



Indiana Office of Tourism Development
One North Capitol, Suite 600
Indianapolis, IN 46204

VisitIndiana.com

**Indiana Office of Tourism Development
2010 Cooperative Advertising Program
POLICY CHANGE**

Regional account executives will begin offering the 2010 VisitIndiana.com, permission email and magazine programs on August 13. The sales process **WILL CHANGE FOR 2010. PLEASE READ CAREFULLY BELOW AND IMMEDIATELY CONTACT YOUR REGIONAL ACCOUNT EXECUTIVE WITH ANY QUESTIONS.**

Policy and Procedure Changes: In order to offer a more fair and equitable opportunity for Indiana tourism partners to participate in cooperative email, VisitIndiana.com and magazine programs, the sales procedures for the 2010 placement year will change.

Regional account executives will begin sales no later than August 13. No later than **Tuesday, August 25 at noon**, Indiana tourism partners **MUST** complete and submit a signed insertion order for all programs they wish to **APPLY** for throughout 2010. By submitting this signed insertion order as an application, the partner is responsible for all advertising on the insertion order, but is **NOT** guaranteed placement. The advertiser portal will be used only to collect materials after the sales process has closed.

Regional account executives and IOTD will compile a spreadsheet identifying all partners who wish to purchase advertising in the IOTD programs.

On Thursday, August 27 at 10am, IOTD will identify advertisers for all programs through a **random selection process**. If there is no conflict or issue of more partners than spaces available, advertisers will simply be identified. If there are more advertisers than spaces available, a random drawing will take place for these advertising spots, giving each advertiser an **equal opportunity** to purchase space. An alternate will be drawn in every necessary case. (A necessary case is defined as an instance when there is 1/6 page left available and a 1/3 page request is drawn. In this example, the right is with the 1/3 application. That advertiser has the right to refuse the 1/6 page opportunity. If the advertiser turns down the space, the alternate that is selected will automatically receive the space.)

On Thursday, August 27, regional account executives will contact advertisers that need to decide between the 1/3 space requested and the 1/6 page remaining. The regional account executive will have until 3pm that day to get a confirmation that the advertiser would like the 1/6 page space. That opportunity will expire at 3pm on August 27 and the alternate will receive the space.

By 4pm on Thursday, August 27, the advertisers will be identified internally and with regional account executives.

On Friday, August 28, the list of advertisers may be made public by the regional account executives as well as a report of any opportunities still available. Advertisers who are selected for placement **ARE RESPONSIBLE FOR THIS PLACEMENT**. It is **NOT** advised to apply for all opportunities available as the partner would be held responsible for all advertising if the partner were to be selected for all opportunities. Please contact your regional account executive with any questions.