020

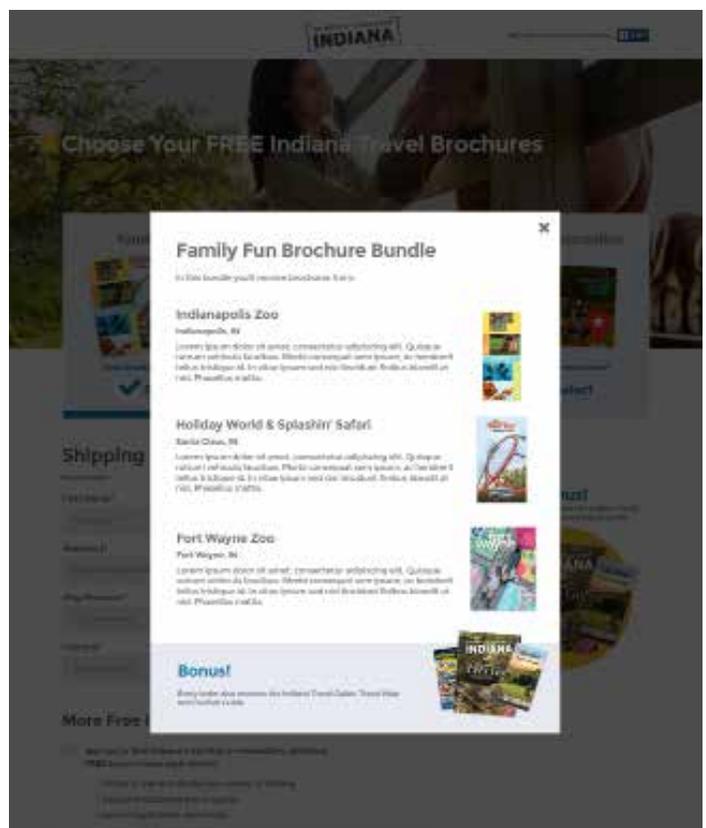
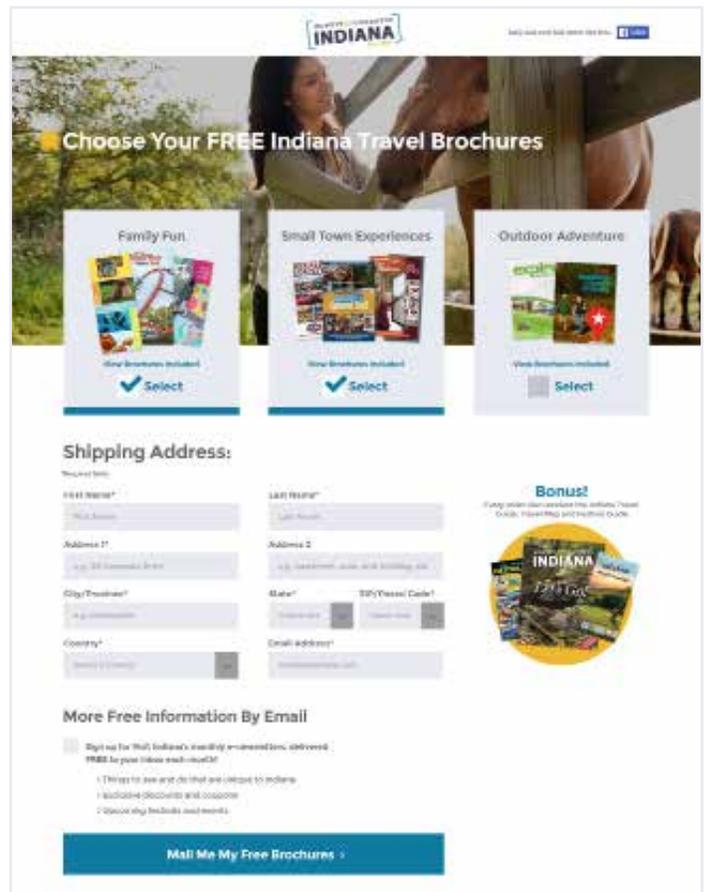
**Investment (net):** \$2,500 per category

**Lead delivery:** Via email

Indiana Tourism - 2018 Official Travel Guides

[www.visitindiana.com](http://www.visitindiana.com)

Get your Free 2018 Travel Guide. Find Things to do w/ your family this summer!



# CONTACT INFORMATION

Our Regional Account Executives (RAEs) are available to work with you on placing any of your orders. Please refer to this map to determine in which travel region you are located. Any of our account executives are able to assist you on using the [VisitIndiana.com/adportal](http://VisitIndiana.com/adportal) system.

**Robby Bearss North Region**

[rbearss@NITDC.com](mailto:rbearss@NITDC.com)  
574.862.1434

**Katy Cavaleri Central Region**

[kcavaleri@embarqmail.com](mailto:kcavaleri@embarqmail.com)  
317.535.4291

**Josh Alsip**

**East, West, South Central and South Regions**

[jalsip@visitindiana.com](mailto:jalsip@visitindiana.com)  
317.760.4962

**Tom Tobison Indiana Golf & Group Guides**

[Tom@PtmGroups.com](mailto:Tom@PtmGroups.com)  
630.794.0696 ext. 509



**NOTE: To create an account or log in to your existing Ad Portal account, please visit [VisitIndiana.com/adportal](http://VisitIndiana.com/adportal).**