

# KENTUCKY

OFFICIAL MARKETING OPPORTUNITIES



2019-2020 MEDIA KIT

# CO-OP PROGRAM GOALS

At Miles, we showcase our commitment to the travel industry through regular attendance at industry conferences, speaking engagements, sponsorships, hosting educational events and more. Superior client service, professionalism, collaboration and genuine camaraderie are the keys to our successful, long-term relationships with clients. Customer service is a core part of the value we deliver.

## SEASONAL OFFERINGS

- Offer seasonal options for Fall 2019 and Spring 2020 to reach consumers at any point they may be planning a trip.

## EFFECTIVE MEDIA LEVELS

- Ensure co-op offerings are not just affordable, but effective. You get what you pay for, and we want partners to be successful.

## DIVERSE MEDIA MIX

- Offer the industry a diverse range of options across digital (display, native, video, re-targeting), print and out-of-home mediums.

## TARGETED PLACEMENTS

- Reach the states/DMA's that make sense for Kentucky as well as its tourism industry partners, understanding that regional drive markets should be a primary focus. Include in-state efforts and new markets such as Chicago, Detroit and Cleveland.
- Target the right audiences to reach consumers who are more likely to visit multiple regions across the state.

## Elijah Zimmerman

Kentucky Tourism Co-Op Marketing Manager

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# ECONOMIC IMPACT

TOURISM  
MATTERS!

A look at economic impact \*

Annual Visitors: 20.5 million  
Spending: \$12.5 billion  
Employment: supports over 175,700 jobs  
Tax Revenue: \$1.3 billion in tax revenue

\* Economic Impact of Kentucky's Travel & Tourism Industry, CERTEC, 2015



The Kentucky Department of Tourism generates significant economic impact through increased visitation in the commonwealth, which creates a robust business climate, additional tax revenues, a better quality of life for residents and a positive perception of Kentucky throughout the world.

## VISITOR DEMOGRAPHICS

Average stay:  
almost

**3 days**

Visitors each year:

**20.5 million**

Approx. **70%**  
from within **300 miles**

Top states:

Ohio  
Indiana  
Tennessee  
Illinois  
Michigan

Top international  
visitors:

Canada  
United Kingdom

Visitor profile:

Average income:

**\$73,500**

Average age: **50**

**62%** married

**82%** have more  
than two people living in  
house



# MARKETING STRATEGY

The Kentucky Department of Travel accomplishes its marketing mission through a coordinated media and public relations campaign that utilizes print and electronic media, specifically designed to reach the target market segments in key geographic regions that traditionally produce the bulk of leisure visitors to Kentucky.

## MEDIA MIX

### FALL 2019-SPRING 2020

<b>TV</b>	Hulu, AT&T Addressable TV, Dish Network Addressable TV, NCC Spot Cable (5 markets), RhythmOne OTT, Samsung Auto Connect Recognition
<b>Print</b>	AAA Living - Georgia, AAA Living - Tennessee, AFAR, Blue Ridge Outdoors, Bon Appétit, Bourbon Review, Chicago Magazine, Cleveland Magazine, Cleveland Scene, Condé Nast Traveler, Food Network Magazine, Garden & Gun, Group Travel Leader, Hour Detroit Magazine, Kentucky Monthly, Longweekends, Martha Stewart Living, Nashville Lifestyle Magazine, Pioneer Woman Magazine, Real Simple, Smithsonian, Southern Living
<b>Digital</b>	Adtheorent, Resonate, MiQ, Adara, RhythmOne, Sharethrough, Storygize, RootsRated, Undertone, Sojern, Orange 142, YuMe, RockerBox, Hulu, Samsung, Facebook/Instagram, SEM, Ad Serving
<b>Out-of-Home</b>	In-State Cinema Advertising, Billboards



## WHY A PACKAGE?

As a part of a package, you are able to buy into regional and national publications, as well as national digital advertising firms that KDT is utilizing. Packages make it simple for everyone, offering a variety of print, digital and out-of-home offerings to cover all of your marketing needs.

A package is your one-stop-shop option to buy into the products and offerings being featured on the state level. These comprehensive, affordable, multi-media co-op packages will allow industry partners to benefit from Kentucky Tourism's total spending, media mix, audience targeting, geographic reach, strategic insights and research.





# PACKAGES

BRONZE PACKAGE 1		
Ad Spot	Impressions	Value
1/4 page in KY Visitor's Guide	400,000	\$3,855
1/4 page in Nashville Lifestyles	30,000	\$660
1/4 page in Kentucky Monthly	165,000	\$750
Banner advertising on ADARA (travel network)	165,000	\$1,000
Sponsored advertising on KDT's Monthly Email (Row 3)	120,000	\$750
Leads (email and physical addresses) of Visitors	500 Leads	\$1,500
Sub Total	880,500	\$8,515
KDT Co-op Buy Down		\$4,258
<b>Total to Advertiser</b>		<b>\$4,258</b>

BRONZE PACKAGE 2		
Ad Spot	Impressions	Value
1/4 page in KY Visitor's Guide	400,000	\$3,855
1/4 page in Cleveland Magazine	29,000	\$1,091
1/4 page in Kentucky Monthly	165,000	\$750
Banner advertising on ADARA (travel network)	165,000	\$1,000
Sponsored advertising on KDT's Monthly Email (Row 3)	120,000	\$750
Leads (email and physical addresses) of Visitors	500 Leads	\$1,500
Sub Total	879,500	\$8,946
KDT Co-op Buy Down		\$4,473
<b>Total to Advertiser</b>		<b>\$4,473</b>

## BRONZE PACKAGES

Bronze packages represent six options you are able to buy in to with all 90% matching funds, which ensures a mix of print, digital and out-of-home offerings to cover all of your marketing needs. Bronze contains our most affordable packages for our CVBs and DMOs. There are 20 Bronze packages available.

BRONZE PACKAGE 3		
Ad Spot	Impressions	Value
1/4 page in KY Visitor's Guide	400,000	\$3,855
1/4 page in AAA (choose GA or TN)	332,000	\$1,641
1/4 page in Kentucky Monthly	165,000	\$750
Banner advertising on ADARA (travel network)	165,000	\$1,000
Sponsored advertising on KDT's Monthly Email (Row 3)	120,000	\$750
Leads (email and physical addresses) of Visitors	500 Leads	\$1,500
Sub Total	1,182,500	\$9,496
KDT Co-op Buy Down		\$4,748
<b>Total to Advertiser</b>		<b>\$4,748</b>

BRONZE PACKAGE 4		
Ad Spot	Impressions	Value
1/4 page in KY Visitor's Guide	400,000	\$3,855
1/4 page in Long Weekends	35,000	\$1,948
1/4 page in Kentucky Monthly	165,000	\$750
Banner advertising on ADARA (travel network)	165,000	\$1,000
Sponsored advertising on KDT's Monthly Email (Row 3)	120,000	\$750
Leads (email and physical addresses) of Visitors	500 Leads	\$1,500
Canadian Multi-Channel Program with Brand USA		\$1,500
Sub Total	885,500	\$11,303
KDT Co-op Buy Down		\$5,652
<b>Total to Advertiser</b>		<b>\$5,652</b>

## BRONZE PACKAGES

### BRONZE PACKAGE 5

Ad Spot	Impressions	Value
1/4 page in KY Visitor's Guide	400,000	\$3,855
1/4 page in Detroit Magazine	50,000	\$1,998
1/4 page in Kentucky Monthly	165,000	\$750
Banner advertising on ADARA (travel network)	165,000	\$1,000
Sponsored advertising on KDT's Monthly Email (Row 3)	120,000	\$750
Leads (email and physical addresses) of Visitors	500 Leads	\$1,500
Canadian Multi-Channel Program with Brand USA		\$1,500
Sub Total	900,500	\$11,353
KDT Co-op Buy Down		\$5,677
<b>Total to Advertiser</b>		<b>\$5,677</b>

### BRONZE PACKAGE 6

Ad Spot	Impressions	Value
1/4 page in KY Visitor's Guide	400,000	\$3,855
1/4 page in Chicago Magazine	120,000	\$3,150
1/4 page in Kentucky Monthly	165,000	\$750
Banner advertising on ADARA (travel network)	165,000	\$1,000
Sponsored advertising on KDT's Monthly Email (Row 3)	120,000	\$750
Leads (email and physical addresses) of Visitors	500 Leads	\$1,500
Canadian Multi-Channel Program with Brand USA		\$1,500
Sub Total	970,500	\$12,505
KDT Co-op Buy Down		\$6,253
<b>Total to Advertiser</b>		<b>\$6,253</b>



## SILVER PACKAGES

Silver packages allow your CVB and DMO more flexibility in the budget to participate in a large mix of customized media. The publications have more circulation and may be able to attract additional visitors to your destination. There are 10 Silver packages available.

SILVER PACKAGE 1		
Ad Spot	Impressions	Value
1/2 page in KY Visitor's Guide	400,000	\$7,705
1/4 page in AFAR	141,000	\$5,750
Banner advertising on MiQ (programmatic network)	650,000	\$2,000
Banner advertising on ADARA (travel network)	165,000	\$1,000
Sponsored advertising on KDT's Monthly Email (Row 2)	120,000	\$1,000
Leads (email and physical addresses) of Visitors	500 Leads	\$1,500
Brand USA Multi-Channel in Canada		\$1,500
Sub Total	1,476,500	\$18,455
KDT Co-op Buy Down		\$9,228
<b>Total to Advertiser</b>		<b>\$9,228</b>

SILVER PACKAGE 2		
Ad Spot	Impressions	Value
1/2 page in KY Visitor's Guide	400,000	\$7,505
1/4 page in Pioneer Woman	551,000	\$3,937
Banner advertising on MiQ (programmatic network)	650,000	\$2,000
Banner advertising on ADARA (travel network)	165,000	\$1,000
Sponsored advertising on KDT's Monthly Email (Row 2)	120,000	\$1,000
Leads (email and physical addresses) of Visitors	500 Leads	\$1,500
Brand USA Multi-Channel in Canada		\$1,250
Sub Total	1,886,500	\$18,643
KDT Co-op Buy Down		\$9,322
<b>Total to Advertiser</b>		<b>\$9,322</b>

## SILVER PACKAGES

SILVER PACKAGE 3		
Ad Spot	Impressions	Value
1/2 page in KY Visitor's Guide	400,000	\$7,705
1/4 page in Martha Stewart Living	842,000	\$5,593
Banner advertising on MiQ (programmatic network)	650,000	\$2,000
Banner advertising on ADARA (travel network)	165,000	\$1,000
Sponsored advertising on KDT's Monthly Email (Row 2)	120,000	\$1,000
Leads (email and physical addresses) of Visitors	500 Leads	\$1,500
Brand USA Multi-Channel in Canada		\$1,500
Sub Total	2,177,500	\$20,298
KDT Co-op Buy Down		\$10,149
<b>Total to Advertiser</b>		<b>\$10,149</b>

SILVER PACKAGE 4		
Ad Spot	Impressions	Value
1/2 page in KY Visitor's Guide	400,000	\$7,705
1/4 page in Smithsonian	903,000	\$5,875
Banner advertising on MiQ (programmatic network)	650,000	\$2,000
Banner advertising on ADARA (travel network)	165,000	\$1,000
Sponsored advertising on KDT's Monthly Email (Row 2)	120,000	\$1,000
Leads (email and physical addresses) of Visitors	500 Leads	\$1,500
Brand USA Multi-Channel in Canada		\$1,500
Sub Total	2,138,500	\$20,580
KDT Co-op Buy Down		\$10,290
<b>Total to Advertiser</b>		<b>\$10,290</b>

## GOLD PACKAGES

Gold packages offer a turnkey marketing solution with a strong media mix. These packages deliver a greater number of impressions from high-value consumers to gain maximum traction for your CVB and DMO. There are five Gold packages available.

GOLD PACKAGE 1		
Ad Spot	Impressions	Value
Full page in KY Visitor's Guide	400,000	\$13,255
1/4 page in Garden & Gun	416,000	\$7,630
Banner advertising on MiQ (programmatic network)	650,000	\$2,000
Banner advertising on ADARA (travel network)	165,000	\$1,000
Sponsored advertising on KDT's Monthly Email (Row 1)	120,000	\$1,250
Leads (email and physical addresses) of Visitors	500 Leads	\$1,500
Brand USA Multi-Channel in Canada		\$1,500
Sub Total	1,771,500	\$28,135
KDT Co-op Buy Down		\$14,068
<b>Total to Advertiser</b>		<b>\$14,068</b>

GOLD PACKAGE 2		
Ad Spot	Impressions	Value
Full page in KY Visitor's Guide	400,000	\$13,255
1/4 page in Real Simple	1,096,000	\$7,836
Banner advertising on MiQ (programmatic network)	650,000	\$2,000
Banner advertising on ADARA (travel network)	165,000	\$1,000
Sponsored advertising on KDT's Monthly Email (Row 1)	120,000	\$1,250
Leads (email and physical addresses) of Visitors	500 Leads	\$1,500
Brand USA Multi-Channel in Canada		\$1,500
Sub Total	2,351,500	\$28,341
KDT Co-op Buy Down		\$14,171
<b>Total to Advertiser</b>		<b>\$14,171</b>



## GOLD PACKAGES

### GOLD PACKAGE 3

Ad Spot	Impressions	Value
Full page in KY Visitor's Guide	400,000	\$13,255
1/4 page in Bon Appetit	843,000	\$9,625
Banner advertising on MiQ (programmatic network)	650,000	\$2,000
Banner advertising on ADARA (travel network)	165,000	\$1,000
Sponsored advertising on KDT's Monthly Email (Row 1)	120,000	\$1,250
Leads (email and physical addresses) of Visitors	500 Leads	\$1,500
Brand USA Multi-Channel in Canada		\$1,500
Sub Total	2,178,500	\$30,130
KDT Co-op Buy Down		\$15,065
<b>Total to Advertiser</b>		<b>\$15,065</b>

### GOLD PACKAGE 4

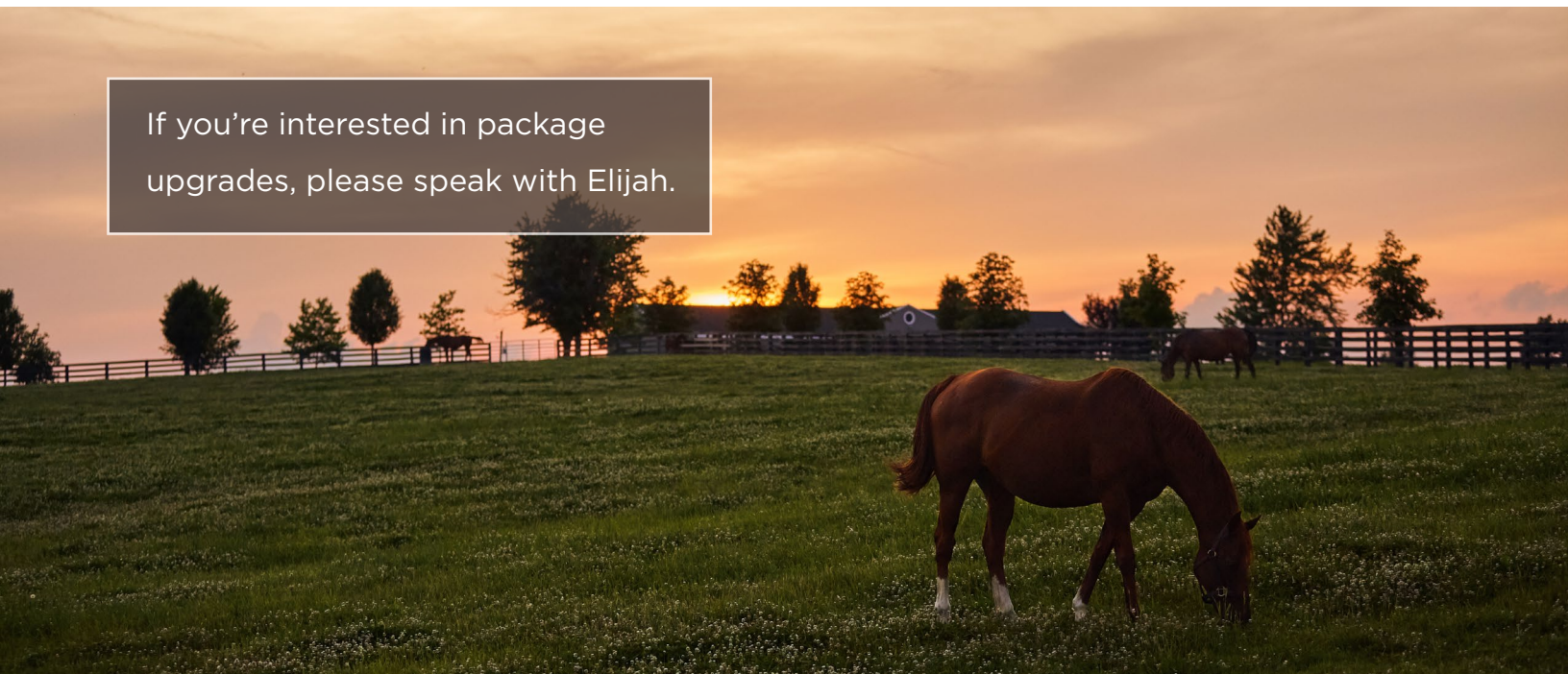
Ad Spot	Impressions	Value
Full page in KY Visitor's Guide	400,000	\$13,255
1/4 page in Conde Nast Traveler	467,000	\$9,625
Banner advertising on MiQ (programmatic network)	650,000	\$2,000
Banner advertising on ADARA (travel network)	165,000	\$1,000
Sponsored advertising on KDT's Monthly Email (Row 1)	120,000	\$1,250
Leads (email and physical addresses) of Visitors	500 Leads	\$1,500
Brand USA Multi-Channel in Canada		\$1,500
Sub Total	1,722,500	\$30,130
KDT Co-op Buy Down		\$15,065
<b>Total to Advertiser</b>		<b>\$15,065</b>

## PLATINUM PACKAGES

The Platinum package offers your CVB or DMO a solid foundation to build your FY20 marketing upon. With the broadest range of media, including the opportunity to break into Chicago—a growing market for Kentucky—this package offers the strongest media mix of all the packages. There is one Platinum package available.

PLATINUM PACKAGE		
Ad Spot	Impressions	Value
Full page in KY Visitor's Guide	400,000	\$13,255
Full page in Southern Living	550,000	\$10,550
Native digital advertising on Storygize	715,000	\$5,000
Banner advertising on MiQ (programmatic network)	650,000	\$2,000
Banner advertising on ADARA (travel network)	165,000	\$1,000
OOH Digital Advertising in Chicago	4 months	\$4,000
Sponsored advertising on KDT's Monthly Email (Row 1)	120,000	\$1,250
Leads (email and physical addresses) of Visitors	500 Leads	\$1,500
Canadian Multi-Channel Program with Brand USA		\$1,500
Sub Total	2,600,500	\$40,055
KDT Co-op Buy Down		\$20,028
<b>Total to Advertiser</b>		<b>\$20,028</b>

If you're interested in package upgrades, please speak with Elijah.



# PRODUCT DESCRIPTIONS

## PRINT

Miles will provide industry partners with the opportunity to be incorporated into the state's various print buys to give you a larger presence in national publications. Low-cost rates will be made available to everyone, and all advertising will follow an advertorial design that Miles will create.

PRICING				
Vendor	Circulation	Full Page	1/2 Page	1/4 Page
Nashville Lifestyles Magazine	30,000	\$2,640	\$1,320	\$660
Kentucky Monthly	35,000	\$3,000	\$1,500	\$750
Cleveland Scene	35,000	\$3,817	\$1,908	\$954
Cleveland Magazine	29,175	\$4,365	\$2,182	\$1,091
AAA Living - Georgia	454,175	\$6,565	\$3,282	\$1,641
AAA Living - Tennessee	332,718	\$6,565	\$3,282	\$1,641
Longweekends	165,000	\$7,791	\$3,895	\$1,948
Hour Detroit Magazine	50,843	\$7,993	\$3,996	\$1,998
Chicago Magazine	120,000	\$12,600	\$6,300	\$3,150
AFAR	141,067	\$15,000	\$7,500	\$3,750
Pioneer Woman Magazine	550,670	\$15,750	\$7,875	\$3,937
Food Network Magazine	412,212	\$20,000	\$10,000	\$5,000
Martha Stewart Living	842,300	\$22,375	\$11,187	\$5,594
Smithsonian	903,714	\$23,500	\$11,750	\$5,875
Garden & Gun	416,423	\$30,521	\$15,260	\$7,630
Real Simple	1,096,500	\$31,345	\$15,672	\$7,836
Bon Appétit	843,387	\$38,500	\$19,250	\$9,625
Condé Nast Traveler	467,012	\$38,500	\$19,250	\$9,625
Southern Living	931,000	\$42,200	\$21,100	\$10,550



## DIGITAL

Miles will provide industry partners with the opportunity to be incorporated into the state's various digital buys across multiple vendors and tactics, including by geography, audience targeting, etc.

PRICING		
ADARA Banner Advertising Rate (Travel Network)	165,000 impressions/1 month	\$1,000
MiQ Banner Advertising Rate (Programatic Network)	650,000 impressions/2 months	\$2,000
Madden Media SEM Rate	4,300 clicks/3 months	\$2,250
Madden Media SEM Rate	7,300 clicks/3 months	\$3,750
Madden Media SEM Rate	11,300 clicks/3 months	\$6,000

## OUT-OF-HOME

There are a number of reasons why out-of-home advertising is a viable option for your DMO: size, visibility, impact, cost effectiveness, creative flexibility, broad reach and high frequency. Outlets include the following: Chicago digital billboards and Rupp Arena placements.

PRICING	
Rupp Arena Non-Conference Game Rate	\$750
Rupp Arena Conference Game Rate	\$3,000
Rupp Arena Louisville/Florida Game Rate	\$5,000
OOH Digital Board in Chicago Rate	\$4,000 for 4 months of exposure

# KDT OWNED ASSETS

## VISITOR'S GUIDE

According to the 2018 State of the American Traveler Research, more than 50% of American travelers use print when planning vacations. Each year, approximately 400,000 copies of the Kentucky Visitor's Guide are distributed at Welcome Centers, travel shows and in response to direct requests. The guide is also made available digitally on the Kentucky Department of Tourism's website.

### PRICING (NET): STANDARD POSITIONS

Full Page Rate	\$13,255
1/2 Page Rate	\$7,705
1/4 Page Rate	\$3,855
1/8 Page Rate	\$1,945

### PRICING (NET): PREMIUM POSITIONS

2-page Spread Rate	\$26,050
Inside Front Cover Rate	\$17,155
Inside Back Cover Rate	\$17,155
Facing Inside Front Cover Rate	\$17,555
Facing Inside Back Cover Rate	\$17,555
Full Page Premium Rate	\$14,540



## LEADS

When site visitors sign up to receive information from the state, they can request to receive information directly from you as well. Upon selecting you, consumers receive an instant auto-generated email from you that directs them to your site or provides them an offer. Then, we send your leads to you in a weekly email.

### PRICING

Lead Rate	\$3 per lead
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## SOCIAL TAKEOVER

Capture each potential visitor in an environment where they spend a lot of their time: Facebook and Instagram. Featuring dynamic creative that reaches lower-funnel travelers with intent to research and book, you can optimize based on travel intent.

As a partner, you receive 100% share-of-voice on the Kentucky Instagram and/or Facebook account for three days. Partners to provide insight, special dates, photos and copy direction.

### PRICING

3-Day Rate	\$600
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# KDT OWNED ASSETS

## EMAILS

Received by more than 120,000 opt-in subscribers monthly with a 12.5% average open rate, the monthly Kentucky eNewsletter and Custom Emails reach an engaged, active travel-planning audience.

### MONTHLY EMAIL

Take advantage of integrated advertising opportunities designed to fit your specific goals and your budget.

#### PRICING

First Row Rate	\$1,250
Second Row Rate	\$1,000
Third Row Rate	\$750

### DEDICATED EMAILS

Receive 100% share-of-voice with our custom email program. Submit photos, copy and a call to action, and we'll build and deploy an email promoting only you to our opt-in database, driving all inquiries to your site.

#### PRICING

Custom Email Rate	\$3,680
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## ARTICLES

Leverage the expertise of our editorial and video teams, who will write an article, produce a video (or both) featuring your experience. Upon completion, your content will be featured on KentuckyTourism.com for one year. You also own the content for use on your site and other marketing channels indefinitely, which will continue to drive traffic to you.

### DETAILS

- Own 100% of the ad units on the page on KentuckyTourism.com, allowing you to feature timely messaging for you and/or your co-op partners.

#### PRICING

New Article Rate	\$2,140
Article Renewal Rate	\$1,070

## VIDEO

Video production will use the same team that's producing KDT's television commercials. This opportunity is limited to 20 DMO partner spots available. The video will be 90 seconds long and provides your organization professional video to use in marketing efforts for years to come.

#### PRICING

New Video Rate	\$5,000 (\$10,000 value)
Video Renewal Rate	\$2,110
Video Edit Rate	\$750



# GOOGLE & RESEARCH

## GOOGLE DMO PARTNERSHIP PROGRAM

This program is designed to help CVBs and DMOs improve the quality of consumer-facing travel content within Google's products. This cutting-edge, multi-phase project will help you to:

- Understand the quality of your destination's representation within Google products
- Expand the reach of the DMO's visual content across Google's travel-planning products
- Submit missing data to activate improvements to the destination's representation
- Train DMO staff to be ongoing contributors and to report results from the Google travel product ecosystem

### NEW DESTINATION PARTICIPANTS: PHASE ONE AUDIT, ACTIVATION & TRAINING

Participants in the program will receive:

- Audit: consumer search behavior analysis and baseline Google presence audit
- Activation: Google DMO Partnership Program registration, Google Business Listing completeness analysis (up to 800 listings) & missing data submission, visual content review and submission (up to 200 images)
- Training: instruction on tools and resources, detailed action plan and dedicated Google Pixel phone



## ONGOING PARTICIPANTS: PHASE TWO ACTIVATION & SUPPORT

*\*Available for partners who participated last year.*

Prior participants will receive ongoing support to continue to maintain and enhance their destination's presence on Google. Twice per year this will include:

- Report on the results from the program to date and what's new in Google
- Re-audit the local business list for completeness and submit missing data
- Upload additional images of the destination and remove poor images
- Suggest edits and provide ongoing support and industry resources

PRICING	
Phase 1: Activation/ Training Only Rate	\$3,250
Phase 1: Full Audit/ Activation/Training Rate	\$10,700
Phase 2 Rate	\$3,750

## RESEARCH

Longwoods has been a leader in tourism research since 1985, when they conducted the largest-ever study of American travel behavior. Now, you can purchase research on your destination to help strengthen your marketing efforts. Survey findings include:

- Who traveled to your destination
- How much they spent
- When they traveled, and how long they stayed
- And more

PRICING	
Halo Effect Study	\$13,500
Travel Profile Study	\$28,500
Image Study	\$55,000



# THE YEAR OF KENTUCKY FOOD

Through our “Year of Kentucky Food” campaign, we’ve opened the world’s eyes to the culinary traditions, flavors, recipes, farmers, food producers, chefs and restaurants of The Bluegrass State.

This multi-platform campaign has included enhanced content in the Kentucky Visitor’s Guide and KentuckyTourism.com, a new landing page, new chef profile and recipe videos, a recipe book, new TV commercials featuring Kentucky’s own Chris Stapleton, a James Beard House dinner and media blitz in New York City and – most recently – the filming of Bravo’s latest “Top Chef” season right here in Kentucky.



## HIGHLIGHTS FROM THIS HIGHLY SUCCESSFUL CAMPAIGN

PRINT IMPRESSIONS

**5,975,382**

DIGITAL IMPRESSIONS

**48,360,050**

TV/VIDEO IMPRESSIONS

**18,001,726**

MEDIA VALUE FOR “TOP CHEF” ANNOUNCEMENT

**\$950,101.65**