



2019 Co-Op Advertising Program Destination Builder Plus

Destination Builder Plus is designed to offer a cost-effective and optimized approach to your 2019 advertising needs. This program offers a dollar-for-dollar match, up to \$25,000, across the advertising offerings below. See your comprehensive, multi-touchpoint strategy brought to life in your target markets with the matching funds and creative support of TourismOhio.

Instructions

Fill out this form to tell us which Destination Builder Plus advertising opportunities you plan to use. The prices listed are your portion of the total cost. Your spend will be matched by TourismOhio, up to the matching fund limit you were awarded.

Please ensure that the budget amounts you enter on this form do not exceed your matching fund limit.

You may skip any section of this form that does not pertain to you and your marketing efforts.

Submitting This Form

1. Complete your advertising selections
2. Save this PDF to your desktop
3. Email this PDF as an attachment to AskTourismOhio@gmail.com

All forms must be completed and submitted to Marcus Thomas by
Noon on December 17, 2018

Contact Information

Please tell us who you are and your co-op partner affiliation.

Co-op organization's name

Primary contact's full name

Primary contact's phone number

Primary contact's email address

Destination Builder Plus

NEW! Road Trip

New to this year's program, we are pleased to offer the ability for co-op partners to build a comprehensive multitouchpoint road trip campaign.

Partners who choose to take advantage of this new offering can select from three tier-level packages.

Annual Road Trip Advertising Budget

Please select your marketing package or *Midwest Living* tier to promote your road trip.

STORYTELLING PACKAGE	CAPTIVATE PACKAGE	SEASONAL PACKAGE
\$20,250	\$21,500	\$5,750
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
One Story, landing page, paid social ads, influencer Story and <i>Midwest Living</i> July/August 8-page insert (Tier 3 only)	Captivate rich media digital ad, <i>Midwest Living</i> July/August 8-page insert (Tier 3 only)	Facebook carousel unit (one month), Pandora mobile welcome banner and audio/display (one month)

Midwest Living Road Rally Insert

TIER I	TIER II	TIER III
\$12,500	\$7,500	\$5,500
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Full-page ad in the <i>Midwest Living</i> July/August 8-page insert	Half-page ad in the <i>Midwest Living</i> July/August 8-page insert	One-third-page ad in the <i>Midwest Living</i> July/August 8-page insert

Target Audience

Select **up to two** of the audiences that you would like to target with your 2019 storytelling development & distribution program.

Culture Buffs/ Event Goers

Interests include art museums, theatre, ballet, opera, music, halls of fame, events, festivals, sporting events, etc.

Family Focus

Interests include zoos, children's museums, local festivals, theme parks, etc.

Nature Lovers

Interests include birding, canoeing, hiking, fishing, hunting, parks and recreational activities, outdoor activities, etc.

Thrill Seekers/ Adventurers

Interests include zip lining, haunted houses, amusement parks, bungee jumping, rock climbing, etc.

City Lovers

Interests include nightlife, shopping, bars and restaurants, comedians, shows, happy hours, etc.

Foodies/Drinkies

Interests include local food scenes, food truck festivals, beer festivals, wineries, craft beer drinking, tastings, happy hours, restaurants, etc.

Geography

Please select whether you would like to target your digital or social advertising in-state, out-of-state or both.

In-State

DMAs – Cleveland, Columbus, Cincinnati, Dayton, Toledo, Youngstown, Lima, Zanesville

Out-of-State

DMAs – Detroit, Lansing, Pittsburgh, Louisville, Indianapolis, Charleston/Huntington, Erie, Chicago, Wheeling, Parkersburg, Ft. Wayne

Custom Geography

Enter cities, counties, names or ZIP Codes, separated by commas

Road Trip

Please select months for which you would like your digital or social advertising to support your road trip.

APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.

Creative Material Specifications

For participation in the road trip program, please contact lauren.seckel@development.ohio.org.

Destination Builder Plus

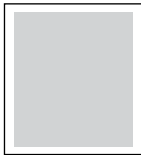
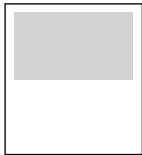
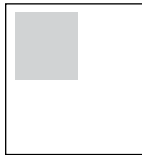
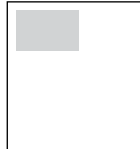
Magazine

By partnering with hyper-relevant publications, the print advertising opportunities below are designed to reach your target audiences when and where they consume content.

This year's print offering will be in the form of a 12-page, 8-page, 6-page or 4-page, editorial-style insert placed in all of our print publications at various times throughout the year. The multipage insert will be consistent across all print opportunities. We've categorized the editorial offerings in tiers to help you better understand the ad space.

Tier Levels

Each of the print opportunities is separated into the following pricing tiers.

TIER I	TIER II	TIER III	TIER IV
			
<ul style="list-style-type: none"> Equivalent to a full-page ad Three to five images 200 words of copy, plus web address and phone number Partner's logo 	<ul style="list-style-type: none"> Equivalent to a half-page ad Two to three images 100 words of copy, plus web address and phone number Partner's logo 	<ul style="list-style-type: none"> Equivalent to a quarter-page ad One image 60 words of copy, plus web address and phone number 	<ul style="list-style-type: none"> Equivalent to a sixth-page ad One image 50 words of copy, plus web address and phone number



Midwest Living Magazine

Circulation: 382,300
Distribution: OH, IL, IN, KY, MI, WV, VA and PA

May/June 2019
Space Reservations: December 17, 2018
Materials Due to Marcus Thomas: January 7, 2019

Tier I: \$12,500 Tier II: \$7,500 Tier III: \$5,500 Tier IV: \$2,500 No, thanks



Deadline Notice: Space reservations are due by November 5, 2018 for the May/June 2019 issue of *Midwest Living*. Please indicate on PDF and contact AskTourismOhio@gmail.com directly if you would like to participate in this insert.

September/October 2019
Space Reservations: December 17, 2018
Materials Due to Marcus Thomas: May 15, 2019

Tier I: \$12,500 Tier II: \$7,500 Tier III: \$5,500 Tier IV: \$2,500 No, thanks



Parents Magazine

Circulation: 385,500
Distribution: OH, IN, IL, KY, MI, WV, VA and PA

March 2019

Space Reservations: November 5, 2018
Materials Due to Marcus Thomas: November 5, 2018

Tier I: \$6,500 Tier II: \$3,800 Tier III: \$2,600 Tier IV: \$1,295 No, thanks

June 2019

Space Reservations: December 17, 2018
Materials Due to Marcus Thomas: January 21, 2019

Tier I: \$6,500 Tier II: \$3,800 Tier III: \$2,600 Tier IV: \$1,295 No, thanks

September 2019

Space Reservations: December 17, 2018
Materials Due to Marcus Thomas: April 22, 2019

Tier I: \$6,500 Tier II: \$3,800 Tier III: \$2,600 Tier IV: \$1,295 No, thanks



Group Tour Magazine

Circulation: 15,000
Distribution: Group tour leaders and operators actively looking for and planning group trips

March 2019

Space Reservations: November 30, 2018
Materials Due to Marcus Thomas: December 5, 2018

Tier II: \$575 Tier III: \$350 Tier IV: \$175 No, thanks

June 2019

Space Reservations: November 30, 2018
Materials Due to Marcus Thomas: March 5, 2019

Tier II: \$575 Tier III: \$350 Tier IV: \$175 No, thanks

September 2019

Space Reservations: November 30, 2018
Materials Due to Marcus Thomas: June 5, 2019

Tier II: \$575 Tier III: \$350 Tier IV: \$175 No, thanks



Student Group Tour Magazine

Circulation: 30,000
Distribution: Education and student group tour leaders and operators actively looking for and planning group trips for students

April 2019

Space Reservations: November 30, 2018
Materials Due to Marcus Thomas: January 15, 2019

Tier II: \$675 Tier III: \$450 Tier IV: \$225 No, thanks

August 2018

Space Reservations: November 30, 2018
Materials Due to Marcus Thomas: April 2, 2019

Tier II: \$675 Tier III: \$450 Tier IV: \$225 No, thanks

Destination Builder Plus

eBlasts

This year's robust digital offering includes custom eBlasts to further extend your destination's reach.

By partnering with Travel Spike – a custom eBlast distribution network – we are able to ensure that your eBlast communications are only distributed to readers who have opted into the Travel Spike network. These readers have indicated that they are interested in receiving information and promotions regarding Ohio tourism locations, promotions and destinations through email communications.

eBlast Budget

EBLAST
\$475/per eBlast
Five partners per email

eBlast Publication Dates

Please select months for which you would like your eBlast to run.

APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.

Creative Material Specifications

Creative materials are due four weeks prior to anticipated launch date. Failure to adhere to this deadline may result in cancellation of eBlast program or delay in launch.

eBlast Specifications are located on tocoop.mtllc.com within the My Account drop-down.

I agree to place a pixel on each of my landing pages to retarget those individuals who have visited the site, yet have not converted.

Destination Builder Plus

Digital

Digital is a versatile, customizable and highly targeted way to reach existing and potential customers on their mobile, desktop or tablet browsers.

New for the 2019 program, the Captivate Rich Media Unit allows partners to engage their users with an interactive, high-impact unit. The unit is a three-tier digital unit that can include video, maps, social feeds, images, etc., that will be developed by KORTX and will be utilized by Marcus Thomas in your digital campaign. Onboarding calls will be scheduled to ensure alignment on creative direction and confirm assets necessary to execute the program. Participation in the Captivate Rich Media Unit is only available with Tier I digital budget.

Additional digital advertising options include Display, Native and Video.

Digital Target Audience

Select **up to four** of the audiences that you would like to target with your 2019 digital advertising.

Culture Buffs/ Event Goers

Interests include art museums, theatre, ballet, opera, music, halls of fame, events, festivals, sporting events, etc.

Family Focus

Interests include zoos, children's museums, local festivals, theme parks, etc.

Nature Lovers

Interests include birding, canoeing, hiking, fishing, hunting, parks and recreational activities, outdoor activities, etc.

Thrill Seekers/ Adventurers

Interests include zip lining, haunted houses, amusement parks, bungee jumping, rock climbing, etc.

City Lovers

Interests include nightlife, shopping, bars and restaurants, comedians, shows, happy hours, etc.

Foodies/ Drinkies

Interests include local food scenes, food truck festivals, beer festivals, wineries, craft beer drinking, tastings, happy hours, restaurants, etc.

Geography

Please select whether you would like to target your digital paid media in-state, out-of-state or both.

In-State

DMAs – Cleveland, Columbus, Cincinnati, Dayton, Toledo, Youngstown, Lima, Zanesville

Out-of-State

DMAs – Detroit, Lansing, Pittsburgh, Louisville, Indianapolis, Charleston/ Huntington, Erie, Chicago, Wheeling, Parkersburg, Ft. Wayne

Custom Geography

Enter cities, counties, names or ZIP Codes, separated by commas

Captivate Rich Media Unit Display

Please select the months for which you would like to run the Captivate Rich Media Unit. You may only opt into these ads if you are participating in Tier I.

APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.

Display

Please select the months for which you would like to run display ads.

APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.

Video

Please select the months for which you would like to run video ads.

APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.

Native Advertising

Please select the months for which you would like to run native advertising.

APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.

Creative Material Specifications

Creative material due dates vary by creative execution:

- **Captivate Rich Media Tier I** participants will be contacted in January to discuss requirements. All assets are due by **February 15, 2019**.
- **All other digital advertising participants (tiers I through IV)** will need to submit their creative materials **four weeks prior** to anticipated launch date

Failure to adhere to this deadline may result in cancellation of digital program or a delay in launch.

Please click to download the Digital Advertising Specifications. Then, when you are ready to submit your creative files, please do so via the Upload Files page.

I agree to place a pixel on each of my landing pages to retarget those individuals who have visited the site, yet have not converted.

Destination Builder Plus

Paid Social Advertising

Paid social (Facebook) gives those with smaller budgets the opportunity to take advantage of digital advertising.

NEW! Facebook Lead Generation: Do you want to generate leads? For this type of ad, users fill out custom forms to learn more about your business. Facebook will collect these email addresses, which will help you maintain relationships with your target audience and people who show interest in your destination. You can then contact them with offers, promotions, upcoming events and more about your destination/business through emails.

NEW! Facebook Event Promotion: Do you have an upcoming event that you want to promote? After you create an event on Facebook, promote the event to help increase awareness, drive post engagement and increase ticket sales.

Facebook Carousel Unit: Showcase up to 10 images within a single unit. Gives partners the opportunity to promote multiple products/events or tell a story about their brand.

Facebook Single Image or Video Ad: Combine a compelling image or a video (up to :15 in length) with a link to drive traffic to your desired landing page.

Digital Target Audience

Select **up to four** of the audiences that you would like to target with your 2019 digital advertising.

Culture Buffs/ Event Goers

Interests include art museums, theatre, ballet, opera, music, halls of fame, events, festivals, sporting events, etc.

City Lovers

Interests include nightlife, shopping, bars and restaurants, comedians, shows, happy hours, etc.

Family Focus

Interests include zoos, children's museums, local festivals, theme parks, etc.

Foodies/Drinkies

Interests include local food scenes, food truck festivals, beer festivals, wineries, craft beer drinking, tastings, happy hours, restaurants, etc.

Nature Lovers

Interests include birding, canoeing, hiking, fishing, hunting, parks and recreational activities, outdoor activities, etc.

Thrill Seekers/ Adventurers

Interests include zip lining, haunted houses, amusement parks, bungee jumping, rock climbing, etc.

Annual Paid Social Advertising Budget

Please select your annual combined budget for paid social elements. Unless otherwise specified, ads will run across all platforms (desktop, mobile and tablet).

TIER I: \$1,000

Recommended for no more than **three** 4-week flights.

TIER II: \$750

Recommended for no more than **two** 4-week flights.

TIER III: \$500

Recommended for no more than **one** 4-week flight.

TIER IV: \$250

Recommended for no more than **one** 2-week flight.

Geography

Please select whether you would like to target your paid social media in-state, out-of-state or both.

In-State

DMAs – Cleveland, Columbus, Cincinnati, Dayton, Toledo, Youngstown, Lima, Zanesville

Out-of-State

DMAs – Detroit, Lansing, Pittsburgh, Louisville, Indianapolis, Charleston/Huntington, Erie, Chicago, Wheeling, Parkersburg, Ft. Wayne

Custom Geography

Enter cities, counties, names or ZIP Codes, separated by commas

Paid Social

Please select which months you would like Lead Generation, Event Promotion, Display, Video or Carousel News Feed Ads. You may only select one execution per month.

NEW! Facebook Lead Generation

APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.

NEW! Facebook Event Promotion

APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.

Facebook Single Image or Video Ad

APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.

Facebook Carousel Unit

APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.

Creative Specifications

Creative materials are due four weeks prior to anticipated launch date. Failure to adhere to this deadline may result in cancellation of paid social program or delay in launch.

Paid Social Specifications are located on tocoop.mtlc.com within the My Account drop-down. When you are ready to submit your creative files, please do so via the Upload Files page.

Destination Builder Plus

Pandora Radio

Pandora reaches more than 80 million unique visitors monthly. Coupled with its flexible program, Pandora offers a level of user information that is simply not possible to gather with other mediums. This audience knowledge allows us to target only the most relevant audiences.

NEW! – Mobile Welcome Banner Interstitial

Build top-of-mind awareness on mobile through an impactful, rich display unit that appears when the Pandora app is launched

- Capture listeners’ attention as soon as they start their Pandora experience on mobile
- Mobile-only unit
- 100% share of screen creates an impactful, immersive environment
- Unit must include *Ohio. Find It Here.* logo
- Please note: Unit requires a minimum investment and will only be offered if said investment is met

Audio Everywhere: With this option, :30 audio commercials are served between songs.

- :15 spot will focus on your business’ message
- :15 spot will support your business with the backing of TourismOhio messaging
- Includes 300 x 250 and 500 x 500 companion banners

Display Everywhere: With this option, Pandora will serve your co-branded display ads when users are actively engaged (thumbing up or down on their screens).

- Includes 300 x 250 a banner

Pandora Radio Target Audience

Select **up to four** of the audiences that you would like to target with your 2019 digital advertising.

Culture Buffs/

Event Goers

Interests include art museums, theatre, ballet, opera, music, halls of fame, events, festivals, sporting events, etc.

Family Focus

Interests include zoos, children’s museums, local festivals, theme parks, etc.

Nature Lovers

Interests include birding, canoeing, hiking, fishing, hunting, parks and recreational activities, outdoor activities, etc.

Thrill Seekers/

Adventurers

Interests include zip lining, haunted houses, amusement parks, bungee jumping, rock climbing, etc.

City Lovers

Interests include nightlife, shopping, bars and restaurants, comedians, shows, happy hours, etc.

Foodies/Drinkies

Interests include local food scenes, food truck festivals, beer festivals, wineries, craft beer drinking, tastings, happy hours, restaurants, etc.

Annual Pandora Radio Budget

Please select your annual budget for all Destination Builder Plus streaming radio elements.

TIER I: \$25,000

Recommended for no more than **five** 4-week flights.

TIER III: \$12,500

Recommended for no more than **two** 4-week flights.

TIER II: \$18,750

Recommended for no more than **three** 4-week flights.

TIER IV: \$5,000

Recommended for no more than **one** 4-week flight.

Geography

Please indicate the geographic regions you would like to target. **You may select more than one.**

In-State

DMAs – Cleveland, Columbus, Cincinnati, Dayton, Toledo, Youngstown, Lima, Zanesville

Out-of-State

DMAs – Detroit, Lansing, Pittsburgh, Louisville, Indianapolis, Charleston/Huntington, Erie, Chicago, Wheeling, Parkersburg, Ft. Wayne

Custom Geography

Enter cities, counties, names or ZIP Codes, separated by commas

Pandora Radio

Please select months for which you would like to run Pandora.

APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.

Advertising Tactic

Please select whether you would like the Mobile Welcome Banner, Audio Everywhere, Display Everywhere or a combination of multiple tactics.

Mobile Welcome Banner

Audio Everywhere

Display Everywhere

Creative Material Specifications

Creative materials are due four weeks prior to anticipated launch date. Failure to adhere to this deadline may result in cancellation of Pandora program or delay in launch.

Pandora Specifications are located on tocoop.mtlc.com within the My Account drop-down.

I agree to place a pixel on each of my landing pages to retarget those individuals who have visited the site, yet have not converted.

Destination Builder Plus

Storytelling Development & Distribution + NEW Influencer Program

For 2019, we expanded out Storytelling Development & Distribution Program to include an Influencer Package. The Storytelling & Distribution program allows each co-op partner to present its unique perspective on its destination and engage audiences with inspirational stories. With the added Influencer Package, your story will be promoted with authentic social content by an influencer on Instagram.

Content is developed and distributed to selected target audiences and includes a custom Story and custom-designed landing page that integrate with your website, in alignment with the brand look and feel. The Story invites added engagement through incorporation of photo and video. Your landing page is then developed in responsive design for optimal viewing on mobile, tablet and desktop. On average, landing pages more than triple the time a user spends on your website, meaning more opportunity to influence their travel decision. And influencers and Instagram allow your audience to experience each destination through a real-world perspective.

Partners who take advantage of this new offering will work with experienced writers at Great Lakes Publishing who are familiar with the TourismOhio brand voice. Ripple Effect, the digital division of Great Lakes Publishing, will work directly with the writers and you to develop your landing page and digital ads. Our media partner, Marcus Thomas, will put the digital ads to work promoting your landing page with a paid media plan.

For the newly added Influencer Package, an influencer will work with our team and you to visit your destination and develop authentic written and visual content about your destination. The influencer will share the content on Instagram, and their post will be promoted with a paid carousel ad.

Just like before, you will own the Story and be able to use/reuse however you wish.

Digital Target Audience

Select **up to two** of the audiences that you would like to target with your 2019 storytelling development & distribution program.

Culture Buffs/ Event Goers

Interests include art museums, theatre, ballet, opera, music, halls of fame, events, festivals, sporting events, etc.

City Lovers

Interests include nightlife, shopping, bars and restaurants, comedians, shows, happy hours, etc.

Family Focus

Interests include zoos, children's museums, local festivals, theme parks, etc.

Foodies/Drinkies

Interests include local food scenes, food truck festivals, beer festivals, wineries, craft beer drinking, tastings, happy hours, restaurants, etc.

Nature Lovers

Interests include birding, canoeing, hiking, fishing, hunting, parks and recreational activities, outdoor activities, etc.

Thrill Seekers/ Adventurers

Interests include zip lining, haunted houses, amusement parks, bungee jumping, rock climbing, etc.

Annual Advertorial Development & Distribution and Influencer Program Budget

Please select your annual budget for Destination Builder Plus Storytelling Development and Distribution.

TIER I: \$14,500

One Story with one landing page promoted for one month.* Authentic influencer Story promoted for one month.*

TIER II: \$4,275

One authentic influencer Story promoted for one month.*

TIER III: \$3,050

One Story with one landing page promoted for one month.*

Geography

Please select whether you would like to target your storytelling development & distribution program media in-state, out-of-state or both.

In-State

DMAs – Cleveland, Columbus, Cincinnati, Dayton, Toledo, Youngstown, Lima, Zanesville

Out-of-State

DMAs – Detroit, Lansing, Pittsburgh, Louisville, Indianapolis, Charleston/ Huntington, Erie, Chicago, Wheeling, Parkersburg, Ft. Wayne

Custom Geography

Enter cities, counties, names or ZIP Codes, separated by commas

Copy

Please select the months for which you would like your Native and Social Advertising to support your Storytelling Development.

APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.

Creative Specifications

For participation in Storytelling Development & Distribution, please contact TourismOhio@marcusthomasllc.com for direction and next steps.

Destination Builder Plus

Partners who choose to take advantage of this new and beneficial offering can select from two tier-level packages. The partner will work with a professional, Ohio-based photographer and an art director.

Photography style will align with the TourismOhio brand, and partners will have 100% ownership of all photos.*

***Please note:** Collection of usage permissions will be the responsibility of the co-op partner and must be provided to TourismOhio before final photo files will be delivered.

TIER I: Two-day, on-location shoot, \$5,000 co-op partner cost

Two-day, on-location shoot by Ohio-based photographer.
Maximum eight shot setups.

TIER II: One-day, on-location shoot, \$2,500 co-op partner cost

One day, on-location shoot by Ohio-based photographer.
Maximum four shot setups.

Please note: Does not include hiring and compensating talent to appear in photos; does not include the cost of renting special equipment (e.g., cranes, lifts, watercraft, special lighting for special effects, etc.).

Creative Specifications

For participation in Custom Photography, please contact TourismOhio@marcusthomasllc.com for direction and next steps.

Destination Builder Plus

Partners who choose to take advantage of this new and beneficial offering can select from three tier-level packages. All packages include a preproduction planning call, script assistance, day-of video production with videographer/producer, editing of final video and a downloadable link of the final file.

TIER I: 3- to 4-minute video, \$2,500 co-op partner cost

- Preproduction/planning with script assist
- Videographer/producer
- Two to three on-site interviews with professional television talent conducting interviews (scheduled during same 4-hour time block/same day)
- B-roll shooting
- Professional on-site talent utilized throughout piece
- Final edited 3- to 4-minute version using interviews, professional talent, natural sound and professional voice-over

TIER II: 90-second to 3-minute video, \$1,925 co-op partner cost

- Preproduction/planning with script assist
- Videographer/producer
- One to two on-site interviews (scheduled during same 4-hour time block/same day)
- B-roll shooting
- Professional voice-over for final script
- Final edited 90-second to 3-minute version using interviews, natural sound and professional voice-over

TIER III: 90-second video, \$1,400 co-op partner cost

- Preproduction/planning
- Videographer/producer
- One interview (scheduled during same 4-hour time block/same day)
- B-roll shooting
- Final edited 90-second version using interview and natural sound

Creative Specifications

For participation in Custom Video Production, please contact TourismOhio@marcusthomasllc.com for direction and next steps.

Destination Builder Plus

Paid Search

Search Engine Marketing (SEM) as a paid media vehicle offers concrete benefits specific to your diverse business needs.

Nearly 60% of travelers begin the search for their next trip online. This, coupled with SEM's ability to deliver hyperqualified traffic to your website, makes SEM an excellent asset to your bottom line.

This year's SEM offering gives you the added benefit of working directly with our trained search engine marketing specialists to monitor your campaign on a daily level, making sure we can optimize your campaign to its fullest potential. We'll provide ongoing recommendations to improve performance as part of our monthly reporting schedule.

Setting Your SEM Budget

Need help deciding what budget is right for your destination's Paid Search program? The tier levels below indicate the kind of results and features you can expect at particular budget levels.

Remember, these are just for reference; your own budget may very well fall outside or between these ranges. We'll work with you to clearly communicate your anticipated results based on your budget parameters.

Packages	Co-Op Monthly Cost	State Monthly Cost	Total Spend	Engine	Conv. Tracking	Monthly Clicks*	Monthly Conv.
Premium	\$250-\$500	\$250-\$500	\$500-\$1,000	Google	N/A	340-680	N/A
Premium Plus	\$500-\$1,000	\$500-\$1,000	\$1,000-\$2,000	Google	✓	748-1,360	11-20

Audience

Please select whether you would like to target your digital paid media in-state, out-of-state or both.

In-State

DMAs – Cleveland, Columbus, Cincinnati, Dayton, Toledo, Youngstown, Lima, Zanesville

Out-of-State

DMAs – Detroit, Lansing, Pittsburgh, Louisville, Indianapolis, Charleston/Huntington, Erie, Chicago, Wheeling, Parkersburg, Ft. Wayne

Custom Geography

Enter cities, counties, names or ZIP Codes, separated by commas

Campaign Goals

Select the single goal that would make your paid search program successful to you:

Sales – Drive sales online, by phone or in-store

Lead Generation – Generate leads and other conversions by encouraging customers to take action on your website

Website Traffic – Vet qualified visitors to your website

*Includes industry average of \$1.47 CPC; actual CPCs may come in above or below industry average.

Program Dates

Select the months you would like to run paid search ads and any specific notes that we should keep in mind when planning your search program. You need to commit a minimum of \$250 to run a search campaign in any month.

Please enter just your share of each month's spend. TourismOhio matching funds will be added to the budget entered below.



Deadline Notice: Initial commitments to participate in the paid search program through the Destination Builder Plus program are due by November 5, 2018.

Once campaigns are launched, any changes to existing campaigns must be communicated to Marcus Thomas three weeks prior to anticipated launch date. Changes to existing campaigns can be sent to SEM@marcusthomasllc.com.

MONTH	MONTHLY BUDGET	NOTES: Enter events, attractions or services you want your campaign to promote
JANUARY	\$	
FEBRUARY	\$	
MARCH	\$	
APRIL	\$	
MAY	\$	
JUNE	\$	
JULY	\$	
AUGUST	\$	
SEPTEMBER	\$	
OCTOBER	\$	
NOVEMBER	\$	
DECEMBER	\$	

Google AdWords Customer ID

If you have an existing Google AdWords account, please enter your customer ID. You will receive an email from sem@marcusthomasllc.com asking you to grant us access to your AdWords account. We will require you to accept this request and grant us admin rights.

Creative Material Specifications

Partners participating in the Paid Search Program must include the TourismOhio "Ohio. Find It Here." logo within the footer of their homepage. Logo files are accessible for download via the Partner Portal on the [Brand Assets](#) page.



Reminder! Before closing this document, please save your changes. When complete, email to TourismOhio@marcusthomasllc.com.