

2017 Marketing Opportunities

KANSAS DEPARTMENT OF WILDLIFE, PARKS & TOURISM



There's No Place Like
Kansas
TravelKS.com

TABLE OF CONTENTS

3 Overview, How to Use this Booklet and Contact Online: Marketing Opportunities by Industry

- Branding and Marketing 101, see TravelKS.com
- Website Analysis, see TravelKS.com
- Quick Start Guide, see TravelKS.com
- Marketing Opportunities by Industry, see TravelKS.com

4-48 Specifications – Deadlines, costs, contacts, etc.

4	Research and Graphic Design
5-21	Digital Opportunities
22	Television Opportunities
23	Macey Video Production
24-27	KDWPT Publications
28-34	Regional and National Publications
35	Casey's General Stores Advertising
36	Rack Card Program
37-39	Travel and Outdoor Shows
40-42	Travel Information Centers
43	Public Relations
44-46	2017 PR Co-op Opportunities
47-50	International Marketing

52-56 Planning Worksheet

58-60 Co-Op Calendar

Overview



Marketing your business or destination is tough. Kansas Department of Wildlife, Parks & Tourism and our partners are here to help you identify the best opportunities to put your message in front of the right people at the right time.

When you participate in our co-op marketing plan, you benefit from our buying power and the media planning know-how of our marketing/advertising/PR partner, jones huyett Partners.

Together, we've researched a multitude of media opportunities to compile what you'll find in this book – the most effective and efficient options for stretching your marketing dollars.

For more information on marketing and other resources available from KDWPT, visit TravelKSIndustry.com or contact Logan Hildebrand at (785) 296-6292 or Logan.Hildebrand@TravelKS.com

How to Use this Booklet

- First, begin with the Branding and Marketing 101 section at TravelKS.com. Your brand is how you are perceived by your audience. Ultimately, you can't decide what your brand is, but you can certainly influence your brand through marketing and advertising. The Branding and Marketing 101 section will help.
- Next, move on to the Quick Start Guide at TravelKS.com. Find the business category that best fits yours, identify your budget range, then review the recommended marketing opportunities for that budget range. The Quick Start Guide will direct you to other pages in the book where you can learn more about each opportunity in detail.
- After you've decided which opportunities you're interested in, reach out to the appropriate contacts for each product. They will help guide you from there!
- Need more help? Contact Logan Hildebrand at (785) 296-6292 or Logan.Hildebrand@TravelKS.com

Contact

jones huyett Partners: 3200 SW Huntoon | Topeka, Kansas 66604 | 785.228.0900 | e. Info@jhPAdv.com

Research



Selecting the right research method is essential in measuring your return on investment. What does your Google Analytics data tell you? How can you extract data locally from statewide data? You should feel confident that you're able to measure your marketing efforts. Jones Huyett Partners is ready to meet with you to develop a strategic research method that will give you that confidence. Contact us today for an estimate.

Contact:

Jennifer Anderson
(785) 228-0900
JAnderson@jhPAdv.com

Graphic Design



Design can be the key to making your brand memorable and attractive. Does your message and design resonate with your audience? Make a great impression with a visually engaging design. Contact Jones Huyett Partners to get the creativity started. We will:

- Meet with you (in person or through conference call) to discuss your brand and ideal target audience and provide an estimate for design services.
- Review your existing graphic design efforts and make recommendations for the best way to capture your audience within your budget – no matter the size!

Contact:

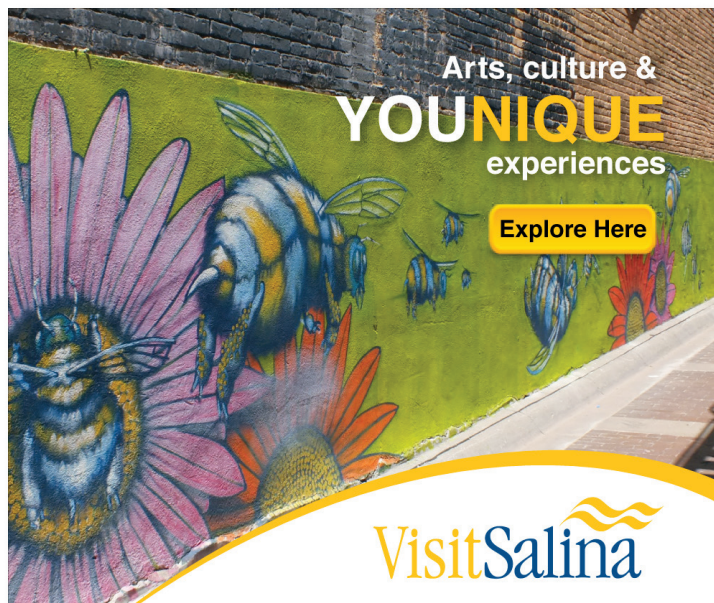
Jennifer Anderson
(785) 228-0900
JAnderson@jhPAdv.com

Digital Opportunities

Whether you're looking for hunters planning their next upland game adventure or a leisure traveler who is exploring Kansas communities in search of the best slice of pie we can help. Make sure potential visitors see your brand as they plan their travel online. Whether they've been here before or have never even heard of you, we know where to find your target audience and get your brand in front of them at any point during their research and planning process.

To see how digital advertising might work for your brand, contact our marketing/advertising/PR agency, Jones Huyett Partners, at (785) 228-0900. Jennifer Anderson and her team will:

1. Meet with you (in person or through conference call) to discuss your brand and ideal target audience.
2. Review your existing digital advertising efforts and make recommendations for the best way to utilize KDWP's Co-op Program within your budget – no matter the size!
3. Provide a digital action plan so you're placing your message online where your audience will see it.
4. Follow up with reporting so you can see how your ads performed and how many people arrived in Kansas after seeing them. (Arrival tracking is done through Arrivalist and comes as a standard component of your online video, display ad or mobile ad buy. It is not available for your search ads or e-blasts at this time.)



Details:

- There are no deadlines to participate in these digital opportunities except for the email blasts. They are first-come, first-served because limited inventory is available.
- Run your campaigns when they best suit your marketing needs. You're not tied down to a specific timeframe.
- Choose the geographic targeting that works best for your brand. We can tailor them to specific states, cities or ZIP codes.
- Creative costs are not included for all of these programs. Ask Jennifer for details during your free consultation.

DIGITAL

FREE

Digital Concierge Service:



Buying digital media can be confusing. It is also a challenge to keep up with trends and understand how to fully maximize opportunities. What are the best practices for media buying? Our team is ready to help you navigate the ever-changing digital media waters.

Contact:

Jennifer Anderson
(785) 228-0900
JAnderson@jhPAdv.com

Cost:

No charge

FREE

TravelKS.com Event & Web Listing:

"Smokin' on the Trail"! Biker's BBQ!

July 6, 2014 - October 5, 2014

Venue: [Santa Fe Cafe](#)

Address: 108 E Santa Fe, Burlingame, KS 66413

Time: From: 11:00 AM to 3:00 PM

Type: Events

Phone: 785-654-3555

[Visit Website](#) | [Send Email](#) | [Add to Itinerary](#)



Promote your destination and events through a free listing on the *new* TravelKS.com!

Production Requirements:

Contact your destination marketing organization to list your destination/event on TravelKS.com, or visit TravelKSIndustry.com and log in to manage your content.

Deadline for Participation:

Two weeks prior to each event date

Contact:

Logan Hildebrand
(785) 296-6292
Logan.Hildebrand@TravelKS.com

Cost:

No charge

CrowdRiff Social Content:

Looking for a way to capitalize on the user-generated photos and video talking about your destination's brand that you see on social media? Consider tapping into the power of CrowdRiff, Kansas Department of Wildlife, Parks & Tourism's social content aggregator partner to grab images and photos shared by others and feature them on your website!

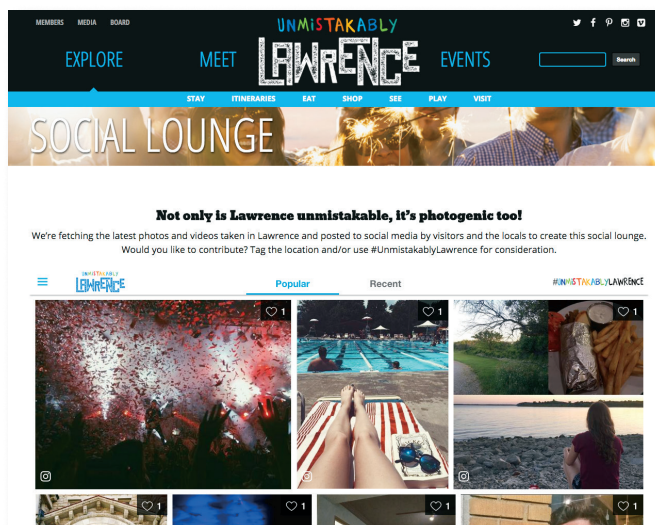
CrowdRiff constantly scours all of Twitter, Instagram and your Facebook Page to pull in relevant shared content posted by others. It then waits in queue for the KDWPT team to review and approve. Once it's approved, all photos/videos that include your destination's hashtag will be featured in a gallery on your website.

Simply provide two hashtags that you'd like for us to track (for example, #KCKSelfie, #topcity), drop a bit of code onto your website and voilà! You now have a gallery of fully moderated and approved images and videos posted by others pulling into your website for the rest of the year. (See TravelKS.com/ksbyways for an example of how this gallery could look on your website.)

Contact:

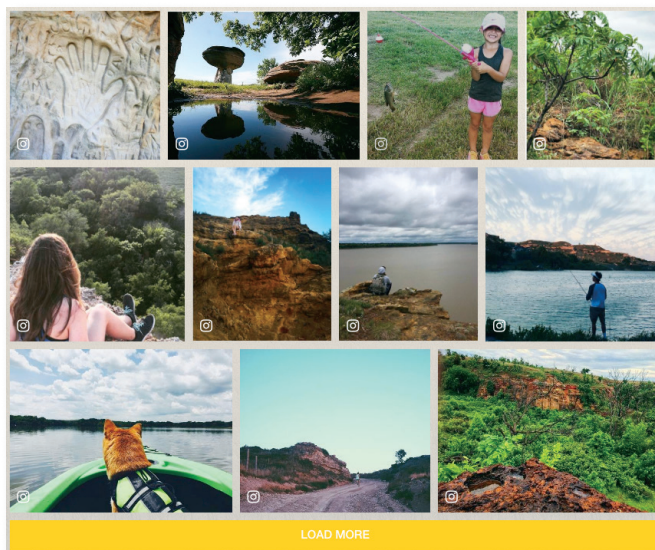
Jennifer Anderson
(785) 228-0900

JAnderson@jhPAdv.com



CrowdRiff's Kansas Partners annual subscription: \$10,000

This includes full access to your own CrowdRiff account with all of the bells and whistles!



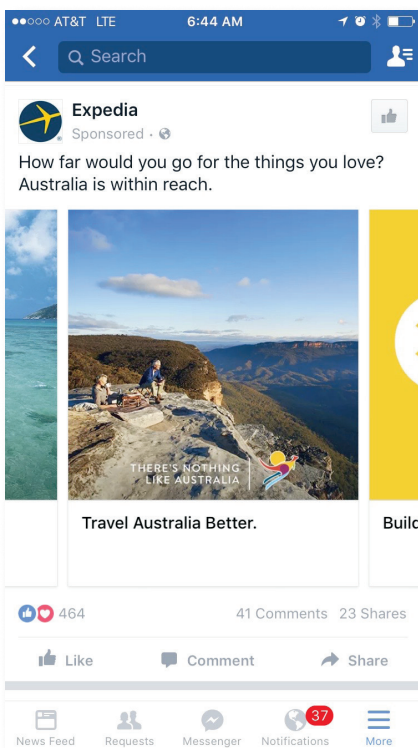
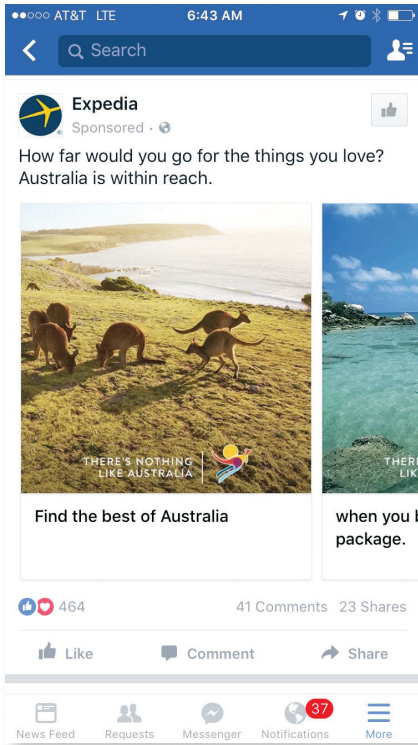
CrowdRiff Co-op Gallery annual subscription: \$2,250

This includes setup costs and moderation for one image/video gallery for two hashtags for one year.

NEW

Co-op Booklet Additions

Facebook Carousel Ad:



Be a featured destination on Kansas Department of Wildlife, Parks & Tourism's Facebook Carousel Ad campaign. Each destination featured will have the opportunity to include a photo or video, headline and a small copy blurb, plus a link to their website or Facebook Page.

Ad themes:

- Family-friendly Kansas attractions
- Best Kansas roadtrips
- Get active outdoors in Kansas
- Best Kansas hunting destinations
- Historic Kansas sites

Each ad unit will run for three weeks in coordination with the State's other digital marketing efforts for that theme (for example, a Family-friendly Kansas attractions ad would run at the same time our family traveler ads are running).

Contact:

Jennifer Anderson
 (785) 228-0900
 JAnderson@jhPAdv.com

Cost:

\$575

TRAVELGUIDESFREE

Home West Northwest Midwest South Central Southeast Northeast Cruise & Tours All Guides

You Have 0 Brochures In Your Cart [View Your Brochures](#) [Check Out Now](#)

Kansas Free Travel Guides

Get your FREE, full-color travel brochures now. Many include bonus discounts, special hotel packages, and even the chance to win free getaways!

TravelGuidesFree.com

- ✓ Largest selection of brochures online
- ✓ Over 1 million brochures delivered
- ✓ Serving travelers since 2006

Kansas Free Brochures

[Select All Kansas Brochures](#)

OFFICIAL TRAVEL GUIDE 2016
Kansas
PLAN A PARK
GETAWAY
Sweet Sips & Suds

[Add Brochure to Cart](#)

2016 Official Visitors Guide
WICHITA
Official Guide
Entertainment, events, dining, shopping & more!

[Add Brochure to Cart](#)

Manhattan
Foodie

[Add Brochure to Cart](#)

NEW**TravelGuidesFree.com:**

Join other Kansas communities by placing your destination's travel guide on TravelGuidesFree.com for 12 months in the Kansas section and generate leads for your database.

On TravelGuidesFree.com visitors select travel guides they'd like to receive (these can be provided by mail or as digital downloads) while providing their contact information, email address, gender, household income and expected travel dates.

All addresses have been checked with real-time physical address verification

to ensure you're getting clean addresses for your database. Everyone requesting a travel guide will land on a confirmation page after submitting their request and will receive a confirmation email with links to your destination's website.

Contact:

Marisa Lawson
Marisa@TravelGuidesFree.com

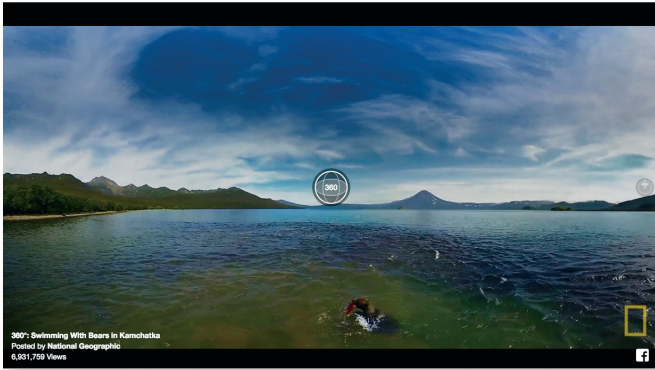
Cost:

You're only charged for the leads generated through the program at a cost of \$0.99/lead for a maximum monthly spend of \$400. Any additional leads generated beyond that point (410 leads a month) are free.

DIGITAL

NEW

360° Video:



Give potential visitors an opportunity to virtually immerse themselves and experience your destination from their smartphone or desktop computer. We'll produce a short video experience (30 seconds – 1 minute) you can embed on your website or post to your Facebook Page or YouTube channel. As viewers watch, they'll be able to move the screen around to explore your destination from any angle.

Contact:

Jennifer Anderson
(785) 228-0900
JAnderson@jhPAdv.com

Cost:

\$7,575

NEW

YouTube TrueView Video Ads:



Run your video on YouTube with TrueView and you'll only pay when someone chooses to watch your video ad all the way through. Viewers only see videos they're curious about, and you get more views from an audience you know is interested. TrueView ads are opt-in, so you aren't restricted by time limits. With TrueView you can take the time to tell your story. This campaign will generate impressions, views and interaction with your YouTube channel.

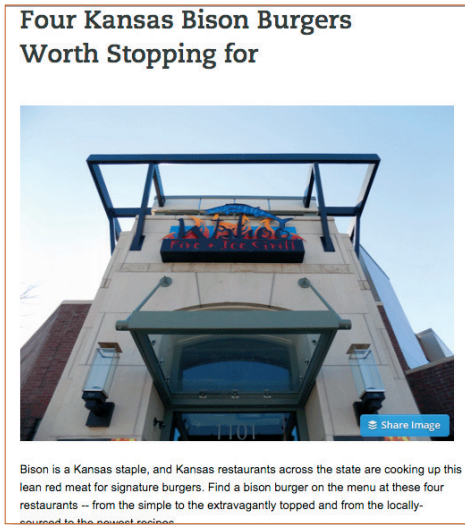
Contact:

Jennifer Anderson
(785) 228-0900
JAnderson@jhPAdv.com

Cost:

\$9,250 for 30,000
guaranteed views

NEW

Content Marketing:

Create buzz for your destination with high-quality web content on the TravelKS Blog that includes links to your destination's website. We'll tap into our blogger network to find the perfect blog influencer to help get the word out about your brand. The post will publish on TravelKS, be promoted by the blogger and have paid promotions through KDWP's social channels.

Contact:

Jennifer Anderson
(785) 228-0900
JAnderson@jhPAdv.com

Cost:

\$750

NEW

Quarterly Website/Search Engine Optimization (SEO) Analysis:

Each quarter our digital marketing team will review your website and Google Analytics data to see how visitors are interacting with the site. We'll provide insights and recommend action steps to improve the user experience and help boost your ranking within organic search results. Reports will highlight findings in an easy-to-understand way (while including the supporting data) and equip you with action items that you can turn over to your web service provider for implementation.

Contact:

Jennifer Anderson
(785) 228-0900
JAnderson@jhPAdv.com

Cost:

\$1,500/year



Snapchat Temporary Geo-Filters:



Get in the snap of things with a temporary geo-filter on Snapchat. Even if your brand is not officially on Snapchat, you can tap into this fast-growing user base, which skews young – think Millennials and younger. We'll help give your brand exposure through an event-specific filter that users can select among the other location-specific filters. This feature is widely used and shared by Snapchat users!

These filters are only available for use during the event (a couple of hours or days, depending on your event) and will pop up as an option only if the Snapchatter is geographically located in the event area.

Contact:

Jennifer Anderson
(785) 228-0900
JAnderson@jhPAdv.com

Cost:

Placement: \$350
Filter design: \$575

NEW

Libris Photo and Video Hosting

Libris

By  **PHOTOSHELTER**

To keep up with the need for content at every touchpoint, community partners must work faster and smarter, ensure that content conveys a consistent message, that it's legally acquired, and accessible to distributed teams who need it to get their jobs done.

Upload all your organization's photos and videos categorized by topics and keywords with powerful search capabilities to effortlessly find what you need, when you need it. Your photos will be linked to the Kansas Tourism Libris Photo Library.

Provide secure access to stakeholders, streamlining workflows, controlling permissions and offering the ability to upload and download visual assets from anywhere.

Get the most out of your images and video with the ability to simply access and distribute them directly via Libris or weave them into your marketing channels.

Contact:

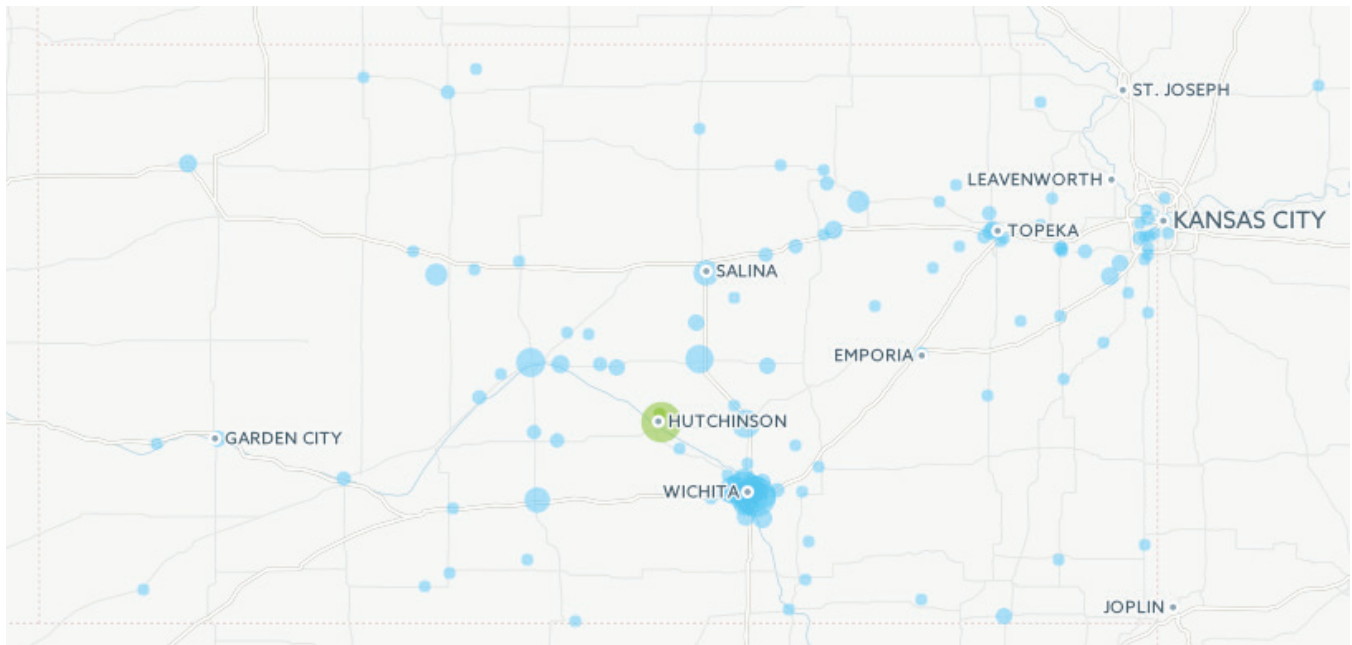
David West
(215) 498-4199
David@PhotoShelter.com

Cost:

1. Starter - 1Admin 1 Tagger 250 GB of storage \$1,000 / year
2. Starter Plus - 1 Admin 1 Tagger 1TB of storage \$1,800 / year
3. Starter Plus with Video - 1Admin 1 Tagger 1 TB of Storage \$4,050 / year
4. Premium - 1 Admin 1 Editor 1 Tagger 3TB of storage \$2,700 / year
5. Premium with video - 1 Admin 1 Editor 1 Tagger 3TB of storage \$4,950 / year
6. Professional - 1 Admin 3 Editors 2 Taggers 6TB of storage and custom metadata and free hard drive migration \$4,400 / year
7. Professional with video - 1 Admin 3 Editors 2 Taggers 6TB of storage and custom metadata and free hard drive migration \$7,650

Optional Add-on additional TB of storage \$950 / 1TB

Arrivalist Tracking:



Show your board exactly how much impact your digital marketing campaigns have on visitation to your destination by incorporating Arrivalist tracking pixels on *all* of your digital marketing efforts! This will give you a chance to see how many viewers arrive in market, and then be able to determine the return of your investment in digital marketing.

Incorporate tracking pixels on your paid media placements – display ads, mobile ads, online video, etc – even if they’re not placements coordinated through the Co-op Marketing Opportunities Program. Simply share your media plan with Jones Huyett Partners’ digital media team, and they will coordinate getting tracking pixels set up to monitor arrivals based on the creative placements you’re running.

You will receive reporting at the 30- and 60-day post-campaign marks to show you how many folks actually came to your destination after being exposed to your campaign. A final report will be provided at the end of the year so you can get a snapshot of the full impact of your campaign.


Contact:

Jennifer Anderson
 (785) 228-0900
JAnderson@jhPAdv.com

Cost:

\$1.25/CPM impressions tracked

TravelKS.com Coupons:

 **Free Bike Rental**


March 1 - December 31, 2014
Settle Inn at Spring Creek in Seneca

1615 North Street
 Seneca, KS 66538
 (785) 336-3663

[Visit Website](#)

Free bike rental with two reservations. Print this coupon and present upon arrival. Bike rental is subject to availability and is for 4 hours. Helmet is included. Renter must be 18 and have a valid driver's license and sign a liability waiver. (785) 336-3663
 HIKE, BIKE and GOLF at the Settle inn at Spring Creek in Seneca!

Details
Add to Coupon Pack
View Coupon Pack



Everyone likes to get a deal! According to an A.C. Nielsen study, 60% of U.S. consumers are actively looking for coupons. Promote your business/destination's special deals, discounts and packages on TravelKS.com, which receives more than 1 million visitors annually. The TravelKS coupons are one click away from our mobile site's home page, making them easily accessible for travelers on the move.

Coupons must represent no less than 10% off the retail price for services or provide an additional benefit included in the service that is not normally included in the price. Coupons must have a firm beginning and ending date and must be available to the general public. Coupons will only be accepted for businesses/events that have a current listing on TravelKS.com. Coupons are promoted through monthly e-blasts, on social media and on various pages throughout TravelKS.com.

Production Requirements:

Contact your destination marketing organization to add your coupon to TravelKS.com, or visit TravelKSIndustry.com and log in to manage your content. Materials are needed two weeks prior the coupon start date.

Contact:

Logan Hildebrand
 (785) 296-6292
 Logan.Hildebrand@TravelKS.com

Deadline:

2 weeks prior

Cost:

No charge

Event e-blast:



Promote your event in a monthly e-blast. Event e-blasts are sent around the first of each month to 30,000 Kansas residents (subscribers to TravelKS.com). Events must be listed on TravelKS.com.

Production Requirements:

Sign up at TravelKSIndustry.com. Each item can be promoted with a photo/logo and up to 400 characters of copy and a weblink.

Deadline for Participation:

15th of month before your event

Contact:

Logan Hildebrand
(785) 296-6292
Logan.Hildebrand@TravelKS.com

Deadline:

One month prior

Cost:

\$200

KDWPT Monthly Hunting/Fishing e-blast:

Simply **click the button below**, follow the steps to purchase your license, and you will be entered in a drawing to win. There is no additional cost to enter, and purchasing your license online is quick and easy.

Hurry, the sweepstakes ends June 30th!

[Click Here To Enter >](#)




Weekly Fishing Reports

There is no better time to catch big fish than right now. Thirteen of the 36 recognized state record fish were caught during the month of May. The second closest month is April with five. Keep track of where the fish are biting with the Weekly Fishing Reports.

[View Fishing Reports >](#)

Fishing Forecast

Walleye move onto lake mudflats to feed in May and early June, and anglers drifting live night crawlers find the best walleye fishing of the year. According to the 2016 Fish Forecast, good walleye fishing can be found at many Kansas reservoirs, but Cedar Bluff, Wilson and El Dorado may be the best.



[View Fishing Forecast >](#)

Promote your brand in a monthly hunting/fishing e-blast to 100,000+ subscribers who have expressed interest in hunting and/or fishing in Kansas. Brands must be listed on TravelKS.com.

Production Requirements:

Sign up at TravelKSIndustry.com. Each item can be promoted with a photo/logo, up to 100 characters of copy and a web link.

Deadline for Participation:

15th of month before you want to be featured


Contact:

Logan Hildebrand
 (785) 296-6292
 Logan.Hildebrand@TravelKS.com

Cost:

\$400 per e-blast

Exclusive Email Blasts:




Byway of the Month
 Flint Hills National Scenic

[Explore the Byway](#)

The **Flint Hills National Scenic Byway** offers incredible views of the native grasses and flowers of the tallgrass prairie - one of the last remaining such landscapes left in America. Much of the land along the Byway looks as it did thousands of years ago when the Kaw, Osage and other native tribes lived here. Early settlers navigated the famous Santa Fe Trail through here, some stopping to build the towns of Council Grove, Cottonwood Falls and Strong City.

Don't miss these events



Put your brand in the inboxes of folks who've already expressed interest in Kansas by taking advantage of the email database at KDWPT. Target travelers with specific areas of interest (history, arts, dining and nature, just to name a few).

Contact:

Logan Hildebrand
 (785) 296-6292
 Logan.Hildebrand@TravelKS.com

Cost:

\$200/1,000 email addresses

Social Media - All About You Week:

Dominate the Kansas Tourism social media feed for one week! Provide content for up to 12 Facebook posts and Tweets, including copy and photos. Schedule is subject to availability and limited to one week per quarter per advertiser.

Contact:

Logan Hildebrand
(785) 296-6292
Logan.Hildebrand@TravelKS.com

Production Requirement:

Sign up at TravelKSIndustry.com

Deadline:

1 month prior

Contact:

Logan Hildebrand

Cost:

\$200

Display Ads on the NEW TravelKS.com

Benefit from the state's targeted advertising campaigns by placing your ads in the place where all our efforts lead – TravelKS.com!

Contact:

David Gleeson
Destination Travel Network
(520) 382-0582
DGleeson@DestinationTravelNetwork.com

Cost:

Call contact listed above for a full sales sheet with product details.

Featured Listings: \$65-\$150/month

“Spotlight” Text Links: \$100/month

Page Sponsorships: (690x180) - \$50-\$200/month

Run-of-Site Banner: (330x230 pixels) - \$200/month

Mobile Banner: (100x50 pixels) - \$175/month

Header Images: (1800x680 pixels) - \$85-\$125/month



Featured Listing

ROS Mobile Banner

Search (Pay-Per-Click) Ads:

Kansas – Kansas Dodge City Days – Top Events USA

www.topeventsusa.com/Kansas-Dodge-City-Days.html ▼

Highlighting a time when Dodge City was considered the "Wickedest Little City in the West. ... This popular event, Dodge City Days, is a 10-day celebration in one of the country's last remaining Wild West towns, Dodge City ... Annual Craft Expo

Dodge City Events Calendar - Find Events, Festivals and Fairs

Ad www.visitdodgecity.org/DodgeCityEvents ▼

Explore Our Online Calendar Today!

You visited visitdodgecity.org 3 days ago.

Searches related to dodge city annual events

dodge city arena events

dodge city kansas visitors guide

dodge city events

circus in dodge city ks

xtreme air at western state bank expo center western state bank expo center february 21

shrine circus dodge city ks 2016

dodge city kansas attractions

dodge city kansas upcoming events

When someone wants to learn more, they search online. Place an ad in the Google, Bing or Yahoo search results so that when your target audience is looking, they find you. Participation in this program will drive hundreds of interested visitors to your website each month.

Cost:

Three months minimum

\$250/month - 500 clicks

\$500/month - 1,000 clicks

\$750/month - 1,530 clicks

\$1,000 month - 2,040 clicks

Contact:

Kim Thompson

(816) 662-9200

KThompson@MaddenMedia.com

Online Video Ads:



Place your brand online through/with 15- or 30-second pre-roll video. Similar to a TV buy, this exposure reaches out to an untapped audience and a simple click drives them to your website.

Cost:

\$7,650 for 500,000 impressions

Contact:

Jennifer Anderson

(785) 228-0900

JAnderson@jhPAdv.com

Mobile Ads:



What if you wanted to get your message in front of someone who's visiting your area? Put your ad on their mobile phone.

Cost:

\$2,353 for 450,000 impressions

Contact:

Jennifer Anderson
(785) 228-0900
JAnderson@jhPAdv.com

RUF e-Leads Program:



Generate high-quality leads from prospects interested in traveling to your destination. Our email leads partner, RUF Strategic Solutions, will help you target precisely the kinds of audiences you want to reach and deliver to you qualified, opt-in email addresses that match your target.

Cost:

\$5,000 for 3,000 leads

Contact:

Terry Berggren
(800) 829-8544
Terry@RUF.com

Display Ads:



Whether animated or rich media interactive, these ads will get your brand in front of your target audience as they read content about their areas of interest (for example, promoting your destination's cycling trails through an ad on top cycling websites like VeloNews.com).

Cost:

\$2,353 for 450,000 impressions

Contact:

Jennifer Anderson
(785) 228-0900
JAnderson@jhPAdv.com

Tourism Economics



By monitoring tourism's economic impact, organizations and policy makers can make informed decisions regarding the funding and prioritization of tourism development. You will receive a comprehensive study of tourism-generated sales, production, employment, growth, visitor spending and taxes. Custom report for county and city.*

Cost:

County Analysis
\$2,500

City Analysis
\$5,500

Contact:

Division of Tourism
785-296-8478

**The State will provide county by county and region study based on 2015 data.*

Television Opportunities



If TV Advertising is in your budget, we invite you to contact jones huyett Partners to develop a TV strategy to best fit your marketing proposal. Whether you're targeting general leisure tourism audiences or niche enthusiasts, we can help you build a proposal perfectly sized to your needs and budget.

Reach General Leisure Tourism Audiences – Regional and Statewide TV

If leisure tourists are your primary audience, let us help you design a TV campaign that fits your budget and helps you reach a precisely defined demographic target in the geographic areas that will bring you the greatest return.

Reach Niche Market Audiences – Statewide, Regional or National TV

Need to reach birdwatchers? Looking to engage history buffs? We'll work with you to design a campaign to reach niche targets on programs that most resonate with them.

jhP Video Production

Budget

1 day of shooting (does not include travel expenses).....	\$3780
12 – 15 hours editing	\$1,380 – 1725
6 – 12 hours of script development	\$690 – 1380
TOTAL.....	\$5850 – 6885

Contact:

Jennifer Anderson, jones huyett Partners
 (785) 228-0900
 JAnderson@jhPAdv.com

Macey Video Production



Need a charismatic and charming, young talent for your commercials? Meet Macey Hensley – the six-year-old child star of Kansas Tourism TV ads. And plus, Macey has been featured on the Ellen DeGeneres Show for her work. She’s a recognized face in the community who can help boost views and give you more exposure.

Budget

1 day of shooting (does not include travel expenses)	\$3780
12 – 15 hours editing	\$1,380 – 1725
Project Management	\$750
Social media plan	\$345
Day of Macey	\$500
6 – 12 hours of script development	\$690 – 1380
TOTAL.....	\$7445 - 8480

**KDWPT has full rights to all Macey video and footage.
All video shoots are based around Macey’s availability.*

Contact:

Jennifer Anderson, jones huyett Partners
 (785) 228-0900
 JAnderson@jhPAdv.com

KDWPT Publications

KANSAS!



Featuring master photography and engaging stories, this publication captures the essence of the Sunflower State. Combines the tales of many journeys, the imagery of picturesque destinations and initiatives of today's travel and tourism industry.

Targets:

Leisure Tourists

Demographic:

HHI: \$60,000

73% of subscribers live in Kansas

Circulation:

30,000

Issues:

Any – quarterly publication

Placement Deadlines:

Spring – December

Summer – March

Fall – June

Winter – September

In-Home Dates:

Spring – February

Summer – May

Fall – August

Winter – November

Ad Sizes:

Full page – 7.875" w x 10.375" h

1/2 page – 7.875" w x 5" h

1/4 page – 3.75" w x 5" h

Provide media contact with:

High-resolution, camera-ready ad, 300 DPI or above, sized to the ad size specifications

Contact:

Joanne Morgan

(785) 832-7264

JMorgan@SunflowerPub.com

Kansas Travel Guide



Attractions, restaurants, lodging, campsites, shopping, parks and byways – find all this and more in the Kansas Travel Guide.

Targets:

Leisure Tourists

Cost:

Varies

Issue:

Published annually in November

Contact:

Andrea Etzel

(785) 296-7091

Placement and Materials Deadline:

Annually in June

Andrea.Etzel@TravelKS.com

Circulation:

Free distribution; 400,000 copies printed

Kansas Outdoors



This publication celebrates the outdoor life found on the prairies and at many unique attractions in Kansas.

Targets:

Hunters, Anglers, Bird Watchers, Outdoor Adventure Travelers

Circulation:

Free distribution, 125,000 copies printed

Issues:

Published annually in December

Placement Deadline:

Annually in October

In-Home Dates:

Mailed with a Spring issue of KANSAS! Magazine

Ad Sizes:

- Full page w/ bleed – 8.625” w x 11.125” h
- Full page w/o bleed – 8.375” w x 10.875” h
- 1/2 page – 7.875” w x 5” h
- 1/4 page – 3.75” w x 5” h
- 1/8 page – 3.75” w x 2.17” h

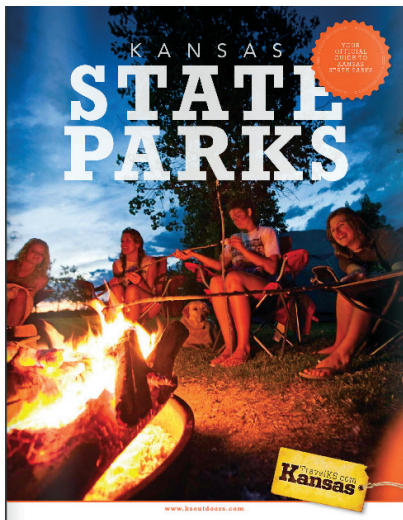
Provide media contact with:

High-resolution, camera-ready ad, 300 DPI or above, sized to the ad size specifications

Contact:

Joanne Morgan
(785) 832-7264
JMorgan@SunflowerPub.com

Kansas State Parks Guide



Reach readers and enthusiasts who enjoy the outdoors through this comprehensive guide of Kansas’ 26 State Parks. The guide includes essential maps, attractions and resources on each park.

Targets:

Anglers, Outdoor Adventure Travelers

Circulation:

Free distribution, 125,000 copies printed

Issue:

Published annually in September

Placement Deadline:

Annually in October

In-Home Dates:

Mailed with the Summer issue of KANSAS! Magazine

Ad Sizes:

- Full page – 7.875” w x 10.375” h
- 1/2 page – 7.875” w x 5” h
- 1/4 page – 3.75” w x 5” h
- 1/8 page – 3.75” w x 2.4375” h

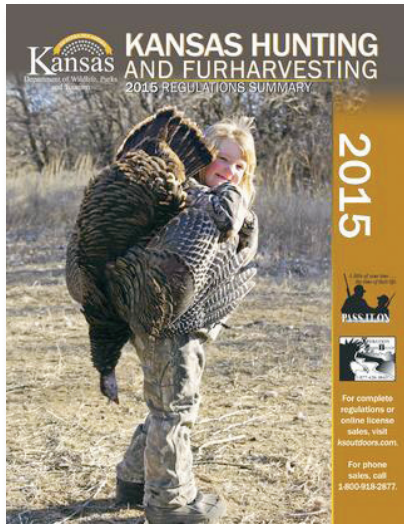
Provide media contact with:

High-resolution, camera-ready ad, 300 DPI or above, sized to the ad size specifications

Contact:

Joanne Morgan
(785) 832-7264
JMorgan@SunflowerPub.com

Kansas Hunting and Furharvesting Regulations Summary



Put your message into the hands of hunters (Kansans and visiting out-of-staters) who rely on this guide to Kansas game regulations.

Targets:

Hunters

Circulation:

Free distribution, 295,000 copies printed

Issue:

Published annually in late August

Placement Deadline:

Annually in early July

Ad Sizes:

Full page – 7" w x 9.375" h
2/3 page – 4.625" w x 9.375" h
1/2 page – 7" w x 4.625" h
1/3 page – 4.625" w x 4.625" h
1/4 page – 3.375" w x 4.625" h
1/6 page – 4.625" w x 2.25" h
1/8 page – 2.25" w x 3.375" h
Little Giant – 2.25" w x 2.25" h

Provide media contact with:

High-resolution, camera-ready ad, 300 DPI or above, sized to the ad size specifications

Cost:

(prices are for full color; contact rep for other options)

Full page – \$6,600

2/3 page – \$5,024
1/2 page – \$3,812
1/3 page – \$2,600
1/4 page – \$1,064
1/6 page – \$1,328
1/8 page – \$982
Little Giant – \$810

Tourism Section Cost:

(prices are for full color)

The guide features a special section where destination marketing organizations such as CVBs and chambers of commerce can market their community's assets.

1/4 page – \$1,500
1/6 page – \$1,050
1/8 page – \$836
Little Giant – \$690
1 inch – \$260

Contact ad rep for multiple publication discounts for the Kansas Hunting and Furharvesting Regulations Summary and Kansas Fishing Regulations Summary.

Contact:

Richard Meyers
(800) 564-6818
Wildlife@CenturyTel.net

Kansas Fishing Regulations Summary



Put your message into the hands of anglers (Kansans and visiting out-of-staters) who rely on this guide to Kansas fishing regulations.

Targets:

Anglers

Circulation:

Free distribution, 255,000 copies printed

Issue:

Published annually in January

Placement Deadline:

Annually in mid-November

Ad Sizes:

- Full page – 7" w x 9.375" h
- 2/3 page – 4.625" w x 9.375" h
- 1/2 page – 7" w x 4.625" h
- 1/3 page – 4.625" w x 4.625" h
- 1/4 page – 3.375" w x 4.625" h
- 1/6 page – 4.625" w x 2.25" h
- 1/8 page – 2.25" w x 3.375" h
- Little Giant – 2.25" w x 2.25" h

Provide media contact with:

High-resolution, camera-ready ad, 300 DPI or above, sized to the ad size specifications

Cost:

(prices are for full color; contact rep for other options)

- Full page – \$5,700
- 2/3 page – \$4,385
- 1/2 page – \$3,326
- 1/3 page – \$2,267
- 1/4 page – \$1,712
- 1/6 page – \$1,157
- 1/8 page – \$856
- Little Giant – \$653

Tourism Section Cost:

(prices are for full color)

The guide features a special section where destination marketing organizations such as CVBs and chambers of commerce can market their community's assets.

- 1/4 page – \$1,150
- 1/6 page – \$900
- 1/8 page – \$700
- Little Giant – \$500
- 1 inch – \$260

Contact ad rep for multiple publication discounts for the Kansas Hunting and Furharvesting Regulations Summary and Kansas Fishing Regulations Summary.

Contact:

Richard Meyers
 (800) 564-6818
 Wildlife@CenturyTel.net

Regional and National Publications

AAA Magazines



Reach avid car travelers through AAA regional magazines sent to AAA members. Editorial focuses on travel opportunities, history, auto safety and other transportation news.

Journeys (Kansas)
Home & Away (Oklahoma)
Living (Iowa)
Living (Nebraska)
Midwest Traveler (Eastern Kansas, Missouri, Southern Illinois, Southwest Indiana)
Encompass (Colorado)

Targets:

Leisure Travel, Arts & Culture, Edutainment, Nature-Based Non-Consumptive

Demographic:

Average age: 57
 HHI: \$101,400
 Have children: 20.8%

Circulation & Region:

Journeys (Kansas): 110,700
 Home & Away (Oklahoma): 226,000
 Living (Iowa): 155,349
 Living (Nebraska): 111,053
 Midwest Traveler (Eastern Kansas, Missouri, Southern Illinois, Southwest Indiana): 598,000
 Encompass (Colorado): 370,000

Issues:

March/April 2017
 September/October 2017

Placement Deadlines:

March/April Issue – December 21, 2016
 September/October Issue – June 20, 2017

In-Home Dates:

March/April Issue – March 1-17, 2017
 September/October Issue – September 1-15, 2017

Ad Sizes:

1/4 page – 3.4375 x 4.1875
 1/8 page – 3.4375 x 2

Cost:

Journeys (Kansas)
 1/4 page – \$631/insertion
 1/8 page – \$315/insertion
Home & Away (Oklahoma)
 1/4 page – \$1,288/insertion
 1/8 page – \$644/insertion

Living (Iowa)

1/4 page – \$885/insertion
 1/8 page – \$442/insertion

Living (Nebraska)

1/4 page – \$633/insertion
 1/4 page – \$316/insertion

Midwest Traveler

1/4 page – \$3,409/insertion
 1/8 page – \$1,704/insertion

Encompass (Colorado)

1/4 page – \$2,608/insertion
 1/4 page – \$1,304/insertion

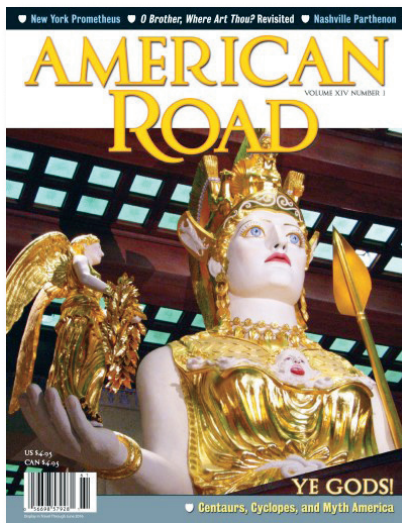
Added Value:

- Free Reader Service listing with opt-in email addresses
- Free mailing labels to send brochures to Midwest AAA offices
- Free events listing and brochure download for one year on EventsandDestinations.com

Contact:

Jenni Mitten
 (402) 384-4718
 JMitten@HAMediaGroup.com

American Road



Targets:

Leisure Travel, Nature-Based
Non-Consumptive

Demographic:

57% female; 43% male
Average age: 40-60
HHI: \$60,000
Have children: 34%
Live within day's drive of Kansas: 40%

Circulation:

23,880 National

Issues:

Spring 2017
Fall 2017

Placement Deadlines:

Spring Issue – February 1, 2017
Fall Issue – August 1, 2017

In-Home Dates:

Spring Issue – Mid-March
Fall Issue – Mid-September

Ad Size:

1/4 page – 3.4375 x 4.6875
1/6 page – 2.25 x 4.6875

Cost:

1/4 page: \$879/insertion
1/6 page: \$581/insertion

Added Value:

- Link in digital edition and online reader service listing
- Social post with link to your site
- 4x insertion 1/4 page + free getaway listing with 1-page PDF activity guide

Contact:

Rebecca Repp
(877) 285-5434 x1
Becky@AmericanRoadMagazine.com

The Birder's Guide to Travel



Targets:

Bird Watchers

Demographic:

Average age: 55
HHI: \$95,590
80% take at least one birding vacation per year; 85% travel outside their home state

Circulation:

13,000 National

Issue:

March 2017

Placement Deadline:

January 19, 2017

In-Home Date:

March issue – February 23, 2017

Ad Size:

1/6 page – 2.25 x 4.25

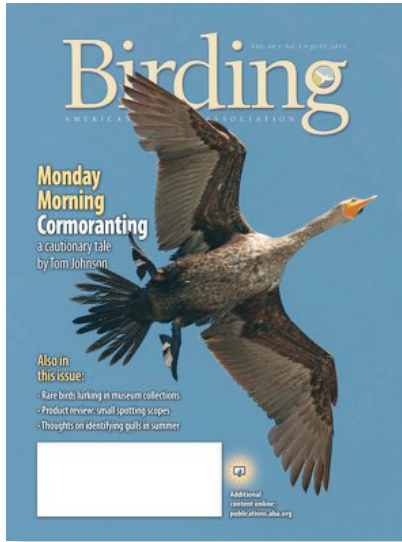
Cost:

1/6 page: \$434/insertion

Contact:

John Lowry
(800) 850-2473 ext 680
JLowry@ABA.org

Birding



Targets:

Bird Watchers

Ad Size:

1/6 page – 2.25 x 4.25

Demographic:

Average age: 55
 HHI: \$95,590
 80% take at least one birding vacation per year; 85% travel outside their home state

Cost:

1/6 page: \$434/insertion

Contact:

John Lowry
 (800) 850-2473 ext 680
 JLowry@ABA.org

Circulation:

13,000 National

Issues:

April 2017
 October 2017

Placement Deadlines:

April Issue – February 16, 2017
 October Issue – August 17, 2017

In-Home Dates:

April Issue – March 23, 2017
 October Issue – September 21, 2017

Family Circle



Demographic:

Average age: 52
 HHI: \$72,845
 Homeowner: 75.1%
 Have children: 40.2%

In-Home Dates:

March 10, 2017
 August 11, 2017

Targets:

Edutainment, Arts & Culture

Ad Size:

1/6 page – 2.25 x 4.875

Circulation:

359,000

Cost:

\$4,111 (limit 3 advertisers)

Regional:

Arkansas, Colorado, Iowa, Kansas, Missouri, Nebraska, Oklahoma

Added Value:

- Reader Service Listing in month of placement
- Online Reader Service with hotlink on TravelMeredith.com

Issues:

April 2017
 September 2017

Contact:

Katy Hildman
 (515) 284-3808
 Katy.Hildman@Meredith.com

Placement Deadline:

January 15, 2017
 June 15, 2017

This publication offers advice for tough parenting challenges, fun ideas for family activities, healthy recipes and projects for a comfortable home.

In-Fisherman



Targets:

Anglers

Demographic:

Average age: 44

HHI: \$96,000

On average, spends 47 days per year fishing

Circulation:

206,143 National

Issues:

May 2017

June 2017

Placement Deadlines:

May Issue – February 3, 2017

June Issue – March 3, 2017

In-Home Dates:

May Issue – April 7, 2017

June Issue – May 2017

Ad Size:

1/6 page – 2.125 x 4.75

Cost:

1/6 page: \$2,300/insertion

Contact:

Carl Benson

(312) 955-0496

Carl.Benson@OutdoorsG.com

Living Bird



Targets:

Bird Watchers

Demographic:

Average age: 64

HHI: \$50,000+

84% travel to enjoy wildlife/nature, 85%

travel to public lands/refuges, 85%

travel to another state/province

Circulation:

50,000 National

Issues:

Spring 2017

Autumn 2017

Placement Deadlines:

Spring Issue – January 25, 2017

Autumn Issue – July 25, 2017

In-Home Dates:

Spring Issue – April 1, 2017

Autumn Issue – October 1, 2017

Ad Size:

1/6 page – 2.1875 x 6.25

Cost:

1/6 page: \$495/insertion

Contact:

Susanna Lawson

(434) 983-1771

SVL22@Cornell.edu

PUBLICATIONS

Midwest Living



Targets:
General Leisure Travelers

Demographic:
Average age: 53
HHI: \$67,839
Homeowner: 82%

Circulation:
950,000 National

Issues:
March/April 2017
September/October 2017

Placement Deadlines:
March/April Issue –
January 5, 2017
September/October Issue –
June 21, 2017

In-Home Dates:
March/April Issue – March 1, 2017
September/October Issue –
August 16, 2017

Ad Size:
4" single ad – 2.25 x 4

Cost:
4" single – \$4,910

Added Value:

- Reader Service Listing
- Reader service listing and link on MidwestLiving.com for 2 months

Contact:
Katy Hildman
(515) 284-3808
Katy.Hildman@Meredith.com

Best of the Midwest



Targets:
General Leisure Travelers

Circulation:
Newsstand

Issue:
March 2017

Placement Deadline:
January 17, 2017

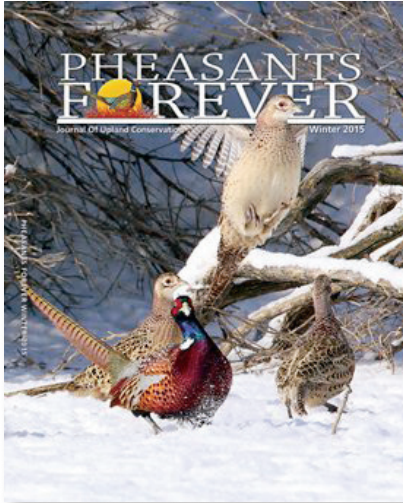
On Newsstands:
March 21, 2017

Ad Size:
4" single ad – 2.25 x 4

Cost:
\$1,100

Contact:
Katy Hildman
(515) 284-3808
Katy.Hildman@Meredith.com

Pheasants Forever



Targets:

Hunters

Demographic:

Average age: 52

HHI: \$118,000

Circulation:

122,000 National

Issues:

Fall 2017

Fall Hunting Preview 2017

Winter 2017

Placement Deadlines:

Fall 2017 - June 3, 2017

Fall Hunting Preview 2017 -

August 1, 2017

Winter 2017 - September 24, 2017

In-Home Dates:

Fall - July 16, 2017

Fall Hunting Preview 2017 -

September 9, 2017

Winter 2017 - November 5, 2017

Ad Size:

1/6 page - 2.25 x 4.625

Cost:

\$900/insertion (based on 2X placement)

Contact:

Scott Cherek

(307) 635-8899

CherekGroup@Bresnan.net

Quail Forever



Targets:

Hunters

In-Home Dates:

Hunting Preview - October 4, 2017

Winter 2017 - November 24, 2017

Ad Size:

1/6 page - 2.25 x 4.625

Cost:

\$425/insertion (based on 2X placement)

Contact:

Scott Cherek

(307) 635-8899

CherekGroup@Bresnan.net

PUBLICATIONS

Wing World



Targets:

Motorcyclists

Demographic:

Average age: 55

HHI: \$50,000-\$70,000

85% of readers travel each year

Circulation:

45,000 National

(Sent to members of Honda Gold Wing Road Riders Association)

Issues:

April 2017

September 2017

Placement Deadlines:

April Issue – January 29, 2017

September Issue – June 30, 2017

In-Home Dates:

April Issue – Mid-March

September Issue – Mid-August

Ad Size:

1/6 page – 2.4375 x 4.875

Cost:

\$600/insertion

Added Value:

- Free large banner on WingWorldMag.com
- Free large banner on GWRRA.org

Contact:

Jodi Lipson

(800) 843-9460 x231

JLipson@GWRRA.org

Casey's General Stores Advertising



Counter Mat – Advertiser receives up to two counter mats per location, placed at both cash registers. Advertiser may also place business cards or customer takeaway next to counter mats as long as the advertiser provides the cards and card holder.

Single-Sided Pump Topper – Advertiser receives pump toppers at all pumps. Rates listed are for all pumps, not per pump. Single-sided pump toppers are placed on top of each gas pump and can be seen from one side of each pump.

Double-Sided Pump Topper – Advertiser receives up to four pump toppers per location. Rates listed are for all pumps, not per pump. Double-sided pump toppers are placed on top of each gas pump and can be seen from both sides of each pump. Advertiser may have two

different messages on each side of the sign if desired.

Hose Sign – Advertiser receives up to eight hose signs per location. Rates listed are for all pumps, not per pump. Hose signs are double-sided signs that can have two different messages, just like double-sided pump toppers.

Door Cling – Advertiser receives one door cling per location. Door clings are placed on the front door of the store just above the door handle. Door clings are double-sided but must have the same message on both sides.

Contact:

Robin Kamenjarin
Account Manager – Casey's Advertising
(630) 303-7326

Ad Type & Size	Standard Rate	Travel Kansas Co-Op Rate
Counter Mat (16.5" x 10.5")	\$100.00	\$40.00/month per location
Single-Sided Pump Topper (14" x 11")	\$160.00	\$90.00/month per location
Double-Sided Pump Topper (13" x 10")	\$190.00	\$115.00/month per location
Hose Sign (4.4" x 6.4")	\$190.00	\$115.00/month per location
Door Cling (8" x 8")	\$60.00	\$35.00/month per location

Rack Card Program



Get your message in front of travelers with custom brochure display racks in high-traffic locations. Research conducted by the Center for Marketing Technology at Bentley University in 2012 confirms that brochures are the No. 1 influence on visitors' decisions after they arrive.

Make sure travelers find your information on display racks located in hotels, car rental offices, visitor centers, airports, restaurants, shopping centers and more. Our partners in this program, CTM and Certified Folder, offer reasonably priced design and print services in addition to paid distribution.

Here's how the program works:

- The display rack vendor will help you design an informational rack card (approximately 4"x9") and then print it.
- You will work with the vendor to develop a distribution plan that targets travelers in a particular city, region or across the state.
- The distribution vendor will stock your rack cards in the established locations and replenish supplies as needed, effectively saturating the market with your material!
- Note: Distribution of rack cards is free at Kansas Travel Information Centers and Community Information Centers.

Contact:

CTM Media Group
(From Kansas City eastward)
Koni Reese
(816) 256-8401
KReese@CTMMedia.com

Central Brochure Distribution
(Services central Kansas)
Ruben Schuckman
785-635-3953
KSCBD@Outlook.com

Certified Folder Display Service, Inc.
(west of Kansas City, also Texas and Arkansas)
Steve Serreyn
(316) 267-1350
SteveS@CertifiedFolder.com

Cost:

Price varies

Travel and Outdoor Shows

Join KDWP as we hit the road to take the Kansas message across the region.

Meet potential visitors (and trip planners) face-to-face at these travel and outdoor shows. After several years of participating in these shows, we have culled the list to include only those shows with high attendance and engagement with audience members.



Denver International Sportsmen's Expo

January 12-15, 2017

Colorado Convention Center, Denver, CO

SportsExpos.com

Expected Attendance:

30,000 – 35,000

Who Attends:

- The primary outdoor interests for those who attend this show are hunting (37%), fishing (31%) and boats, RVs & ATVs (18%).
- The average household income of attendees is \$75,643, which is significantly more than the average U.S. household income.
- 55% attended the same show last year and 24% are first-time attendees.

Brochure Co-op:

Cost: \$200

- Distribution of up to 200 copies of one brochure in the Kansas Tourism booth
- Opportunity to provide a promotional item to be distributed at Kansas booth
- Optional – One representative at show to help staff the Kansas Tourism booth (partner is responsible for travel expenses)

Deadline:

November 20, 2016

Brochure Contact:

Logan Hildebrand

(785) 296-6292

Logan.Hildebrand@TravelKS.com

Any partner that would like their own booth at the Denver International Sportsmen's Exposition may request booth space near the Kansas Tourism booth from International Sportsmen's Expositions (ISE). Listed price for a 10'x10' booth is \$1,450. Learn more about the show at SportsExpos.com.

Booth Contact:

Jesse Ouellette

(360) 397-0210

JOuellette@SportsExpos.com



National Pheasant Fest and Quail Classic

February 17-19, 2017

Minneapolis Convention Center

Minneapolis, MN

The National Pheasant Fest & Quail Classic is the nation's largest event for upland hunters, sport dog owners, farmers and wildlife habitat conservationists. Average attendance for this event is over 24,000! KDWPT is organizing a "Kansas Pavilion" at the 2016 show. The larger impact presence includes Kansas promotion in event literature, signage and announcements; and the Pheasants Forever Journal and website.

Booth Co-op:

- \$600 regular 10'x10' booth
- \$800 premium corner 10'x10' booth - (discounted from \$1,200 price) - LIMITED SPACE AVAILABLE!

What do you get?

- Exhibit in your booth within the Kansas Pavilion
- Signage and advertising for the Kansas Pavilion provided by KDWPT

KDWPT Contact:

Logan Hildebrand

(785) 296-6292

Logan.Hildebrand@TravelKS.com



Kansas State Fair

September 8-17, 2017

Kansas State Fairgrounds,
Pride of Kansas Building, Hutchinson, KS
www.KansasStateFair.com

Expected Attendance:

350,000

Who Attends:

The large majority of attendees are Kansas residents, many of whom are repeat attendees who expect to receive Kansas tourism information from our booth each year.

Spotlight Community or Byway of the Day:

Cost: No charge

- Join us in our booth for one day, from 11 a.m. – 7 p.m.
- Opportunity to provide a promotional item to be distributed in the Kansas booth on your day.
- Provide an item or items (minimum value \$50) for the daily drawing.

Deadline:

July 1, 2017 (Or until each day is reserved. Space is reserved on a first-come, first-served basis. This opportunity available to DMOs only.)

Contact:

Sue Stringer (Byway of the Day)
(785) 296-1847
Sue.Stringer@TravelKS.com

Travel Information Centers



- KDWPT manages two state travel information centers (TICs). The Goodland TIC is located at I-70 East Milepost 7. The Belle Plaine TIC is located on the turnpike 10 miles south of Wichita.
- TIC staff greets over 200,000 visitors annually. Tourism communities, attractions and visitor services are promoted at the TICs. Using printed promotional materials, backlit advertising, and community showcase and refreshment host activity, the staff will engage the visitor in conversation to encourage them to extend their travel days in Kansas.
- TIC staff also assists the visitor with travel directions, road conditions, and lodging reservations. Computers are available for visitors to access TravelKS.com.
- Over 400 tourism travel guides, brochures, and rack cards are approved for distribution through our state-managed TICs. We have eight backlit spots at the Goodland TIC and 11 backlit spots at the Belle Plaine TIC. The backlits provide additional exposure for communities that participate in this program. Both TICs promote individual communities through our Community Showcase Program. The Goodland TIC provides an additional marketing opportunity through the Refreshment Host Program.

FREE

TIC Brochure Distribution



Place your brochures and publications promoting Kansas tourism attractions, events, destination dining and lodging in Kansas Travel Information Centers.

Exposure:

Estimated 240,000 travelers annually

Cost:

No charge

Contact:

Mona Carver
 (785) 899-6695
 GoodlandTIC@TravelKS.com

Enrollment form available on TravelKSIndustry.com

TIC Kansas Showcase



Promote your destination or business at both the Goodland and Belle Plaine TICs for one week. You have the option of setting up a booth or table, providing a DVD/video to play, distributing promotional materials, providing giveaways, craft demonstrations, costumed mascots, conducting sweepstakes drawings for data gathering and more.

Participation is on a first-come, first-served basis. All leads generated must be shared with Kansas Tourism.

Exposure:

Up to 10,000 travelers a week

Cost:

\$100/week for one TIC or \$200/week for both TICs.

Contact:

Mona Carver
 (785) 899-6695
 GoodlandTIC@TravelKS.com

Enrollment form available on TravelKSIndustry.com

TIC Backlit Advertising



Target your message to a 100% traveler audience by advertising your destination on a backlit (illuminated image) wall sign in a Kansas TIC. Only eight spaces are available at the Goodland TIC and 11 at the Belle Plaine TIC.

Exposure:

Approximately 120,000 travelers per year per TIC

Added Value:

Inclusion in one showcase week

Size:

Belle Plaine – Trim: 27.25" x 40.5" - Visual: 24.16" x 38"
Goodland – Trim: 22.25" x 34.5" - Visual: 21.25" x 33.5"

Cost:

\$1,800/location for one year: January - December
\$600/location for three-month event marketing

A four-color, vertical Duratran for fluorescent lighting must be provided by the advertiser.

Contact:

Mona Carver
(785) 899-6695
GoodlandTIC@TravelKS.com

Enrollment form available on TravelKSIndustry.com

TIC Refreshment Host



Sponsor the refreshments for one month at the Goodland TIC and promote your destination or business.

Participation is on a first-come, first-served basis. All leads generated must be shared with Kansas Tourism.

Exposure:

Up to 10,000 travelers a week

Cost:

\$150/month

Contact:

Mona Carver
(785) 899-6695
GoodlandTIC@TravelKS.com

Enrollment form available on TravelKSIndustry.com

Public Relations

Public relations is an extremely important component within the entire marketing program for the Kansas Department of Wildlife, Parks and Tourism (KDWPT). The ability to reach out and encourage journalists to convey the positive messages and interesting news and stories of Kansas has long proven effective. The power of such editorial coverage is most significant in influencing consumer travel-related decisions.

Contact:

Kelli Hilliard
(785) 296-4922
Kelli.Hilliard@TravelKS.com

Some of the key objectives of the State's PR program include:

- Identify and maintain relationships with key print and broadcast journalists who demonstrate potential for influencing the national and international traveler to choose Kansas as a destination.
- Monitor social media mentions, post/retweet through social network profiles and build relationships with local and regional bloggers whose audiences include the State's targeted demographics.
- Through public and media relations services, showcase Kansas tourism activities and opportunities.
- Establish the State as a spokesperson/source for journalists seeking travel/outdoor and trend stories.
- Identify and expand communications with new media markets representing all facets of Kansas tourism, including outdoor opportunities.
- Secure placement of Kansas tourism and outdoor-related stories in print, broadcast, electronic and social media applications.

2017 PR Co-op Opportunities

Midwest Travel Writers Association Digital Advertising

Each month in both the eNewsletter and Website, MTWA will highlight a "Featured Sponsor." This could be a destination, event, attraction, travel product, etc. This is the perfect way to get front and center among the Active members and showcase that unique festival, new attraction or bit of must-share news about your destination.

Production Requirements:

Participation forms will be posted to TravelKSIndustry.com and will be accepted on a first-come, first-served basis.

Placement Deadline:

*Content is due by the 1st of the prior month

Cost:

\$500/month

Contact:

Kelli Hilliard
(785) 296-4922
Kelli.Hilliard@TravelKS.com

PR Newswire Partner

Be a part of our four press releases to be distributed via PR Newswire. A maximum of six communities/DMOs will be included in each of the releases; each submitting a maximum of 150 words. Wire service releases are distributed nationally, reaching thousands of media outlets, as well as to more than 5,400 websites and online databases.

Production Requirements:

Participation forms will be posted to TravelKSIndustry.com and will be accepted on a first-come, first-served basis. This program is open to communities/DMOs only.

Release Dates:

September, December, March, June

Placement Deadline:

Content is due by the 1st of the prior month.

Cost:

\$250/press release

Contact:

Kelli Hilliard
(785) 296-4922
Kelli.Hilliard@TravelKS.com

Kansas Media Event

In Spring 2017, KDWP will host an intimate media event in Des Moines with the intent of promoting regional travel to Kansas. Story concepts will incorporate the diversity of Kansas from outdoor recreation to big city "chic." Preliminary plans include meals and travel for up to forty editors. Event details will be announced in January 2017.

Production Requirements:

Participation forms will be posted to TravelKSIndustry.com and requests will be accepted on a first-come first-served basis with space available for a maximum of five individual community representatives. This program is open to communities/DMOs only.

Cost:

\$400 plus travel expenses. Additional costs may be incurred to provide small media gifts or packages from your destination.

Contact:

Kelli Hilliard
(785) 296-4922
Kelli.Hilliard@TravelKS.com

Domestic Travel Writer Press Trips

Host journalists in your community as opportunities arise with media press trips throughout the year. As story destinations are identified for carefully vetted journalists, preferably on assignments, you will be contacted for hosting opportunities.

Cost:

Expenses associated with hosting journalists (transportation, food, lodging, etc.) See the guidelines for hosting journalists on TravelKSIndustry.com. Some funding assistance MAY be available from KDWPT and will be assessed on a case-by-case basis.

Contact:

Kelli Hilliard
(785) 296-4922
Kelli.Hilliard@TravelKS.com

Kansas Journals

Contribute your PR story for possible inclusion in the monthly distribution of Kansas Journals (story tips for journalists) to national media.

Placement Deadline:

Content is due by the first of the prior month.

Cost:

None

Contact:

Kelli Hilliard
(785) 296-4922
Kelli.Hilliard@TravelKS.com

Photo Library

Have your photo featured in our next press release! KDWPT encourages you to send us fresh and current images of your community attractions. These photos should be photographer-rights released so that journalists are free to use them in stories. Log-in to our photo library at kansastourism.photoshelter.com to upload your photos.

Cost:

None

Contact:

Kelli Hilliard
(785) 296-4922
Kelli.Hilliard@TravelKS.com

Media Leads & Requests

KDWPT will distribute media leads as they are generated in communications with journalists. Watch your in-box for the "Pertinent PR Leads" e-blasts from KDWPT.

Cost:

None

Contact:

Kelli Hilliard
(785) 296-4922
Kelli.Hilliard@TravelKS.com

International Marketing

The International Travel Marketing Program assists USA 'wholesale' receptive operators, international tour operators, and international 'retail' travel agents in their efforts to create, publish, promote and sell Kansas/Oklahoma as a destination. Our program is also designed to educate the international traveling public on the benefits of traveling in Kansas by generating positive Kansas media coverage from pre-qualified, hosted, international travel journalists.

This program's fiscal resources are currently dedicated to target the primary origin-feeder markets of German-speaking Europe (Germany, Austria, and Switzerland), the United Kingdom (England, Scotland, and Northern Ireland) and Republic of Ireland.

This program is in partnership with Oklahoma. The international marketing program is administered by Destinations by Design, Lisa Weigt.

Contact:

Lisa Weigt
(480) 664-3076
LisaW@TravelKsOk.com

IPW



Reach international wholesale travel trade and travel media by participating in U.S. Travel Association's IPW (formerly known as International Pow Wow).

2017: Washington DC – June 3-7,
2017 - Booth share OPEN

2018: Denver, CO – May 19-23,
2018 - Booth share OPEN

Shared booth space within the one KSOK booth is limited to one KS organization, booth share space

is allotted on a first-come, first-serve basis, with first right of refusal offered to past-year delegate. Please contact Lisa Weigt if you are interested in 2016.

Deadline:

Sep 2016

Cost:

\$2,500 per partner plus travel expenses

Contact:

Lisa Weigt
(480) 664-3076
LisaW@TravelKsOk.com

**International Travel
Writer Press Trips**

Host pre-qualified and on assignment international travel journalists in your community. Available to communities along published international fly/drive travel routes and/or journalist requested communities. Throughout the year, hosting is request from DMO's and/or relevant outfitters and travel experience suppliers (lodging, unique F&B, local guides, attractions, & annual events.

Cost:

Trade-out/cost of goods and services

Contact:

Lisa Weigt
(480) 664-3076
LisaW@TravelKsOk.com

German Speaking Europe Marketing Mission

Aug 26 – Sep 03, 2017

Appointment and routing details to be advised. Will meet with tour operator partners prior to attending AMERICANA. This marketing mission will begin and end in Munich. Sliding scale sponsorship (\$500 - \$2,000) is offered to communities who are 'currently' featured in international published programs. Sponsorship supports entertainment travel expenses and hosted client F&B. It is not mandatory for sponsors to travel. Travel expenses are in addition to sponsorship. Estimated travel expenses under \$4,000 per person (including flight).

Dates:

Mission travel dates: Aug 26 – Sep 03, 2017

Deadline:

March 2017

Cost:

Sliding scale sponsorship (\$500 - \$2,000) is offered to communities who are 'currently' featured in international published programs. Sponsorship supports hosted client F&B during marketing mission and entertainment travel expenses during marketing mission and at AMERICANA.

Contact:

Lisa Weigt
(480) 664-3076
LisaW@TravelKsOk.com

AMERICANA

Augsburg, Germany

Sep 06-10, 2017

AMERICANA is Europe's top event for recreational and Western riders and is the European Championship Event for western riding and reining. This 5-day show attracts more than 42,000 western riding enthusiasts, from competitors to hobbyists. The show is held every other year (odd years). The Kansas/Oklahoma delegation includes Native American dancers and/or western music entertainer(s) who perform hourly from our large booth. Traveling sponsors are coordinated for continuous booth coverage.

Dates:

Show travel dates: Sep 03-11, 2017

Deadline:

March 2017

Cost:

Sliding scale sponsorship (\$500 - \$2,000) is offered to communities who are 'currently' featured in international published programs. Sponsorship supports hosted client F&B during marketing mission and entertainment travel expenses during marketing mission and at AMERICANA. It is not mandatory for sponsors to travel. Travel expenses are in addition to sponsorship. Estimated travel for Americana is \$4,000 per person (including flight).

Contact:

Lisa Weigt
(480) 664-3076
LisaW@TravelKsOk.com

Essentially America – United Kingdom



Essentially America, with 50,000 British subscribers, is a quarterly consumer glossy travel magazine targeting British travelers who frequently visit the U.S.

KSOK full-page advertorial placement has been leveraged with Brand USA cooperative funds. Advertorial themes vary, depending on feature editorial within each issue, but will always promote our core destination drivers targeting British travelers (Route 66, Scenic Byways, Native American, Cowboy, Music, Food, and Art & Culture).

KSOK Placement:

Full page advertorial

Cost:

\$1,200 – \$2,500 based on placement size/issue

Dates:

February 2017 and April 2017

Contact:

Larry Cohen (publisher) via Lisa Weigt
(480) 664-3076
LisaW@TravelKsOk.com

Deadline:

60 days prior to publishing date

Quarter Horse Journal – Germany, Austria, Northern Switzerland



Western riding, equine consumer magazine sold at newsstands throughout German-speaking Europe. Publishes 30,000 monthly.

KSOK placement:

1/2-page 4-c horizontal display

Dates:

Jan, Feb, Mar 2017

Cost:

\$900 per 1/2 page placement

Contact:

Publisher via Lisa Weigt
(480) 664-3076
LisaW@TravelKsOk.com

AMERICA Journal – Germany, Austria, Northern Switzerland



AMERICA Journal readers are frequent travelers. More than 90% of all readers visit North America once a year; 33% visit twice or more often per year. The average reader stays for 22 days per visit. More than 90% of all AMERICA Journal readers travel with a partner or with family. Magazine is distributed bi-monthly to 40,000 subscribers and online.

KSOK placement:

2/3-page 4-c vertical display

Dates:

January/February 2017
 March/April 2017
 May/June 2017
 July/August 2017
 September/October 2017
 November/December 2017

Deadline:

60 days prior to publishing date

Cost:

\$1,250 – \$6,000 per placement

Contact:

Detlef Fox (publisher) via Lisa Weigt
 (480) 664-3076
 LisaW@TravelKsOk.com

Planning Worksheet

Digital Opportunities	Price	Number of Times	Total Price
Digital Concierge	FREE		FREE
TravelKS.com Event & Web Listing	FREE		FREE
CrowdRiff Social Content			
Kansas Partners	\$10,000	X _____	= _____
Co-Op Gallery	\$2,250	X _____	= _____
Co-op Booklet Additions			
Facebook Carousel Ad	\$575	X _____	= _____
TravelGuidesFree.com	\$0.99/lead	X _____	= _____
360 Video	\$7,575	X _____	= _____
YouTube TrueView Video Ads	\$9,250	X _____	= _____
Content Marketing	\$750	X _____	= _____
Quarterly Website/Search Engine Optimization (SEO) Analysis	\$1,500/year	X _____	= _____
Snapchat Temporary Geo-Filters			
Placement	\$360	X _____	= _____
Filter Design	\$575	X _____	= _____
Libris Photo and Video Hosting			
Starter	\$1,000 / year	X _____	= _____
Starter Plus	\$1,800 / year	X _____	= _____
Starter Plus with Video	\$4,050 / year	X _____	= _____
Premium	\$2,700 / year	X _____	= _____
Premium with video	\$4,950 / year	X _____	= _____
Professional	\$4,400 / year	X _____	= _____
Professional with video	\$4,400 / year	X _____	= _____
Optional Add-on: Additional TB of Storage	\$950/1TB	X _____	= _____
Arrivalist Tracking	\$1.25/CPM (impressions tracked)	X _____	= _____
TravelKS.com Coupons	FREE		FREE
TravelKS.com Event e-blast	\$200/e-blast	X _____	= _____
KDWPT Monthly Hunting/Fishing e-blast	\$400/e-blast	X _____	= _____
Exclusive Email Blasts	\$200/campaign	X _____	= _____
Social Media: All About You Week	\$200	X _____	= _____
Display Ads on TravelKS.com			
Featured Listings	\$65-150/month	X _____	= _____
Mobile Featured Listings	\$35-75/month	X _____	= _____
Highlight Text Links	\$100/month	X _____	= _____
Page Sponsorships	\$50-\$290/month	X _____	= _____
Run-of-Site Banner	\$200/month	X _____	= _____
Mobile Banner	\$175/month	X _____	= _____
Header Images	\$85-375/month	X _____	= _____
Drop-Down Banner	\$75-450/month	X _____	= _____

Digital Opportunities, contd.	Price	Number of Times	Total Price
Search (Pay-per-click) Ads			
500 clicks	\$250/month	X _____	= _____
1,000 clicks	\$500/month	X _____	= _____
1,530 clicks	\$750/month	X _____	= _____
2,040 clicks	\$1,000/month	X _____	= _____
Online Video Ads	\$7,650/campaign	X _____	= _____
Mobile Ads	\$2,353/campaign	X _____	= _____
RUF e-Leads Program	\$5,000/campaign		= _____
Display Ads	\$2,353/campaign	X _____	= _____
Reporting			
Tourism Economics			
County Analysis	\$2,500		
City Analysis	\$5,500		
Television Opportunities			
jhP Video Production	Varies - Contact Rep		_____
Macey Video Production	Varies - Contact Rep		
KDWPT Publications			
KANSAS! Magazine			
Full page	TBD	X _____	= _____
1/2 page	TBD	X _____	= _____
1/4 page	TBD	X _____	= _____
Kansas Travel Guide			
Contact rep for details			
Kansas Outdoors			
Full page	TBD	X _____	= _____
1/2 page	TBD	X _____	= _____
1/4 page	TBD	X _____	= _____
1/8 page	TBD	X _____	= _____
Kansas State Parks Guide			
Full page	TBD	X _____	= _____
1/2 page	TBD	X _____	= _____
1/4 page	TBD	X _____	= _____
1/8 page	TBD	X _____	= _____
Kansas Hunting and Furharvesting Regulations Summary			
<i>Run of book</i>			
Full page	\$6,600/insertion	X _____	= _____
2/3 page	\$5,024/insertion	X _____	= _____
1/2 page	\$3,812/insertion	X _____	= _____

PLANNING WORKSHEET

KDWPT Publications, cont.	Price	Number of Times	Total Price
1/3 page	\$2,600/insertion	X _____	= _____
1/4 page	\$1,064/insertion	X _____	= _____
1/6 page	\$1,328/insertion	X _____	= _____
1/8 page	\$982/insertion	X _____	= _____
Little Giant	\$810/insertion	X _____	= _____
<i>Tourism Section</i>			
1/4 page	\$1,500/insertion	X _____	= _____
1/6 page	\$1,050/insertion	X _____	= _____
1/8 page	\$836/insertion	X _____	= _____
Little Giant	\$690/insertion	X _____	= _____
1 inch	\$260/insertion	X _____	= _____
Kansas Fishing Regulations Summary			
<i>Run of book</i>			
Full page	\$5,700/insertion	X _____	= _____
2/3 page	\$4,385/insertion	X _____	= _____
1/2 page	\$3,326/insertion	X _____	= _____
1/3 page	\$2,267/insertion	X _____	= _____
1/4 page	\$1,712/insertion	X _____	= _____
1/6 page	\$1,157/insertion	X _____	= _____
1/8 page	\$856/insertion	X _____	= _____
Little Giant	\$653/insertion	X _____	= _____
<i>Tourism Section</i>			
1/4 page	\$1,150/insertion	X _____	= _____
1/6 page	\$900/insertion	X _____	= _____
1/8 page	\$700/insertion	X _____	= _____
Little Giant	\$500/insertion	X _____	= _____
1 inch	\$260/insertion	X _____	= _____

Regional and National Publications

Targeting: General Leisure Tourists

AAA Magazines			
Journeys (Kansas)			= _____
1/4 page	\$631/insertion	X _____	
1/8 page	\$315/insertion	X _____	
Home & Away (Oklahoma)			
1/4 page	\$1,288/insertion	X _____	
1/8 page	\$644/insertion	X _____	
Living (Iowa)			
1/4 page	\$885/insertion	X _____	
1/8 page	\$442/insertion	X _____	
Living (Nebraska)			
1/4 page	\$633/insertion	X _____	
1/8 page	\$316/insertion	X _____	

Regional and National Pubs., cont.	Price	Number of Times	Total Price
Midwest Traveler			= _____
1/4 page	\$3,409/insertion	X _____	
1/8 page	\$1,704/insertion	X _____	
Encompass (Colorado)			= _____
1/4 page	\$2,608/insertion	X _____	
1/8 page	\$1,304/insertion	X _____	
American Road			
1/4 page	\$879/insertion	X _____	= _____
1/6 page	\$581/insertion	X _____	= _____
Family Circle	\$4,111/insertion	X _____	= _____
Midwest Living			
1X placement	\$4,910/insertion	X _____	= _____
Midwest Living's Best of the Midwest	\$1,100/insertion		= _____
Targeting: Bird Watchers			
Birding	\$434/insertion	X _____	= _____
Living Bird	\$495/insertion	X _____	= _____
The Birder's Guide to Travel	\$434/insertion	X _____	= _____
Targeting: Hunters			
Pheasants Forever	\$900/2 insertions	X _____	= _____
Quail Forever	\$425/2 insertions	X _____	= _____
Targeting: Anglers			
In-Fisherman	\$2,300/insertion	X _____	= _____
Targeting: Motorcyclists			
Wing World	\$600/insertion	X _____	= _____
Additional Marketing Opportunities			
Casey's General Stores Advertising			
Counter Mats	\$40/month	X _____	= _____
Single-Sided Pump Topper	\$90/month	X _____	= _____
Double-Sided Pump Topper	\$115/month	X _____	= _____
Hose Signs	\$115/month	X _____	= _____
Door Cling	\$35/month	X _____	= _____
Rack Card Program			
Cost varies; contact rep for details			_____

Travel and Outdoor Shows.**Price****Number of Times****Total Price****Travel and Outdoor Shows**

Denver International Sportsmen's Expo

Brochure Co-op

\$200

X _____

= _____

Booth

\$1,450

X _____

= _____

Nat'l Pheasant Fest & Quail Classic Booth

\$600-800

X _____

= _____

Kansas State Fair

FREE

FREE

Travel Information Centers

TIC Brochure Distribution

FREE

FREE

TIC Kansas Showcase

\$100/week

X _____

= _____

TIC Backlit Advertising

Three months

\$600/location

X _____

= _____

One year

\$1,800/location

X _____

= _____

TIC Refreshment Host

\$150/month

X _____

= _____

Public Relations

Midwest Travel Writers Association Digital Advertising

\$500/month

X _____

= _____

PR Newswire Partner

\$250/press release

X _____

= _____

Kansas Media Event

\$400 plus travel expenses

X _____

= _____

Domestic Travel Writer Press Trips

Expenses

X _____

= _____

Kansas Journals

FREE

Photo Library

FREE

Media Leads & Requests

TBD

International Marketing

IPW

\$2,500 plus expenses

= _____

International Travel Writer Press Trips

Expenses

= _____

German-Speaking Europe Marketing Mission

\$500-2,000

X _____

= _____

Americana

\$500-2,000

X _____

= _____

Essentially America

\$1,200-2,500/insertion

X _____

= _____

Quarter Horse Journal

\$900/insertion

X _____

= _____

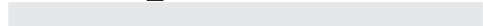
AMERICA Journal

\$1,250-6,000/insertion

X _____

= _____

Co-op Calendar



DIGITAL OPPORTUNITIES	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Digital Concierge												
TravelKS.com Event & Web Listing												
CrowdRiff Social Content												
Facebook Carousel Ad												
TravelGuidesFree.com												
360 Video												
YouTube TrueView Video Ads												
Content Marketing												
Quarterly Website/Search Engine Optimization (SEO) Analysis												
Snapchat Temporary Geo-Filters												
Libris Photo and Video Hosting												
Arrivalist Tracking												
TravelKS.com Coupons												
TravelKS.com Event e-blast												
KDWPT Monthly Hunting/Fishing e-blast												
Exclusive Email Blasts												
Social Media - All About You Week												
Display Ads on TravelKS.com												
Search (Pay-per-click) Ads												
Online Video Ads												
Mobile Ads												
RUF e-Leads Program												
Display Ads												


REPORTING	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Tourism Economics: County												
Tourism Economics: City												

TELEVISION OPPORTUNITIES	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Statewide, Regional or National TV												
Outdoor Channel												
jhP Video Production												
Macey Video Production												

KDWPT OPPORTUNITIES	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
KANSAS! Magazine												
Kansas Travel Guide												
Kansas Outdoors												
Kansas State Parks Guide												
Kansas Hunting and Furharvesting Regulations Summary												
Kansas Fishing Regulations Summary												

PRINT OPPORTUNITIES	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
AAA Journeys												
AAA Home & Away (Oklahoma)												
AAA Living (Iowa)												
AAA Living (Nebraska)												
AAA Midwest Traveler												
AAA Encompass (Colorado)												
American Road												
Family Circle												
Midwest Living												
Midwest Living's Best of the Midwest												
Birding												
Living Bird												
Birder's Guide to Travel												
Pheasants Forever												
Quail Forever												
In-Fisherman												
Wing World												
Casey's General Stores Advertising												
Rack Card Program												

TRAVEL AND OUTDOOR SHOWS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Denver International Sportsmen's Expo												
National Pheasant Fest and Quail Classic												
Kansas State Fair												

 - Indicates the issues, to date, that KDWPT has a scheduled placement. Info is subject to change.

CO-OP CALENDAR

TRAVEL INFORMATION CENTERS

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
TIC Brochure Distribution												
TIC Kansas Showcase												
TIC Backlit Advertising												
TIC Refreshment Host												

PUBLIC RELATIONS

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Midwest Travel Writers Association Digital Advertising												
PR Newswire Partner												
Kansas Media Event												
Domestic Travel Writer Press Trips												
Kansas Journals												
Photo Library												
Media Leads & Requests												

INTERNATIONAL MARKETING

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
IPW												
International Travel Writer Press Trips												
German Speaking Europe Marketing Misison												
Americana												
Essentially America												
Quarter Horse Journal												
AMERICA Journal												

