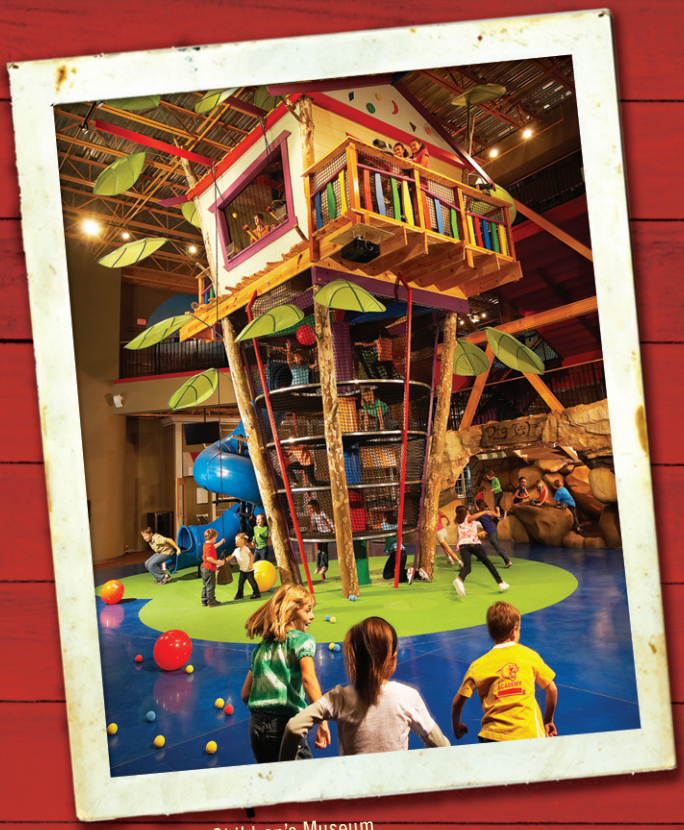
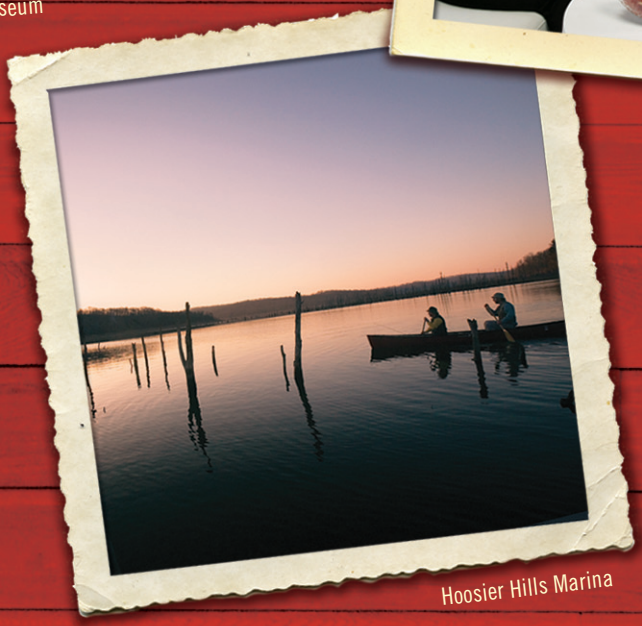
COOPERATIVE OPPORTUNITIES

2012 INDIANA TOURISM



Terre Haute Children's Museum

Le Merigot



Hoosier Hills Marina

Tourism.IN.gov

Dear Tourism Partners,

Thank you for your consideration of the 2012 Indiana Office of Tourism Development (IOTD) Cooperative Advertising Program. The goal of our co-op advertising program is to **provide assistance** to Indiana attractions and businesses in media planning and placement through **research, placement and subsidy.** The Indiana Office of Tourism Development builds the cooperative advertising program by examining industry research to determine markets, mediums and placement dates.

We are very pleased to continue to offer the online lead generation program for 2012. This program was even more successful in 2011 by generating online leads in different trip type categories for less than $1 per lead. Participation in this program is available to an unlimited number of partners. We are very pleased to offer a program in which many partners can participate.

For additional information on the 2012 Indiana Office of Tourism Development Cooperative Advertising Program and to place media, **please contact your regional account executive.** A contact list of regional account executives appears at the end of the cooperative media sales materials.

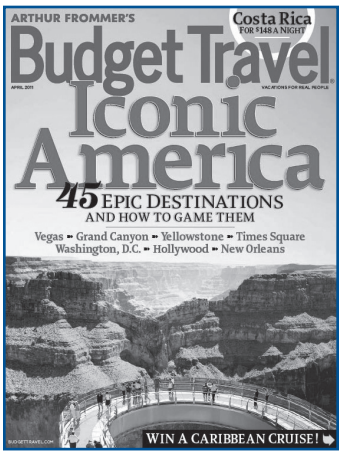
Thanks for your support. I look forward to working with you to market Indiana's tourism industry.

Best regards,

Amy Vaughan
Director
Indiana Office of Tourism Development

Table of Contents

Cooperative Advertising Opportunities: Magazine 2-4
Cooperative Advertising Opportunities: Online 5
Online Advertising Opportunities: VisitIndiana.com 6-8
Online Advertising Opportunities: Consumer Email Program 9
Advertising Opportunities: Artwork Requirements 10
Regional Account Executives: Contact Information 11
Weekly Calendar 12



Arthur Frommer's Budget Travel

Arthur Frommer's Budget Travel (AFBT) magazine is a national consumer magazine offering practical, service-oriented coverage of domestic and international vacations. Each month, AFBT provides more opportunities than any other travel magazine for readers to tell us exactly what they are looking for in a vacation, plus their best insider tips. AFBT has a unique give-and-take relationship with more than 2.4 million readers, providing advertisers with the opportunity to connect with consumers who are truly involved in the magazine.

Published: 10 issues/year + 2 issues/year of *Girlfriend Getaways*
Circulation: 170,680 (Midwest Special Section)

Reader Profile: Median age 50, Median HHI $83,242, Any college+ 77%, Male 43%, Female 57%, Median value of home $254,351, Married 56%, Professional/Manager 38%, Take domestic trips 63%, Average domestic vacation expenditures $2,172

AD SIZE: 1/6 page full color (2.125" x 4.125"); 1/3 page ad (4.5" x 4.125") equals purchase of two 1/6 page ads

ISSUE	MATERIALS DEADLINE	AVAILABLE UNITS
April (Midwest Special Section)	December 6, 2011	6
September (Midwest Special Section)	May 8, 2012	6

Rate Card Cost: $2,988
IOTD Co-op Offer: $1,900
Rate Card Savings: 36%

All artwork should be submitted through Advertiser Portal.

Cincinnati Magazine

Cincinnati Magazine is a monthly, paid circulation publication serving the 15 counties that together make Cincinnati USA. Publishing for nearly 44 years with a focus on service, city/regional issues, and lifestyle topics for an upscale audience, *Cincinnati Magazine* showcases the region's brightest writers, editors, designers, illustrators and photographers. Cincinnati Magazine has been nominated for and won many awards for excellence in publishing, including BEST MAGAZINE IN OHIO (2008, 2009, 2010 & 2011) by the Cleveland Press Club.

Published: Monthly
Circulation: 37,426

Reader Profile: 60% Female/40% Male, Median Age 54.7, Average Annual Household Income $219,000, Average Net Worth $1.285 million, 80% have professional/managerial titles or positions / 91% have attended college.

AD SIZE: 1/6 page full color (2.25" x 4.125"); 1/3 page ad (4.75" x 4.125") equals purchase of two 1/6 page ads

ISSUE	MATERIALS DEADLINE	AVAILABLE UNITS
June	February 7, 2012	6
August	April 3, 2012	6

Rate Card Cost: $ 1,364.25
IOTD Co-op Offer: $850
Rate Card Savings: 38%

All artwork should be submitted through Advertiser Portal.

Indianapolis Monthly

Indianapolis Monthly is a magazine for Indiana life, entertainment, interior decorating, apparel, nostalgia, business and government (city/state). It critiques restaurants, vacation areas and local events.

Published: Monthly
Circulation: 41,000

Reader Profile: Median age 58, Median HHI $114,000, Any college+ 89%, Male 33%/Female 67%, Home owners 96%, Average net worth $1,160,000, Professional 40%

AD SIZE: 1/6 page full color (2.25" x 4.125"); 1/3 page ad (4.75" x 4.125") equals purchase of two 1/6 page ads

ISSUE	MATERIALS DEADLINE	AVAILABLE UNITS
April	December 8, 2011	12
May	January 3, 2012	12
September	May 8, 2012	12

Rate Card Cost: $1,200
IOTD Co-op Offer: $800
Rate Card Savings: 33%

All artwork should be submitted through Advertiser Portal.

Midwest Living

Midwest Living reaches 4.1 million affluent, traveling Midwesterners who turn to our magazine for their travel inspiration. As a tourism advertiser, you will receive leads to these visitors so you can contact the right people at the right time. As added value, co-op partners will receive leads on a weekly basis from their "Reader Service Listing." The listing will be included in full circulation and on the lead generating website www.MidwestLivingTravel.com with a link to your site. Co-op partners who advertise in all three co-op issues will be featured as the State Header promotion on the Indiana Page of www.MidwestLivingTravel.com for one month. Partners will be asked to supply a 345 x 80 banner ad and link to their website.

Midwest Living Published: Bi-monthly
Circulation: 950,000

Reader Profile: Median age 52, Median HHI $68,456, College degree 65%, Home owners 84.3%, Children in household 41.1%, Average vacation expenditures $1,813 domestically

AD SIZE: 1/6 page full color (2.25" x 4.125"); 1/3 page ad (4.75" x 4.125") equals purchase of two 1/6 page ads

ISSUE	MATERIALS DEADLINE	AVAILABLE UNITS
May/June	January 3, 2012	12
July/Aug.	March 6, 2012	6

Rate Card Cost: $15,067
IOTD Co-op Offer: $5,800
Rate Card Savings: 62%

All artwork should be submitted through Advertiser Portal.

Contact your RAE for order placement. Submit all materials via Advertiser Portal.

Best of the Midwest 2012

In *Best of the Midwest—Midwest Living* magazine's comprehensive annual travel resource—our editors deliver more of the great information readers have come to trust, including top travel attractions, the finest eateries, and much more. This comprehensive annual travel guide will feature more of the content that makes *Midwest Living* the region's most trusted travel authority. *Best of the Midwest* will include inspirational features on some of the best things in the Midwest, plus comprehensive state-by-state travel guides that contain recommendations you can use no matter where in the Midwest you may be traveling, including hundreds of the best restaurants, lodgings and things to do.

Best of Midwest Published: Annually
Circulation: 140,000

Reader Profile: Median age 52, Median HHI $69,900, College degree 68%, Home owners 91%, Children in household 40.9%, Average vacation expenditures $1,813 domestically

AD SIZE: 1/6 page full color (2.25" x 4.125"); 1/3 page ad (4.75" x 4.125") equals purchase of two 1/6 page ads

ISSUE	MATERIALS DEADLINE	AVAILABLE UNITS
Best of the Midwest	December 6, 2011	12

Rate Card Cost: $3,140
IOTD Co-op Offer: $2,600
Rate Card Savings: 17%

All artwork should be submitted through Advertiser Portal.

Online Lead Generation Program

IOTD offers an online lead generation campaign utilizing keyword search beginning February 1, 2012. The campaign will be optimized weekly based on cost per lead, cost per click and retargeting.

Here's how it works. When a consumer clicks on the keyword from search activity, they are directed to a landing page that includes required fields for brochure dissemination. The user will enter the required information and select each category of information they would like to receive. Four categories will be available for selection. Consumer may select as many categories as they choose. When each category is hovered over, the list of advertisers that have purchased that category will drop down to give the user an idea of what information they will receive. After the form is submitted, the user will receive a confirmation email listing the organizations that will be sending information. Advertisers will receive physical mailing addresses for brochure dissemination only.

Category Selection

- Family Fun
- Outdoor Recreation
- Small Town Experience
- Museums and Galleries

The minimum media budget for this campaign is $30,000. This media budget will be placed without a minimum number of partners. However, if more than 15 partners participate, the media allocation will increase incrementally.

Deadline for participation: November 8, 2011

Cost to participate: $2,000 per category

Lead delivery: Via email

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

Submit materials for this program to your RAE.

Contact your RAE for order placement.

VisitIndiana.com

VisitIndiana.com is the official consumer website of the Indiana Office of Tourism Development and incorporates IOTD's brand and focus on consumer-friendliness, ease of navigation and search engine effectiveness.

Website usability and conversion research by TNS

- 71% of VisitIndiana.com users are considering a trip to Indiana, 50% actually travel.
- Users prioritize the site's features to emphasize trip ideas, value and festivals & events.

Weekly Homepage Feature

Indiana tourism industry partners have the opportunity to purchase real estate on the VisitIndiana.com homepage for featured discounts, festivals & events, restaurants, outdoor recreation, attractions and shopping destinations.

- Advertisers may select the week(s) of the 2012 calendar year they would like to promote either of these items.
- Advertising is limited to one space per week.
- Presence on the homepage will include a photograph, headline (5 words/32 characters), descriptive copy (10 words/70 characters) and click thru to the full discount or event listing on VisitIndiana.com.
- During the period of January-June 2011, the VisitIndiana.com homepage received an average of 27,509 page views per month.
- Cost:

Season	Weeks	No. Weeks	Price Per Week
Winter	1 thru 9	9	$300.00
Spring	10 thru 17	8	$600.00
Summer	18 thru 35	18	$750.00
Fall	36 thru 43	8	$600.00
Holiday	44 thru 52	9	$500.00

Contests

For one calendar month in 2012, your contest can be included on VisitIndiana.com. The contest section will describe prize giveaways and contest details, featuring a logo, photo and website address. Consumers click thru to the contest entry page and submit lead information. Contest entries will be collected and provided as a raw lead database by IOTD at the end of the contest month. Lead information will include name and physical mailing address. The winner(s) will be selected at random and designated at the end of the contest.

- Contests are lead generating.
- During the period January-June 2011, month-long VisitIndiana.com contests generated an average of 1,432 raw leads per contest. Nearly 62 percent of contest hits were converted to leads.
- There are four contests available each month. Placement order of the contests is determined on a first-come, first-served basis.

Rate per Month: $2,550

All artwork should be submitted through Advertiser Portal.

ONLINE ADVERTISING OPPORTUNITIES: VISITINDIANA.COM

Brochure Ad

Brochures are featured via direct link from homepage. Orders of brochure will be sent weekly via email for fulfillment. Allow three weeks for brochure ads to go live on VisitIndiana.com if submitted after January 1.

VisitIndiana.com brochure ads are available to purchase anytime throughout 2012.

- **Rate: $1,450**

All artwork should be submitted through Advertiser Portal.

Brochure Order Email Confirmation Message

VisitIndiana.com provides consumers with the opportunity to request information on specific locations and attractions by ordering information brochures. Upon brochure request, consumers view a confirmation page on VisitIndiana.com once the order is complete and receive a confirmation email.

For one calendar year, a targeted message can be featured on each region's confirmation page on VisitIndiana.com and at the bottom of the order confirmation e-mail to consumers. **Availability is limited to one message per region, per year.** The order confirmation message includes a 300-character (50-word) message and website link.

- **Rate per Year, per Region: $1,000**

All artwork should be submitted through Advertiser Portal.

Trip Planner Listing

- Trip Planner listings advertise attractions, campgrounds, festivals, information centers, lodging facilities, recreation establishments, restaurants and shops on VisitIndiana.com throughout 2012.
- Information will include a description, phone number and website link. Add photo for $50.
- A Trip Planner Listing includes one (1) 85 X 85 pixel photo (1.18" x 1.18"), a 150-character (20-word) message and a website link.
- Allow three weeks for listings to go live on VisitIndiana.com after January 1.
- VisitIndiana.com listings are available for purchase anytime throughout 2012.
- **Rate: $150**
- **Add photo: $50**

All artwork should be submitted through Advertiser Portal.

Things to Do Search Ad

- Consumers may plan their trip via the Things to Do search function of VisitIndiana.com.
- Per quarter, a photo listing can be featured just below the search results on the Things to Do search page.
- Four ads will appear per page load. Two sets of ads will rotate each quarter.
- Availability is limited to eight Things to Do ads per quarter.
- Advertiser will receive 50% share of voice.
- A Things To Do ad includes one (1) 65 pixel x 85 pixel photo (.902" x 1.18"), a 150-character (20-word) message and a website link.
- **Rate per Quarter: $800**
- **Rate per Year: $2,400**

All artwork should be submitted through Advertiser Portal.

Contact your RAE for order placement. Submit all materials via Advertiser Portal.

Hotel and Accommodations Search Ad

- Consumers may navigate and pick lodging opportunities via the Hotel and Accommodations search function of VisitIndiana.com.
- Per quarter, a photo listing can be featured just below the search function on the Hotel and Accommodations search page.
- Four ads will appear per page load. Two sets of ads will rotate each quarter.
- Availability is limited to eight Hotel and Accommodations ads per quarter.
- Advertiser will receive 50% share of voice.
- A Hotel and Accommodations ad includes one (1) 65 pixel x 85 pixel photo (.902" x 1.18"), a 150-character (20-word) message and a website link.
- **Rate per Quarter: $800**
- **Rate per Year: $2,400**

All artwork should be submitted through Advertiser Portal.

Free Travel Discount Listing

Submit your packages or coupons via Ad Portal for placement on VisitIndiana.com starting October 1. Allow three weeks for posting. This free service is available throughout the year.

Free Festival and Event Listing

Submit your festival or event via Ad Portal for placement on VisitIndiana.com starting October 1. Allow three weeks for posting. This free service is available throughout the year.

ONLINE ADVERTISING OPPORTUNITIES: CONSUMER EMAIL PROGRAM

The IOTD created consumer e-communications program provides Indiana travel information to consumers who have requested it. The information is delivered in three monthly emails: the Big Idea, the Big Deal and the Big To Do. Editorial calendar and frequency of communication are based on email research completed in 2010.

The Big Idea: Banner Ad

- Rate: $2,500 per month
- IOTD deploys "The Big Idea" permission email to 44,000 loyal subscribers monthly. Advertisers have the opportunity to include a camera-ready banner ad and have exclusive banner advertising rights to the month selected. Banner ads will click through to the website of advertisers' choice. IOTD will provide stats reporting that includes: emails delivered, emails opened, open rate and banner ad clicks.
- Advertiser will have placement option of banner ad placement. Two horizontal options: Headers of email template or in middle of email content. One vertical option within the email content.
- Only one banner is available for purchase each month. The month is reserved on a first-come, first-served basis.

The Big Deal: Banner Ad

- Rate: $750 per month
- IOTD deploys "The Big Deal" permission email to 10,000 loyal subscribers monthly. Advertisers have the opportunity to include a camera-ready banner ad and have exclusive banner advertising rights to the month selected. Banner ads will click through to the website of advertisers' choice. IOTD will provide stats reporting that includes: emails delivered, emails opened, open rate and banner ad clicks.
- Advertiser will have placement option of banner ad placement. Two horizontal options: Headers of email template or in middle of email content. One vertical option within the email content.
- Only one Ad is available for purchase each month. The month is reserved on a first-come, first-served basis.

The Big Deal: Featured Deal

- Rate: $500 per month
- IOTD deploys "The Big Deal" permission email to 10,000 loyal subscribers monthly. Advertisers have the opportunity to include a featured discount or package to appear at the top of the email send. Placement is limited to one featured deal per month. Featured deals will click through to the website of advertisers' choice. IOTD will provide stats reporting that includes: emails delivered, emails opened, open rate and featured deal clicks.
- Only one Featured Deal is available for purchase each month. The month is reserved on a first-come, first-served basis.

The Big To Do Banner Ad

- Rate: $750 per month
- IOTD deploys "The Big To Do" permission email to 9,000 loyal subscribers monthly. Advertisers have the opportunity to include a camera-ready banner ad and have exclusive banner advertising rights to the month selected. Banner ads will click through to the website of advertisers' choice. IOTD will provide stats reporting that includes: emails delivered, emails opened, open rate and banner ad clicks.
- Advertiser will have placement option of banner ad placement. Two horizontal options: Headers of email template or in middle of email content. One vertical option within the email content.
- Only one Ad is available for purchase each month. The month is reserved on a first-come, first-served basis.

The Big To Do: Feature To Do

- Rate: $500 per month
- IOTD deploys "The Big To Do" permission email to 9,000 loyal subscribers monthly. Advertisers have the opportunity to include a featured to do to appear at the top of the email send. Placement is limited to one featured to do per month. Featured to dos will click through to the website of advertisers' choice. IOTD will provide stats reporting that includes: emails delivered, emails opened, open rate and banner ad clicks.
- Only one featured To Do is available for purchase each month. The month is reserved on a first-come, first-served basis.

ADVERTISING OPPORTUNITIES: ARTWORK REQUIREMENTS

All artwork should be submitted through Advertiser Portal.

Co-op Magazine:

- Reader service information
- Submit full-color files in high resolution pdf format

Online Lead Generator:

- URL click thru
- Headline copy (7 words/70 characters)
- Body copy (50 words/250 characters)

Email Banner:

- One Image (PDF, JPG, GIF, EPS – miminum 72 dpi)
- Banner sizes: horizontal banner (504x62), skyscraper (160x600) and square middle (300x250)

Weekly Homepage Feature:

- One image (JPG, GIF, PNG – minimum 72 dpi)
- Headline copy (5 words/32 characters)
- Descriptive copy (10 words/70 characters)
- Features existing Things To Do trip planner listing including discounts, festivals & events, restaurants, outdoor recreation, attractions and shopping destinations

Contest Material Checklist:

- One logo (JPG, TIF, GIF, EPS, PDF)
- Up to two images (PDF, JPG, GIF, EPS – minimum 72 dpi)
- 600-characters (100-words) including prize details, black-out dates and dollar value
- Website address
- The number of winners to be selected at the end of the contest – provide the number of winning prizes that will be given away at the end of the contest
- The e-mail address to receive all of the entries (leads) at the end of the contest
- Minimum Prize Value: $100

Brochure Order Confirmation:

- 300-characters (50-words) message
- Website address

Things To Do and Hotel and Accommodations Search Ads:

- 150-charcters (20-word) message
- One image – (PDF, JPG, GIF, EPS–minimum 72 dpi)
- Website address

Brochure Ad:

- 200-characters (25-words)
- Brochure art

Online Monthly Deadlines:

Date materials due in Ad Portal

January	November 8, 2011
February	December 6, 2011
March	January 3, 2012
April	February 7, 2012
May	March 6, 2012
June	April 3, 2012
July	May 8, 2012
August	June 5, 2012
September	July 10, 2012
October	August 7, 2012
November	September 4, 2012
December	October 2, 2012

REGIONAL ACCOUNT EXECUTIVES: CONTACT INFORMATION

North

Terri Grabill
North Region Account Executive
PO Box 588
NITDC
110 West Waterford St.
Wakarusa, IN 46573
P: 574.862.1434
F: 574.862.1979
nitdc2@frontier.com

East and West

Kelleen Larkey
East and West Region Account Executive
MWM, Inc.
5607 E 1000 S-92
Roanoke, IN 46783
P: 260.410.4073
F: 260.396.2375
larkey@embarqmail.com

Central

Katy Cavaleri
Central Region Account Executive
Magnify Marketing, LLC
PO Box 124
Whiteland, IN 46184
P: 317-535-4291
F: 317-535-9707
kcavaleri@embarqmail.com

South Central and South

Darla S. Blazey
South Central and South
Region Account Executive
PO Box 165
Jasper, IN 47547-0165
P: 812.482.5761
F: 812.482.9730
dblazey@insightbb.com

	JANUARY						
	M	T	W	T	F	S	S
							1
1	2	3	4	5	6	7	8
2	9	10	11	12	13	14	15
3	16	17	18	19	20	21	22
4	23	24	25	26	27	28	29
5	30	31					

	FEBRUARY						
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7	13	14	15	16	17	18	19
8	20	21	22	23	24	25	26
9	27	28	29				

	MARCH						
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10	5	6	7	8	9	10	11
11	12	13	14	15	16	17	18
12	19	20	21	22	23	24	25
13	26	27	28	29	30	31	

	APRIL						
	M	T	W	T	F	S	S
							1
14	2	3	4	5	6	7	8
15	9	10	11	12	13	14	15
16	16	17	18	19	20	21	22
17	23	24	25	26	27	28	29
18	30						

	MAY						
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21	21	22	23	24	25	26	27
22	28	29	30	31			

	JUNE						
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23	4	5	6	7	8	9	10
24	11	12	13	14	15	16	17
25	18	19	20	21	22	23	24
26	25	26	27	28	29	30	

	JULY						
	M	T	W	T	F	S	S
							1
27	2	3	4	5	6	7	8
28	9	10	11	12	13	14	15
29	16	17	18	19	20	21	22
30	23	24	25	26	27	28	29
31	30	31					

	AUGUST						
	M	T	W	T	F	S	S
			1	2	3	4	5
32	6	7	8	9	10	11	12
33	13	14	15	16	17	18	19
34	20	21	22	23	24	25	26
35	27	28	29	30	31		

	SEPTEMBER						
	M	T	W	T	F	S	S
						1	2
36	3	4	5	6	7	8	9
37	10	11	12	13	14	15	16
38	17	18	19	20	21	22	23
39	24	25	26	27	28	29	30

	OCTOBER						
	M	T	W	T	F	S	S
40	1	2	3	4	5	6	7
41	8	9	10	11	12	13	14
42	15	16	17	18	19	20	21
43	22	23	24	25	26	27	28
44	29	30	31				

	NOVEMBER						
	M	T	W	T	F	S	S
				1	2	3	4
45	5	6	7	8	9	10	11
46	12	13	14	15	16	17	18
47	19	20	21	22	23	24	25
48	26	27	28	29	30		

	DECEMBER						
	M	T	W	T	F	S	S
						1	2
49	3	4	5	6	7	8	9
50	10	11	12	13	14	15	16
51	17	18	19	20	21	22	23
52	24	25	26	27	28	29	30
	31						