



## 2018 Co-Op Advertising Program Destination Builder Plus

Destination Builder Plus is designed to offer a cost-effective and optimized approach to your 2018 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](mailto:AskTourismOhio@gmail.com)

All forms must be completed and submitted to Marcus Thomas by **12:00 noon on December 15, 2017**

### 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**

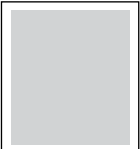
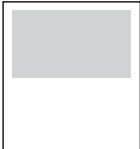
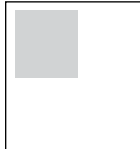
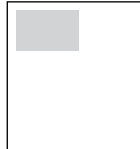
# Magazine & Newspaper

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




### Midwest Living Magazine

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

**May/June 2018**  
**Space Reservations:** November 30, 2017  
**Materials Due to Marcus Thomas:** January 12, 2018

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 30, 2017 for the May/June 2018 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 2018**  
**Space Reservations:** November 30, 2017  
**Materials Due to Marcus Thomas:** May 11, 2018

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



### FamilyFun Magazine

**Circulation:** 355,100  
**Distribution:** OH, IN, IL, KY, MI, WV, VA and PA

**June/July 2018**  
**Space Reservations:** November 30, 2017  
**Materials Due to Marcus Thomas:** March 2, 2018

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 2018**  
**Space Reservations:** November 30, 2017  
**Materials Due to Marcus Thomas:** December 5, 2017

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

**June 2018**  
**Space Reservations:** November 30, 2017  
**Materials Due to Marcus Thomas:** March 5, 2018

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

**September 2018**  
**Space Reservations:** November 30, 2017  
**Materials Due to Marcus Thomas:** June 5, 2018

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 2018**  
**Space Reservations:** November 30, 2017  
**Materials Due to Marcus Thomas:** January 15, 2018

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

**August 2018**  
**Space Reservations:** November 30, 2017  
**Materials Due to Marcus Thomas:** April 2, 2018

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

- THE PLAIN DEALER
- THE INDIANAPOLIS STAR
- AKRON BEACON JOURNAL
- The Columbus Dispatch
- Dayton Daily News
- Erie Times News
- The Courier-Journal
- the <sup>Charleston</sup> Gazette
- THE CINCINNATI ENQUIRER
- THE BLADE
- Detroit Free Press
- Pittsburgh Post-Gazette
- Chicago Tribune
- The Herald-Dispatch
- LEWISBURG  
HERALD-LEADER

## Daily (Sunday) Newspapers

**Circulation:** 1,000,000 (spring)

**Distribution:** Chicago, Ft. Wayne, Indianapolis, Lexington, Louisville, Detroit, Cleveland, Cincinnati, Columbus, Dayton, Toledo, Akron, Erie, Pittsburgh, Charleston and Huntington

**Sunday, May 6, 2018**

**Space Reservations:** November 30, 2017

**Materials Due to Marcus Thomas:** January 19, 2018

Tier I: \$25,000 (7,500 leads)	Tier II: \$13,500 (6,500 leads)	Tier III: \$6,975 (6,000 leads)	Tier IV: \$3,650 (6,000 leads)	No, thanks
-----------------------------------	------------------------------------	------------------------------------	-----------------------------------	------------



**Early Deadline Notice:** Space reservations are due by November 30, 2017 for the May 6, 2018 issue. Please indicate on PDF and contact AskTourismOhio@gmail.com directly if you would like to participate in this insert.

### Digital Brochure Fulfillment

This year we are pleased to offer a digital fulfillment service for your brochures and guides and is included with your participation in the newspaper insert. By selecting the checkbox below, you agree to provide a PDF of your brochure/guide for download. Once your plan has been submitted, a representative from Madden Media will reach out to you to coordinate receiving your brochure or guide materials for digital distribution.

By electing digital fulfillment, you will not need to send out hard copies, saving you the cost of postage and labor.

Yes, I would like my brochures/guides fulfilled digitally.

### Reader Service Contact

Please indicate the person or entity you would like sent your reader service leads.

Organization name

First name

Last name

Street address

Address (continued)

City

State

ZIP Code

Phone number

Email address

## 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-in to the Travel Spike network. Readers who have indicated that they are interested in receiving information and promotions regarding Ohio tourism locations, promotions and destinations through email communications.

### eBlasts Budget

EBLAST
<b>\$475/per eBlast</b> 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.

eBlasts Specifications are located on [tocoop.mtllc.com](http://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 that 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.

Digital provides the flexibility to target key segments specific to your business while reaching nearly every generation. Best of all, optimizing and monitoring these campaigns have never been easier.

## Digital Target Audience

Select **up to four** of the audiences that you would like to target with your 2018 digital advertising.

### Culture Buffs

Activities: Art museums, theatre, ballet, opera, music, halls of fame  
Audience: Age 45-80, upper income, higher education

### City Lovers

Activities: Nightlife, shopping, bars and restaurants, comedians, shows  
Audience: Age 21-65+

### Thrill Seekers

Activities: Zip lining, haunted houses, amusement parks, spelunking, cliff jumping, bungee jumping, car racing  
Audience: Jeep or motorcycle owners, rock climbers

### Family Outings

Activities: Zoos, children's museums, local festivals, conservatories  
Audience: Families with children age 2-14

### Drinkies

Activities: Beer festivals, mixology bars, wine classes, tastings, tours  
Audience: People who drink craft beer, fine wine and handcrafted mixed drinks

### Nature Lovers/ Adventurers

Activities: Weekend getaways, birding, canoeing, hiking, fishing, hunting, parks and recreational activities  
Audience: People who like to be outdoors, have SUVs, hunting/fishing licenses, REI/The North Face customers

### Friend/Romantic Getaways

Activities: Wineries, bed & breakfasts, state parks, camping  
Audience: Age 21-65+

### Foodies

Activities: Local food scenes, food truck festivals  
Audience: High-expenditure category for credit cards (Amex, Black Card)

### LGBTQ

Activities: Pride festivals, parades, events, gay bars/ restaurants  
Audience: LGBTQ

### Cool Hunters

Activities: What's new, in the know, new establishment openings  
Audience: Age 21-60

### Event Goers

Activities: Music festivals, seasonal festivals, sporting events  
Audience: Live music junkies, young and active - 18-40, sports buffs

## Annual Digital Budget

Please select your annual budget for all Destination Builder Plus digital elements. Unless otherwise specified, ads will run across all platforms (desktop, mobile and tablet).

### TIER I \$25,000

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

### TIER II: \$18,750

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

### TIER III: \$12,500

Recommended for no more than **two** 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

Akron, Cleveland, Cincinnati, Columbus, Dayton, Toledo, Youngstown

### Out-of-State

Charleston, Chicago, Detroit, Erie, Huntington, Indianapolis, Lansing, Louisville, Pittsburgh

### Custom Geography

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

## Digital Display

Select the four-week flight you would like to run display ads.

APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT

## Digital Video

Select the four-week flight you would like to run digital video ads.

APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT

## Native Advertising

Select the four-week flight you would like to run native advertising.

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 digital program or delay in launch.

Digital Advertising Specifications are located on [tocoop.mtlc.com](http://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 that have visited the site, yet have not converted.

## Destination Builder Plus

# Paid Social Advertising

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

Paid social provides the flexibility to target key segments specific to your business and key performance indicators (KPIs) while reaching nearly every generation.

Promoted posts via (1) photo ads (single-image ad, sending consumer to specific location on Co-Op partner's website; or (2) carousel ads (showcasing up to 10 images and links within a single ad unit) will be available.

## Digital Target Audience

Select **up to four** of the audiences that you would like to target with your 2018 digital advertising.

### Culture Buffs

Activities: Art museums, theatre, ballet, opera, music, halls of fame  
Audience: Age 45-80, upper income, higher education

### City Lovers

Activities: Nightlife, shopping, bars and restaurants, comedians, shows  
Audience: Age 21-65+

### Thrill Seekers

Activities: Zip lining, haunted houses, amusement parks, spelunking, cliff jumping, bungee jumping, car racing  
Audience: Jeep or motorcycle owners, rock climbers

### Family Outings

Activities: Zoos, children's museums, local festivals, conservatories  
Audience: Families with children age 2-14

### Drinkies

Activities: Beer festivals, mixology bars, wine classes, tastings, tours  
Audience: People who drink craft beer, fine wine and handcrafted mixed drinks

### Nature Lovers/ Adventurers

Activities: Weekend getaways, birding, canoeing, hiking, fishing, hunting, parks and recreational activities  
Audience: People who like to be outdoors, have SUVs, hunting/fishing licenses, REI/The North Face customers

### Friend/Romantic Getaways

Activities: Wineries, bed & breakfasts, state parks, camping  
Audience: Age 21-65+

### Foodies

Activities: Local food scenes, food truck festivals  
Audience: High-expenditure category for credit cards (Amex, Black Card)

### LGBTQ

Activities: Pride festivals, parades, events, gay bars/ restaurants  
Audience: LGBTQ

### Cool Hunters

Activities: What's new, in the know, new establishment openings  
Audience: Age 21-60

### Event Goers

Activities: Music festivals, seasonal festivals, sporting events  
Audience: Live music junkies, young and active - 18-40, sports buffs

## 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 **four** 4-week flights.

### TIER II: \$750

Recommended for no more than **three** 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

Cleveland, Cincinnati, Columbus, Dayton, Toledo, Youngstown

### Out-of-State

Charleston, Chicago, Detroit, Erie, Huntington, Indianapolis, Lansing, Louisville, Pittsburgh

### Custom Geography

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

---

## Paid Social

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

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](http://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.

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

- 15-second spot will focus on your business' message
- 15-second spot will support your business with the backing of the 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 2018 digital advertising.

### Culture Buffs

Activities: Art museums, theatre, ballet, opera, music, halls of fame  
Audience: Age 45-80, upper income, higher education

### City Lovers

Activities: Nightlife, shopping, bars and restaurants, comedians, shows  
Audience: Age 21-65+

### Thrill Seekers

Activities: Zip lining, haunted houses, amusement parks, spelunking, cliff jumping, bungee jumping, car racing  
Audience: Jeep or motorcycle owners, rock climbers

### Family Outings

Activities: Zoos, children's museums, local festivals, conservatories  
Audience: Families with children age 2-14

### Drinkies

Activities: Beer festivals, mixology bars, wine classes, tastings, tours  
Audience: People who drink craft beer, fine wine and handcrafted mixed drinks

### Nature Lovers/ Adventurers

Activities: Weekend getaways, birding, canoeing, hiking, fishing, hunting, parks and recreational activities  
Audience: People who like to be outdoors, have SUVs, hunting/fishing licenses, REI/The North Face customers

### Friend/Romantic Getaways

Activities: Wineries, bed & breakfasts, state parks, camping  
Audience: Age 21-65+

### Foodies

Activities: Local food scenes, food truck festivals  
Audience: High-expenditure category for credit cards (Amex, Black Card)

### LGBTQ

Activities: Pride festivals, parades, events, gay bars/ restaurants  
Audience: LGBTQ

### Cool Hunters

Activities: What's new, in the know, new establishment openings  
Audience: Age 21-60

### Event Goers

Activities: Music festivals, seasonal festivals, sporting events  
Audience: Live music junkies, young and active - 18-40, sports buffs

## 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**

Cleveland, Cincinnati, Columbus, Dayton, Toledo, Youngstown

**Out-of-State**

Charleston, Chicago, Detroit, Erie, Huntington, Indianapolis, Lansing, Louisville, Pittsburgh

**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 Audio Everywhere, Display Everywhere or a combination of both.

**Audio Everywhere**

**Display Everywhere**

**Both**

**Please note**, if you opt into "Both," your campaign will not launch until creative for both Audio and Display have been provided.

## 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.mtllc.com](http://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 that have visited the site, yet have not converted.

## Destination Builder Plus

# Storytelling Development & Distribution

New to this year's program, we are pleased to offer the Storytelling Development & Distribution Program. This program allows each Co-Op partner to present its unique perspective on its destination and engage audiences with inspirational stories.

Content is developed and distributed to selected targeted audiences and includes "presentation layers," which invite the reader to engage with your website. Presentation Layers are interactive landing pages that bring your story to life and add value to your website by including videos, animation, photos and links. They are developed in responsive design for optimal viewing on mobile, tablet, and desktop, as well as parallax scrolling for a continuous, immersive effect with the imagery. On average, Presentation Layers more than triple the time a user spends on your website, meaning more opportunity to influence their travel decision.

Partners who choose to take advantage of this new offering will work with experienced representatives: all the heavy lifting, including hiring writers to develop content and push content out via native and social platforms is handled for you. And you would own the story and be able to use/reuse however you wish.

## Digital Target Audience

Select **up to four** of the audiences that you would like to target with your 2018 storytelling development & distribution program.

### Culture Buffs

Activities: Art museums, theatre, ballet, opera, music, halls of fame  
Audience: Age 45-80, upper income, higher education

### City Lovers

Activities: Nightlife, shopping, bars and restaurants, comedians, shows  
Audience: Age 21-65+

### Thrill Seekers

Activities: Zip lining, haunted houses, amusement parks, spelunking, cliff jumping, bungee jumping, car racing  
Audience: Jeep or motorcycle owners, rock climbers

### Family Outings

Activities: Zoos, children's museums, local festivals, conservatories  
Audience: Families with children age 2-14

### Drinkies

Activities: Beer festivals, mixology bars, wine classes, tastings, tours  
Audience: People who drink craft beer, fine wine and handcrafted mixed drinks

### Nature Lovers/ Adventurers

Activities: Weekend getaways, birding, canoeing, hiking, fishing, hunting, parks and recreational activities  
Audience: People who like to be outdoors, have SUVs, hunting/fishing licenses, REI/The North Face customers

### Friend/Romantic Getaways

Activities: Wineries, bed & breakfasts, state parks, camping  
Audience: Age 21-65+

### Foodies

Activities: Local food scenes, food truck festivals  
Audience: High-expenditure category for credit cards (Amex, Black Card)

### LGBTQ

Activities: Pride festivals, parades, events, gay bars/ restaurants  
Audience: LGBTQ

### Cool Hunters

Activities: What's new, in the know, new establishment openings  
Audience: Age 21-60

### Event Goers

Activities: Music festivals, seasonal festivals, sporting events  
Audience: Live music junkies, young and active - 18-40, sports buffs

## Annual Advertorial Development & Distribution Budget

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

### TIER I: \$10,000

One story with one presentation layer promoted for **four** months; 16,600+ guaranteed clicks

### TIER II: \$7,500

One story with one presentation layer promoted for **three** months; 11,500+ guaranteed clicks

### TIER III: \$5,000

One story with one presentation layer promoted for **three** months; 6,400+ guaranteed clicks

## Geography

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

### In-State

Cleveland, Cincinnati, Columbus, Dayton, Toledo, Youngstown

### Out-of-State

Charleston, Chicago, Detroit, Erie, Huntington, Indianapolis, Lansing, Louisville, Pittsburgh

### 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 [AskTourismOhio@gmail.com](mailto:AskTourismOhio@gmail.com) for direction and next steps.

## Destination Builder Plus

# Custom Photography

New to this year's program, we are pleased to offer the ability for Co-Op partners to acquire custom photography for their use.

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 [AskTourismOhio@gmail.com](mailto:AskTourismOhio@gmail.com) for direction and next steps.

## Destination Builder Plus

# Custom Video Production

New to this year's program, we are pleased to offer the ability for Co-Op partners to acquire custom video for their use.

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 [AskTourismOhio@gmail.com](mailto:AskTourismOhio@gmail.com) for direction and next steps.

## Destination Builder Plus

# Video Production & Distribution

New to this year's program, we are pleased to offer a video production & distribution program. This program, a blend of television and digital messaging, allows each Co-Op partner to tell their story to travel consumers through video.

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: \$19,500 Co-Op partner cost**

- 6-minute video
- Ohio and national distribution on local TV stations
- Hosted video on Visit360.com for 13 weeks (plus Facebook Promoted Posts)
- Standard digital ad campaign in Co-Op partner's selected DMAs
- eBlast to travel/vacation planners in Ohio (or other selected states)
- 12,295,300 impressions

### **TIER II: \$14,500 Co-Op partner cost**

- 6-minute video
- Ohio and national distribution on local TV stations
- Hosted video on Visit360.com for 13 weeks (plus Facebook Promoted Posts)
- 11,445,300 impressions

---

## Creative Specifications

For participation in Video Production & Distribution, please contact [AskTourismOhio@gmail.com](mailto:AskTourismOhio@gmail.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 hyper-qualified 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./Coupon Downloads**
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

Cleveland, Cincinnati, Columbus, Dayton, Toledo, Youngstown

### Out-of-State

Charleston, Chicago, Detroit, Erie, Huntington, Indianapolis, Lansing, Louisville, Pittsburgh

### Custom Geography

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

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

\*\*Based on industry average conversion rate of 1.45%.

## 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 30, 2017.

*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](mailto: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](mailto: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 home page. 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 [AskTourismOhio@gmail.com](mailto:AskTourismOhio@gmail.com)