



Kentucky Department of Travel

Tourism Marketing Incentive Program

**2009 – 2010
Co-Operative Marketing Opportunities**

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TOURISM MARKETING INCENTIVE PROGRAM REIMBURSEMENT OVERVIEW

In 2005, the Kentucky General Assembly enacted a statewide 1% lodging tax on all hotel and motel room charges, with generated funds dedicated to marketing the Kentucky Travel and Tourism industry. The Kentucky Tourism Marketing Incentive Program utilizes the revenues collected to provide local and regional **non-profit** tourism organizations with financial assistance to promote tourism in their areas. Funding available to industry partners is determined based on a formula to calculate county allotments. The formula factors are economic impact and county population. Once the county allotment is determined, CVBs and Tourist Commissions are eligible to receive up to 70% of the county allotment; applicants other than CVBs and Tourism Commissions are eligible to receive up to 30% of the county allotment.

Beginning with the 2009 – 2010 fiscal year, the reimbursement percentages have been revised so Kentucky Travel and Tourism Industry applicants will receive a higher percentage of marketing fund dollars if they participate in state approved co-ops. Should industry partners decide to advertise with media outlets or in initiatives not part of the state approved co-op program, they can still apply for reimbursement from the state, however, the amount of potential funding match they are eligible to receive is reduced.

Following is a breakdown of reimbursement percentages:

Applicant	Percentage based on participation in state approved co-op programs	Percentage based on programs* selected by applicant outside of state approved co-ops
Regional Committees (as designated by the Kentucky Department of Travel)	100	80/20
CVB or Tourist Commission	90/10	50/50
Other non-profit organizations (attractions, festivals, etc.)	70/30	50/50

* To be eligible for reimbursement, all programs must fall within allowable projects guidelines, as outlined by the Kentucky Department of Travel. Industry partners can get a complete description of allowable projects by contacting the Department of Travel at (502) 564-4930 or visiting www.kentuckytourism.com/industry.

2009 – 2010 CO-OPERATIVE MARKETING OVERVIEW AND STRATEGIES

KDT Mission: To promote the Commonwealth as a travel destination, generate revenue, and create jobs for Kentucky's economy.

Goal: Increase tourism visitation and spending in Kentucky through an integrated co-operative marketing campaign that leverages lodging tax funds in a cost-effective manner to reach maximum potential target audience penetration.

Target Audiences:

The following audiences were determined utilizing research data from the U.S. Travel Association (USTA), DK Shifflet, and Mediamark Research and Intelligence (MRI), as well as input received from the 2009-2010 Co-Op Advertising Questionnaire distributed to industry partners in late March 2009.

- Families – specifically targeting moms: women 25 – 54, household income of \$50,000+, with children in the household.
- Upscale – travelers with household income of \$100,000+, who traveled domestically 1 – 3 trips in the last 12 months.
- Empty Nesters – adults 50 – 74 years old, who traveled domestically 1 –3 trips in the last 12 months.
- Culinary Travelers – travelers who indicate they “enjoy trying different types of foods.”
- Outdoor Enthusiasts – targeting soft adventures including camping, hiking, hunting and sports fishing.
- Arts & Antiques – travelers who engage in collecting arts & antiques and/or attend cultural activities or events and who traveled domestically 1 –3 trips in the last 12 months
- Meetings & Conventions – specifically targeting convention and meeting planners.
- Group Travel – specifically targeting group travel planners.

Geography:

The following markets were determined utilizing research data from Certec, Inc, and DK Shifflet, as well as input received from the 2009-2010 Co-Op Advertising Questionnaire distributed to industry partners in late March 2009.

- Core states – IL, IN, KY, MI, MO, OH, TN, WV
- Feeder markets/DMAS (television advertising) – Indianapolis, Cincinnati, Nashville, Evansville, Charleston-Huntington, St. Louis, Louisville, Dayton and Columbus

Strategies:

- Create a television co-operative program to enable industry partners to advertise in key feeder markets.
- Offer industry partners print advertising options to reach audiences referenced above.
- Offer industry partners online advertising opportunities, targeting travel planning sites and niche audiences' behaviors and activities.
- Develop a “City Blitz” marketing approach for potential travelers in the Indianapolis market.

Evaluation Criteria:

Requests for Proposals (RFPs) were distributed to more than 150 media outlets. More than 100 proposals were submitted and reviewed utilizing the following criteria:

Print

- Must be willing to sell the section to industry partners and invoice partners separately for their participation.
- Experience with selling and producing co-operative advertising opportunities.
- Commitment to sell a minimum 2-page section and agreement to potential cancellation of the co-op if minimum page criteria are not met.
- Must be willing to produce the section, including collection of partner ad materials and layout of the section utilizing header, footer and background graphic elements provided by KDT.
- Audience reach/circulation to core states.
- Core state spread cost per thousand (CPM); partner cost and CPM.
- Sections must provide matching advertorial along with standard ad placement; and/or formatted ad layout.
- Bonus circulation.
- Added value opportunities and co-operative approaches that extend beyond traditional formatted and/or advertorial approach.
- Placement within publication.

Television

- Must be willing to sell the co-op to industry partners and invoice partners separately for their participation.
- Must be willing to produce partner television spot, utilizing :15 “donut” commercial provided by KDT and materials (footage, photos, logo, copy) provided by partner for the remaining :15. Production cost for partner must not exceed \$250.
- Prepare two-week packages for both fall 2009 and spring 2010 flights, including three defined price tiers.
- Reach, frequency and programming during flight (target audience: women ages 25-54).
- Added value opportunities.

Online

- Must be willing to sell the co-op to industry partners and invoice partners separately for their participation.
- Experience with selling and producing co-operative advertising opportunities.
- Partner cost and CPM.
- Ability to create and execute a program including multiple industry partners.
- Must be willing to produce the co-op, including collection of partner ad materials and incorporation of graphic elements provided by KDT.
- Audience reach to core states.
- Added value opportunities.

2009 – 2010

Co-Operative Marketing Opportunities

- In order for each of the following co-ops to be implemented, a certain level of industry partner participation is required. Any co-ops that do not receive sufficient partner participation will be canceled.
- Partner pricing is gross unless otherwise noted. Must contact rep for confirmation of pricing; KDT is not responsible for unintentional errors on pricing included in this document.
- The following information is an overview of the opportunities available. Partners are encouraged to contact the media reps listed for more information about co-ops of interest.
- It is recommended that applicants allocate a percentage of their plan/budgets for use on opportunistic projects that might become available later in the year. The Department has compiled and reviewed all the proposals that were provided to date. If new opportunities are available, we will make them available to everyone as soon as possible.
- Once a partner commits to advertising in an approved co-op, he/she can implement additional advertising by extending their campaign within the particular publication (e.g. print advertising in additional issues beyond the co-op issue) and the additional advertising is then eligible for maximum level of matching funds reimbursement. Reimbursement is not automatically extended to affiliate programs of that publication. NOTE :If a partner chooses *not* to participate in a co-op but advertises with one of the following media outlets, it will *not* be eligible for maximum reimbursement levels. You must participate in the co-op opportunity to potentially receive maximum level funding for additional advertising initiatives with a given media outlet.
- Kentucky Unbridled Spirit logo usage – The Kentucky Department of Travel will take care of placing the Kentucky Unbridled Spirit (KUS) brand on all approved print and television co-ops; partners will not need to additionally include the KUS logo on these co-ops. HOWEVER, partners must ensure all online or additional advertising opportunities include the Kentucky Unbridled Spirit logo. Failure to include the KUS logo on advertising materials could result in application for reimbursement being denied. Please refer to the “Graphic Standards for Kentucky Unbridled Spirit” located at www.kentuckytourism.com/industry for details on proper brand usage.

TELEVISION

Timing: September – October 2009; April – June 2010

Pricing: Partner gross pricing is based on two-week packages, with varying reach, frequency and programming based on DMA and three package tiers:

Tier 3	\$ 3,750
Tier 2	\$ 5,625
Tier 1	\$ 7,500

Partners have the option to purchase multiple television co-op packages in each DMA.

Production: Each station below will provide production of a :15 commercial for participating partners. Production cost is \$250 and is NOT included in package pricing outlined above. Partner's :15 spot will be inserted into the Kentucky Department of Travel's commercial "donut," consisting of a :10 open and :05 close. Partner will be responsible for providing station with footage and/or photos plus copy points. The Kentucky Department of Travel will provide partner assistance with sourcing footage and photos, if needed. Both the industry partner and the Kentucky Department of Travel will review and provide final approval on completed spots prior to airing.

Television Glossary

Reach – the percent of target audience exposed at least once to a television schedule during a specific time period.

Frequency – the number of times the target audience is exposed to the schedule among those reached during the specified time period.

Gross Rating Points (GRPs) – are the sum of all ratings of all purchased programs.

GRPs	=	Reach x Frequency
Reach	=	GRPs/Frequency
Frequency	=	GRPs/Reach

Cost Per Rating Point (CPPs) – overall measure of cost efficiency

Dayparts

- Early Morning (5 – 9 am)
- Daytime (9 am – 3 pm)
- Early Fringe (4 – 7 pm not incl. news)
- Early News (5 – 7 pm)
- Prime Access (7 – 8 pm)
- Primetime (8 – 11 pm)
- Late news (10 – 11:30 pm)
- Late fringe (11:30 pm – 1:30 am)

Rotators – spots will air during a certain daypart, rather than during specific programming

Broadcast Television

Gross pricing based on two-week packages.
Additional production cost of \$250 per station (if :15 spot is needed)

Charleston-Huntington, WV DMA

WOWK (CBS)

Fall 2009	Reach	Frequency	GRP's	CPP's
\$3,750/38 spots	39.2	3.0	117	\$42.73
\$5,625/60 spots	47.4	3.8	180	\$41.67
\$7,500/82 spots	47.0	4.0	188	\$53.19

Dayparts included are Early Morning, Daytime, Early Fringe, Prime and Late News

Spring 2010	Reach	Frequency	GRP's	CPP's
\$3,750/38 spots	39.2	3.0	117	\$42.73
\$5,625/60 spots	47.4	3.8	180	\$41.67
\$7,500/82 spots	47.0	4.0	188	\$53.19

Dayparts included are Early Morning, Daytime, Early Fringe, Prime and Late News

Contact:

Melanie Boss
304-781-6078
mboss@wowktv.com

Cincinnati, OH DMA

WXIX (Fox)

Fall 2009	Reach	Frequency	GRP's	CPP's
\$3,750/87 spots	53.6	2.7	147	\$33.00
\$5,625/94 spots	60.5	2.8	167	\$44.80
\$7,500/102 spots	65.8	2.9	193	\$51.79

Dayparts included are Early Morning, Early News, and Prime Access with lots of broad rotators.

Spring 2010	Reach	Frequency	GRP's	CPP's
\$3,750/87 spots	53.6	2.7	147	\$33.00
\$5,625/94 spots	60.5	2.8	167	\$44.80
\$7,500/102 spots	65.8	2.9	193	\$51.79

Dayparts included are Early Morning, Early News, and Prime Access with lots of broad rotators.
Spots will be placed in American Idol for the spring 2010 campaign.

Contact:

Cindy Swinney
513-562-2474
cswinney@fox19.com

Gross pricing based on two-week packages.
Additional production cost of \$250 per station (if :15 spot is needed)

Columbus, OH DMA

Two-week package pricing is \$3,750, \$5,625 or \$7,500. PLEASE SEE ADDENDUM FOR ADDITIONAL DETAILS.

Dayton, OH DMA

Two-week package pricing is \$3,750, \$5,625 or \$7,500. PLEASE SEE ADDENDUM FOR ADDITIONAL DETAILS.

Evansville, IN DMA

WEVV (CBS)

Fall 2009	Reach	Frequency	GRP's	CPP's
\$3,750/150 spots	61.6	3.7	227	\$21.99
\$5,625/222 spots	67.9	5.2	356	\$21.07
\$7,500/301 spots	72.5	7.0	509	\$19.63

Dayparts include all rotators in all dayparts along with bonus spots in Monday-Sunday 6a-12m.

Spring 2010	Reach	Frequency	GRP's	CPP's
\$3,750/140 spots	55.1	3.5	194	\$25.83
\$5,625/234 spots	62.7	5.2	234	\$23.05
\$7,500/316 spots	66.8	6.8	453	\$22.06

Dayparts include all rotators in all dayparts along with bonus spots in Monday-Sunday 6a-12m.

Contact:

Tim Wathen

812-464-4444

tim.wathen@wevv.com

Gross pricing based on two-week packages.
 Additional production cost of \$250 per station (if :15 spot is needed)

Indianapolis, IN DMA

WTHR (NBC)

Fall 2009	Reach	Frequency	GRP's	CPP's
\$3,750/14 spots	34.1	2.1	70	\$71.02
\$5,625/18 spots	37.3	2.7	101	\$73.95
\$7,500/29 spots	46	3.2	146	\$58.73

Note: Daypart mix is EM, Early Fringe, Early News and Prime Access.

Spring 2010	Reach	Frequency	GRP's	CPP's
\$3,750/14 spots	36	2.2	81	\$61.88
\$5,625/28 spots	43.2	2.9	126	\$59.52
\$7,500/26 spots	47	3.1	144	\$59.44

Note: Daypart mix is Early Morning, Early Fringe, Early News and Prime Access.

Contact:
 Angela Goodwin-Volpert
 317-655-5632
agoodwin@wthr.com

Louisville, KY DMA

WAVE (NBC)

Fall 2009	Reach	Frequency	GRP's	CPP's
\$3,750/32 spots	41.8	2.2	90.4	\$55.31
\$5,625/44 spots	51.3	2.3	119	\$62.81
\$7,500/52 spots	61.5	2.4	151	\$66.40

Daypart mix is Early Morning, Daytime RT, Early News, Early Fringe, Late News and Prime RT in the two largest packages.

Spring '10	Reach	Frequency	GRP's	CPP's
\$3,750/32 spots	43.8	2.2	97	\$51.55
\$5,625/44 spots	53	2.4	128.6	\$58.32
\$7,500/52 spots	63	2.5	160.6	\$62.27

Note: Dayparts mix is Early Morning, Daytime RT, Early News, Early Fringe, Late News and Prime RT in the two largest packages.

Contact:
 Steve Hensley
 502-561-4133
shensley@wave3tv.com



Gross pricing based on two-week packages.
 Additional production cost of \$250 per station (if :15 spot is needed)

Nashville, TN DMA

WTVF (CBS)

Fall 2009	Reach	Frequency	GRP's	CPP's
\$3,750/19 spots	43.6	1.9	84	\$59.59
\$5,625/29 spots	52.2	2.2	112	\$66.79
\$7,500/38 spots	62.1	2.4	148	\$67.78

Dayparts included are Early Morning, Weekend, Daytime, Early News, Late News and Late Fringe

Spring 2010	Reach	Frequency	GRP's	CPP's
\$3,750/19 spots	43.6	1.9	84	\$59.59
\$5,625/29 spots	52.2	2.2	112	\$66.79
\$7,500/38 spots	62.1	2.4	148	\$67.78

Dayparts included are Early Morning, Weekend, Daytime, Early News, Late News and Late Fringe

Contact:
 Ron Gash
 615-248-5367
rgash@newschannel5.com

St. Louis, MO DMA

KSDK (NBC)

Fall 2009	Reach	Frequency	GRP's	CPP's
\$3,750/17 spots	33.1	2.1	71	\$70.72
\$5,625/22 spots	36.5	2.7	96	\$76.45
\$7,500/26 spots	40.3	3.1	123	\$81.04

Dayparts included are Weekend, Early Morning, Daytime, Early News and Late News

Spring 2010	Reach	Frequency	GRP's	CPP's
\$3,750/22 spots	35.5	2.5	89	\$56.24
\$5,625/24 spots	39.0	2.7	105	\$71.23
\$7,500/26 spots	39.6	3.0	120	\$83.33

Dayparts included are Weekend, Early Morning, Daytime, Early News and Late News

Contact:
 Randy Freeman
 314-444-5245
rffreeman@ksdk.com

Cable Television

Insight Cable Advertising

Insight Cable Advertising can customize an advertising package to fit your in-state needs. They can customize by markets and by network in order to reach the audience that is most important to you. For different niches/interests, networks have been recommended (see below).

Media Markets:

- Lexington – 223,000 households
- Louisville – 375,603 households
- Northern Kentucky – 109,762 households
- Bowling Green – 33,000 households

With cable, you can target your niche audiences:

- Families (Women 25-54)
Networks: Nickelodeon, ABC Family Channel, Lifetime, Lifetime Movie Network, cartoon Network, HGTV, Food, Hallmark Channel, Oxygen, Travel Channel, Animal Planet, DIY, Discovery Health Channel, Planet Green, E!
- Arts & Heritage
Networks: History Channel, CNN, Weather Channel, HGTV, CNBC, MSNBC, Headline News, Fox News, Fine Living, Travel Channel, Biography Channel, Bravo, HGTV, Food, Travel Channel
- Outdoors
Networks: Discovery Channel, National Geographic Channel, Travel Channel, Fit TV, Golf Channel, ESPN, ESPN2, TNT, Animal Planet
- Culinary
Networks: Food Network, Fine Living, Discovery Health, Fit TV, Planet Green, Travel Channel

Cost: All rates quoted will be a discount of 20% off of the rate card.
Minimum Investment: \$3,750.00

Contact:

Chris Bowling
Insight Media
(502) 412-9258
bowling.c@insightma.com

FAMILY AUDIENCE – PRINT

AAA

AAA publications are distributed to American Automobile Association members and feature travel stories, consumer interest, consumer products, auto and recreation vehicles, safety, camping, retirement vacations, and cruising, plus articles for today's people "on the go," including travel agency details and information.

Option #1 – AAA Home & Away

- Section: Formatted ads (copy, logo, and photo)
- Sept/Oct 2009 issue
- Region: Columbus, Dayton, and Findlay Ohio
- Circulation: 656,549

Partner Size Options/Cost:

- 1/6 Page \$ 5,710
- 1/3 Page \$11,420
- Full Page \$17,131

Option #2 – AAA Journeys

- Section: Formatted ads (copy, logo, and photo)
- Sept/Oct 2009 issue
- Region: Cincinnati
- Circulation: 234,330

Partner Size Options/Cost:

- 1/6 Page \$ 2,000
- 1/3 Page \$ 4,000
- Full Page \$ 6,000

Option #3 – AAA Midwest Traveler

- Section: Formatted ads (copy, logo, and photo)
- Sept/Oct 2009 issue
- Region: eastern MO, southern IL, and Southern IN
- Circulation: 299,817

Partner Size Options/Cost:

- 1/6 Page \$1,770
- 1/3 Page \$3,540
- Full Page \$5,310

Additional AAA option and rep contact information on following page.

AAA (con't)

AAA #4 – AAA Home & Away

- Section: Formatted ads (copy, logo, and photo)
- Sept/Oct 2009 issue
- Region: Indiana
- Circulation: 227,310

Partner Size Options/Cost:

- 1/6 Page \$2,017
- 1/3 Page \$4,034
- Full Page \$6,051

Contact:

Joyce Clark

502-253-9837

joyce@clark-media.com

Good Housekeeping

Good Housekeeping focus on food, nutrition, fashion, beauty, relationships, home decorating and home care, health care and child care and consumer and social issues. Articles are enhanced by reports from the Good Housekeeping Institute, the evaluation laboratories of the magazine, that service to simplify purchasing decisions of readers.

- Section: Formatted ads (copy, logo and photo)
- May 2010 issue
- Region: KY, OH, IN, TN, IL, WV, MI, & MO
- Circulation: 906,449

Partner Size Options/Cost (gross):

- 1/6 Page \$ 4,500
- 1/3 Page \$10,445
- 1/2 Page \$15,835
- Page \$31,175

Contact:

Jeff Orr

312-621-1957

jorr@wkao.com

Ladies' Home Journal

Ladies' Home Journal informs, inspires and entertains the modern American Family woman, covering topics about: home, family, beauty, fashion, health, food, significant cultural figures and current events.

- Section: Formatted ads (copy, logo and photo)
- June 2010 issue
- Region: National
- Circulation: 3,800,000

Partner Size Options/Cost (gross):

- 1/12 Page \$ 8,364
- 1/6 Page \$16,727
- 1/3 Page \$33,454

Contact:

Jim Reagan

678-507-0110 Ext 102

jreagan@navigate-media.com

Midwest Living

Midwest Living magazine is a regional publication that celebrates the richness of life in the Midwest. The magazine provides region-specific information and inspiration, focusing on travel and events, food and dining, and home and garden, as well as other editorial content categories.

- Section: Formatted ads (copy, logo, and possibly photo – depending on ad size)
- May/June 2010 Issue
- Region: National
- Circulation: 950,000

Partner Size Options/Cost (gross):

- 1/12 page \$ 6,618
- 1/6 page \$13,235
- 1/3 page \$26,471

Contact:

Jim Reagan

678-507-0110 Ext 102

jreagan@navigate-media.com

O, The Oprah Magazine

Oprah Magazine is a women's personal growth guide for the new century, offering stories and ideas stamped with Oprah's unique vision on health, fitness, careers, finance, relationships, beauty, fashion, home design, books and food.

- Section: Formatted ads (copy, logo, and photo)
- October 2009 and April 2010 Issue
- Region: Midwest
- Circulation: 610,000

Partner Size Options/Cost (gross):

- 1/6 Page \$7,586 (per issue)

Contact:

Rick Vega

913-549-3288

rvega@maddenmedia.com

Reader's Digest

Reader's Digest puts the world in perspective through a fusion of timely original editorial and select excerpts of the best journalism in print. It is a vital resource which informs, entertains and inspires Americans to take action at a time when mass media prominently shapes the culture.

- Section: Formatted ads (copy, logo, and photo)
- April 2010 issue
- Region: IN, IL, KY, MI, OH, WV, MO, MT, WY, KS, MN, IA, & WI
- Circulation: 2,100,000

Partner Size Options/Cost (Gross):

- 1/6 Page \$ 4,104
- 1/3 Page \$ 8,208
- 1/2 Page \$12,312
- Page \$24,624

Contact:

Katie Corwin

408-879-6666, ext. 306

Katie@husonusa.com

Southern Living

Southern Living covers today's South. Through a comprehensive editorial package highlighting foods, travel, homes and gardens, it addresses the bond between the South's traditional and cosmopolitan attitudes. It is a lifestyle guide for the ever-changing, ever-expanding South.

- Section: Traditional ads w/advertorial (all participants will receive matching advertorial and call to action consisting of a web URL and phone number in addition to their 1/6 page ad).
- April 2010 issue; bonus run of entire co-op section in Fall 2010 "Best of Southern Living" publication.
- Region: KY, IN, OH, TN, IL, VW, & MI
- Circulation: 450,000

Partner Size Options/Cost (gross):

- 1/6 Page \$7,060

Contact:

Eric Lukehart
859-273-6464
eric@goxmedia.com

Woman's Day

Woman's Day covers issues common to all women. From health to fashion, home decorating to food, family to fitness, relationships to entertaining, the magazine provides women with information they can use to enhance the quality of their lives.

- Section: Formatted ads (copy, logo, and photo)
- April 2010 issue
- Region: IL, IN, KY, MI, OH, & TN
- Circulation: 775,000

Partner Size Options/Cost (Gross):

- 1/6 Page \$ 3,953
- 1/3 Page \$ 7,904
- Page \$26,058

Contact:

Louis Haley
941-359-9841
verbatimmedia@aol.com

Collinson Newspaper Inserts

Collinson Publishing reaches potential travelers through exciting creativity and timely distribution of targeted newspaper inserts. Both inserts will be multiple-page, (fall 2009 – 10 pages, spring 2010 – 16 pages) full-color Kentucky only publications.

- Section: Regular or formatted ads
- Fall 2009 insertion: August 30, 2009
- Spring 2010 insertion: June 6, 2010
- Region: Chicago, Evansville, Indianapolis, Louisville, Detroit, St. Louis, Cincinnati, Columbus, Knoxville, Nashville, and Charleston/Huntington
- Circulation: 1,020,000

Partner Size Options/Cost:

- Travel Planner \$ 3,995
- 1/8 Page \$ 7,995
- 1/4 Page \$11,995
- 1/2 Page \$18,995
- Page \$29,995
- Back Cover \$33,995

Contact:

Jim Hampton
800-241-9461 (office)
678- 987-9907 (direct office line)
404-307-8021 (cell)
jim@collinsonpublishing.com

Country Music Highway Travel Guide

Publication dedicated to the sights, sounds, and special people that make up the culturally rich area along the National Scenic Byway, US 23 “Country Music Highway” in eastern Kentucky.

- Section: Traditional ads with advertorial
- Spring 2010 (Annual)
- Region: KY, VA, WV
- Circulation: 40,000

Partner Size Options/Cost (gross):

- 1/4 Page \$ 560
- 1/2 Page \$1,125
- Page \$2,250

Contact:

Ken Carriere
888-790-2365
ken@goodtyme.com

Kentucky Living

Kentucky Living is edited for non-urban homeowners and focuses on the four primary lifestyle categories of travel, food, garden and home. It contains feature articles, reviews and interviews, as well as the most comprehensive statewide events listing available. Regular departments also include health, conserving energy and personal finance.

- Section: Formatted ad (copy, logo, and photo)
- April 2010 issue
- Region: Primarily in-state Kentucky
- Circulation: 511,522

Partner Size Options/Cost (gross):

- 1/6 Page \$1,200
- 1/4 Page \$1,700
- 1/3 Page \$2,200
- 1/2 Page \$3,200

Contact:

Lynne Christenson
800-595-4846 or 502-815-6337
lchristenson@kentuckyliving.com

Kentucky Monthly

Kentucky Monthly is a general interest magazine about Kentucky and Kentuckians. Its major focus is education, entertainment, culture and travel. It also features unique aspects of Kentucky culture.

- Section: Formatted ad (copy, logo, and photo)
- June 2010
- Region: Primarily in-state Kentucky
- Circulation: 44,162

Partner Size Options/Cost (gross):

- 1/6 Page \$445
- 1/3 Page \$875

Contact:

Kendall Shelton
502-227-0053
kendall@kentuckymonthly.com

Kentucky Travel Guide

Kentucky Travel Guide, a guidebook to the state of Kentucky containing listings for 170 cities including state and national parks; lakes; points of interest; special events; lodging & restaurants; shopping & entertainment; fishing & marinas; golf & tennis. It also contains maps for the entire state, four regions of the state and 26 travel areas.

- Section: No section, entire publication devoted to Kentucky editorial, traditional ads
- January 2010 (annual)
- Region: Distributed in-state Kentucky
- Circulation: 300,000

Partner Size Options/Cost (gross):

- 1/8 Page \$ 1,360
- 1/4 Page \$ 2,550
- 1/2 Page \$ 4,775
- Page \$ 8,000

Contact:

Sally Reisz

502-584-2722

sallyreisz@kytravel.com

2010 Kentucky Official Visitor's Guide and online eGuide

- The complete guide to all the great activities and attractions in Kentucky.
- Distribution of approximately 500,000.
- Supported by the Kentucky Department of Travel's marketing and advertising efforts.
- Guides also ordered directly from KDT's toll-free number and website.
- EGuide and PDF downloads available online.

Note: Rates for the 2010 Official Visitor's Guide have not been established. For planning purposes, please budget based on 2009 rates. Additional information about the 2010 Visitor's Guide advertising rates will be distributed to industry partners as soon as they are available.

Contact:

Liz Chewning

Kentucky Department of Travel

502-564-4930

liz.chewning@ky.gov

NOTE: PLEASE SEE ALSO ADDENDUM FOR CO-OP OPPORTUNITIES IN
BUDGET TRAVEL AND GIRLFRIEND GETAWAYS

UPSCALE AUDIENCE – PRINT

AARP The Magazine

AARP is edited for mature readers; Kentucky is advertising in the demographic edition of persons ages 50 – 69 years old. *AARP The Magazine* provides features, pertinent news and practical advice from travel to technology, from health and finance to fashion and self-fulfillment. It also provides interaction with the publication through member surveys and polls.

- Section: ads, there will be 1/3 of page of state advertorial included in the spread
- Issue Dates: October 2009
- Region: KY, IN, OH, WV
- Circulation: 1,261,700

Partner Size Options/Cost (gross):

- 1/6 Page: \$8,079
- 1/3 Page: \$16,158
- 1/2 Page: \$24,237

Contact:

Starrin Kinser

Zoeller Media Sales

(312) 782-8855

starrin@zoellermediasales.com

EMPTY NESTERS AUDIENCE – PRINT

Chicago Magazine

Publication provides information for getting the most out of life in Chicago. It contains investigative features and monthly columns covering topics of particular interest to Chicagoans, including fashion, dining, culture, travel, home, local personalities, and healthcare.

- Section: Ads with matching advertorial for full and ½ page ads; ¼ page ads are formatted
- Issue Dates: May 2010
- Region: Chicago
- Circulation: 175,706

Partner Size Options/Cost (gross):

- 1/4 Page \$3,607
- 1/2 Page \$7,195
- Page: \$12,100

Contact:

Melissa Ringle

(312) 832-6757

mringl@chicagomag.com

CULINARY AUDIENCE – PRINT

Gourmet

Gourmet addresses the lifestyle interest of both epicurean and travel enthusiasts covering subjects from food and travel to cooking, restaurants and entertaining. *Gourmet* provides information on worldwide destinations, reviews and criticisms, essays and reflections on the culture of food, wine and spirits and personal style.

- Section: Formatted ad (copy/photo/logo)
- October 2009 issue
- Region: IN, KY, MI, OH, WV, TN, MO, IL +
- Circulation: 155,483

Partner Size Options/Cost (gross):

- 1/6 Page \$2,352
- 1/4 Page \$3,528
- 1/2 Page \$7,055

Contact:

Barbara Bing

Gourmet

(404) 365-5532

Barbara_Bing@CondeNast.com

Taste of the South

Publication celebrates the heritage of the South, inviting readers to enjoy the region's distinct offerings. Each issue features over 60 southern recipes and chefs, along with their recipes for success. Also includes hot cooking trends and tools.

- Section: ads with matching advertorial
- May/June 2010 issue
- Region: National
- Circulation: 18,162

Partner Size Options/Cost (gross):

- 1/6 Page \$840
- 1/3 Page \$2,336
- 1/2 Page \$2,704
- Full Page \$4,664

Contact:

Robyn Hoglan

Hoffman Media

(205) 262-2137

rhoglan@hoffmanmedia.com

OUTDOOR ENTHUSIASTS AUDIENCE – PRINT

Blue Ridge Outdoors

This publication is a regional outdoor sports magazine. Readers are devoted travelers and athletes, and spend their weekends and off days running, hiking, biking and traveling to outdoor adventure destination. Includes news and features about the outdoor community.

- Section: Formatted Ads
- Issue Dates: October 2009 & June 2010
- Region: Full Circulation (primarily southeast)
- Circulation: 110,000

Partner Size Options/Cost (gross):

- | | | |
|------------|---------|--|
| • 1/4 Page | \$1,990 | <u>Note: Costs are <i>per issue</i>.</u> |
| • 1/2 Page | \$3,290 | <u>Note: Costs are <i>per issue</i>.</u> |
| • Page | \$5,390 | <u>Note: Costs are <i>per issue</i>.</u> |

Contact:

Charles Leonard
Blue Ridge Outdoors
(434) 817-2755
charles@blueridgeoutdoors.com

Blue Ridge Country

Blue Ridge Country features the heritage, beauty and culture of the Appalachian Mountain region from western Maryland south to north Georgia. In addition to services as a guidebook for the Blue Ridge Parkway and Southern Appalachians' yearly visitors, it contains traditions and recipes, history and legends, great travel, and state and town profiles.

- Section: Ads with matching advertorial
- Issue Dates: September/October 2009 & May/June 2010
- Region: Full Circulation (primarily southeast)
- Circulation: 90,000

Partner Size Options/Cost (gross):

- | | | |
|------------|---------|--|
| • 1/8 Page | \$1,568 | <u>Note: Costs are <i>per issue</i>.</u> |
| • 1/4 Page | \$3,136 | <u>Note: Costs are <i>per issue</i>.</u> |
| • 1/2 Page | \$6,272 | <u>Note: Costs are <i>per issue</i>.</u> |

Contact:

Liz Houhoulis
Blue Ridge Country
(540) 309-0010
lhoulis@leisurepublishing.com

ARTS & HERITAGE AUDIENCE – PRINT

See also co-ops outlined in the “Online” portion of this booklet for additional opportunities to reach the Arts & Heritage audience.

Country Living

Country Living is a home lifestyle magazine where consumers come home to comfort in every issue. *Country Living*'s unique lifestyle editorial includes home building and renovating, decorating, cooking, entertaining, gardening, travel, pets, and much more.

- Section: Formatted ad section (copy, photo, & logo)
- May 2010 issue
- Region: KY, IN, OH, TN, IL, VW, MI, & MO
- Circulation: 381,769

Partner Size Options/Cost (Gross):

- 1/8 Page \$2,280
- 1/4 Page \$3,680

Contact:

Scott Miller
Miller Communications
(770) 993-2444
scott@miller-comm.net

Leisure Publishing – Heritage Insert

This insert will go into *Preservation*, *Smithsonian*, and *Civil War Times*. *Preservation* is a primary source of news, features, essays, book reviews and travel writing on the historic preservation movement in American. Photography and artwork complement writing by journalists on controversies, trends, accomplishments and events of importance to historic cities, towns, suburbs, and rural communities. *Smithsonian* takes readers on a cultural journey around the world and across time, introducing fresh perspectives, new experiences and uncharted territory through engaging narrative and captivating images. It features culture in all its forms, including travel, fine and performing arts, history, science, biography and nature. *Civil War Times* covers the history of American's greatest internal conflict from biographies to battle stories, eyewitness accounts to period photographs. *Civil War Times* also has travel guides, and book reviews.

- Section: Formatted ad section (copy, photo, & logo)
- Preservation – March/April 2010, Smithsonian & Civil War Times – May 2010
- Region: Varies by publication, however, all circulation is east of the Mississippi
- Circulation: 600,000

Partner Size Options/Cost (gross):

- Brochure Ad \$4,350
- 1/6 Page \$8,050
- 1/3 Page \$16,825

Contact:

Kim Green
Leisure Publishing
(540) 588-0800
kim.green@leisurepublishing.com

MEETINGS & CONVENTIONS AUDIENCE – PRINT

CONNECT

This magazine targets those with decision-making authority for managing SMERF-type events. These include social, military, educational, fraternal, reunion, hobby and other association meetings—but not religious conferences. (This segment is covered by *Rejuvenate*, a sister publication.) Publication speaks directly to the people charged with organizing SMERF conventions, tradeshow and conferences. The magazine provides real-world stories and looks at this special world of meeting planning, giving readers a mix of practical advice, insight and inspiration. Case histories, profiles, how-to articles and destination reviews help planners manage their site-selection process.

- Section: Formatted ad section (copy, photo, & logo)
- Annual Program, starts with July/August 2009 issue
- Region: National
- Circulation: 5,000

Partner Size Options/Cost (gross):

- 1/9 Page \$4,215
(Includes one CONNECT Conference registration, and one set of appointments)

Contact:

Jim Hampton
Collinson & Company, Inc.
(770) 582-9700
jim@collinsonpublishing.com

Rejuvenate

Rejuvenate provides information and insight to better perform meeting planning responsibilities, whether it's planning a major convention, an exposition or a retreat. It offers in-depth, targeted editorial for planner of faith-based events.

- Section: Formatted ad section (copy, photo, & logo)
- Annual Program, starts with November 2009 Conference Issue
- Region: National
- Circulation: 5,000

Partner Size Options/Cost (gross):

- 1/4 Page \$8,823
(Includes one Rejuvenate Conference registration, and one set of appointments)

Contact:

Jim Hampton
Collinson & Company, Inc.
(770) 582-9700
jim@collinsonpublishing.com

Convention South

Publication contains investigative reports, diverse viewpoint from industry leaders, insightful columns and how-to stories. Each issue contains insider's guides to south destinations and special editorial features help identify trends, new technology, and other up-to-the-minute news for planning efficiently and effectively.

- Section: Ads with matching advertorial
- September 2009 Issue
- Region: National
- Circulation: 18,162

Partner Size Options/Cost (gross):

- 1/4 Page \$2,170
- 1/2 Page \$2,680
- Full Page \$3,990

Contact:

Pam Redden
Convention South Magazine
(254) 420-4864
predden@coveypubs.com

Meeting News/Successful Meetings

Meeting News is edited as an industry newspaper for meeting, convention; incentive travel and trade show professionals. It provides objective news, analysis, features and special reports which help corporate and association meeting decision-makers with site selection, planning budgeting, and use of online/internet products, accommodations, transportation and all related support activities.

Successful Meetings is edited for corporate and association executives who are responsible for planning and managing off-premise meetings, training programs, conferences, conventions, trade shows, and incentive travel programs. Editorial covers news of interest to the meetings industry with specific tips, techniques, and ideas for better meetings. Also contains information about hotels, resorts, conference centers, convention centers, and other meeting facilities.

- Section: Formatted Ad (copy/photo/logo)
- Issue Dates: Meetings News – September 2009; Successful Meetings – October 2009
- Region: KY, IN, OH, TN, IL, WV, MI, & MO
- Circulation: 24,039

Partner Size Options/Cost (gross):

- 1/2 Page \$2,000 Note: cost includes both issues; this is a package.
- Full Page \$4,200 Note: cost includes both issues; this is a package.
- Full Page Spread \$8,000 Note: cost includes both issues; this is a package.

Contact:

Larry Mischik
Successful Meetings/Meeting News
(770) 604-9641
larry.mischik@nielsen.com

Meetings Network: Association Meetings, Corporate Meetings & Incentives, & Religious Conference Manager

Association Meetings is written for the specific needs of executives planning association meetings, events, and expositions. Editorial provides an objective analysis of trends and issues affecting association meetings and expositions.

Corporate Meetings & Incentives focuses on the issues that impact executives responsible for planning corporate meetings and incentives. Every issue provides advice from top-level leadership at major corporations concerning various topics in meeting planning and incentive program development.

Religious Conference Manager provides religious meeting and conference executives with clear how-to information that addresses their unique meeting concerns, as well as facts on destinations ideally suited for their type of programs.

- Section: Formatted Ad (copy/photo/logo) + online post card
- Issue Dates: February 2010
- Region: East of Mississippi for AM & CMI & National for RCM
- Circulation: 42,970 (magazine); 7,880 (online post card)

Partner Size Options/Cost (gross):

- 1/6 Page w/postcard \$4,360
- 1/4 Page w/postcard \$5,890
- 1/2 Page w/postcard \$10,480
- Full Page w/postcard \$19,660

Contact:

Jim Reagan

Navigate Media

(678) 507-0110

jreagan@navigate-media.com

GROUP TRAVEL AUDIENCE – PRINT

Bank Travel Management

Publication is edited for bank loyalty travel program directors that are responsible for their bank's account divisions. It includes destination features, how-to articles, and news for bank club directors and profiles. The magazine is designed to educate bank club directors on how to manage their senior members' trips more effectively.

- Section: Formatted Ads
- Issue Dates: September/October 2009 & March/April 2010
- Region: National
- Circulation: 4,500

Partner Size Options/Cost (gross):

- 1/6 Page: \$499.50 Note: Costs are per issue

Contact:

Kelly Tyner

Niche Travel Publishers

(888) 253-0455

kelly@grouptraveller.com

Group Travel Planet

Group Travel Planet provides industry news and updates, travel tips, articles on destinations and trends, and other pertinent information. Publication is targeted to people who book group travel for family and military reunions, social organizations, educational groups, etc.

- Section: Ad with matching editorial
- Issue Dates: July/August 2009, November/December 2009, & March/April 2010
- Region: National
- Circulation: 16,000

Partner Size Options/Cost (gross):

- 1/4 Page with matching advertorial: \$3,335 Note: Costs are per issue
- 1/2 Page formatted ad: \$3,335 Note: Costs are per issue

Contact:

Jim Hampton

Collinson & Company, Inc.

(770) 582-9700

jim@collinsonpublishing.com

Group Tour Magazine

Group Tour Magazine provides information and planning resources for the group travel professionals who strive to develop successful tours. Each issue offers in-depth articles on group-friendly destination and attractions, sample itineraries, industry news, a regional feature, a profile of a tour operator, and a guest columnist.

- Section: Formatted ads (copy/photo/logo)
- Issue Dates: September 2009 & March 2010
- Region: National
- Circulation: 15,000

Partner Size Options/Cost (gross):

- 1/6 Page \$2,500 Note: Cost includes both issues; this is a package.

Contact:

Sara Plummer
XMedia
(859) 273-6464
sara@goxmedia.com

Going On Faith

Going On Faith is published as a news and idea source for travel directors for churches and similar religious groups. Editorial includes coverage of destinations, special events and sources of planning information.

- Section: Formatted Ads
- Issue Dates: August/September 2009, April/May 2010
- Region: National
- Circulation: 6,000

Partner Size Options/Cost (gross):

- 1/6 Page: \$261.75 Note: Costs are per issue.

Contact:

Kelly Tyner
Niche Travel Publishers
(888) 253-0455
kelly@grouptraveller.com

The Group Travel Leader

The Group Travel Leader is edited for 50 plus group travel leaders who plan trips for senior market clubs and organizations. It carries news about the group travel industry, destination features, educational articles and information about the 50 plus demographic group. Its editorial coverage extends to motor coach tours, cruises and air charters.

- Section: Formatted Ads
- Issue Dates: September 2009, November 2009, & January 2010
- Region: National
- Circulation: 30,079

Partner Size Options/Cost (gross):

- 1/6 Page: \$627

Note: Costs are *per issue*. January issue is a smaller size and only 5 units are available instead of 6. So January is a 1/5 page ad, but same size.

Contact:

Kelly Tyner
Niche Travel Publishers
(888) 253-0455
kelly@grouptravelleader.com

Student Group Tour Magazine

Publication is targeted toward individuals and agencies actively planning trips for student groups. Every issue contains information focusing on group-friendly destinations, itineraries, travel trends, and information covering all aspects of student travel.

- Section: Formatted ads (copy/photo/logo)
- Issue Dates: October 2009
- Region: National
- Circulation: 15,000

Partner Size Options/Cost (gross):

- 1/6 Page \$1,300

Contact:

Sara Plummer
XMedia
(859) 273-6464
sara@goxmedia.com

NOTE: PLEASE SEE ALSO ADDENDUM FOR CO-OP OPPORTUNITY IN
PACKAGED TRAVEL INSIDER

ONLINE OPPORTUNITIES

24/7 Ad Network

24/7 Real Media is a leader in providing targeted, response-oriented Web advertising campaigns utilizing their digital advertising alliance of more than 1200 sites around the world. 24/7 will provide customized solutions to partners through banner advertising (300 X 250) on custom channels and/or banner ads based on behavioral targeting.

Custom Channel

Custom blend of Travel, Women's Interest, News/Media, Home & Garden, Sports, and Family channel.

- Impressions per partner: TBD by partner
- Total Cost: TBD by partner
- Cost-Per-Thousand: \$4.11; minimum investment per partner - \$2,500

Behavioral Targeting

24/7 Custom Behavior targeting segments reaching frequent travelers, outdoor enthusiasts, and culinary connoisseurs. Segments can be customized by participant.

- Impressions per partner: TBD by partner
- Total Cost: TBD by Partner
- Cost-Per-Thousand: \$2.94; minimum investment per partner - \$2,500

Contact:

Todd Hayes

(312) 951-4711

todd.hayes@247realmedia.com

Away.com

Away.com is a leading travel planning website that offers more than two million pages of content covering over 35,000 destinations worldwide. The website provides expert reviews and trip ideas for a variety of travel interests, plus flights, hotels and attraction information. Away is providing a variety of options for industry partners to choose from to customize to your goals, objectives and timeframe. Options include the following:

- Daily Escape Email
Reaches Away users (180,000) who have opted in to receive the dedicated e-mail. Partner would receive "sponsored by" language and two ad units for 100% share of voice.
\$2,200 per email
- Family Travel Guide
Dedicated pages on Away to promote ideal trips for families.
Cost-Per-Thousand: \$14 -16, varies depending on banner size
Minimum investment per partner: \$2,500
- Activity Targeting
Opportunity to target people researching travel surrounding activities, for example, hiking, biking, camping, etc.
Cost-Per-Thousand: \$14 - \$16, varies depending on banner size
Minimum investment per partner: \$2,500

Contact:

Brady McCarthy

(312)260-2308

brady.mccarthy@orbitz.com

Budget Travel Travel Marketplace eMail Newsletter

The publishers of Arthur Frommer's Budget Travel provide opt-in subscribers (East of the Mississippi circulation of approximately 575,000) with information and opportunities to save on travel to the world's most exciting destinations via the Travel Marketplace email newsletter.

Exclusive eMail Newsletter Sponsorship for Kentucky Department of Travel and participating industry partners.

- Distribution: Fall 2009 and Spring 2010 (specific dates TBD)
- Co-Op partner cost: \$2,250 per eNewsletter
- Partner provides photo, logo and copy

Contact:

Ryan McDermott

(404) 256-3800

ryan@maddockandmandel.com

TravelGuidesFree.com

TravelGuidesFree.com is a lead generation travel website where consumers can go to request free travel information from the popular destinations in the U.S. and Canada.

- \$.99 per lead net (you are charged only if someone wants information from you)
 - Leads include name, mailing address and email address
- Monthly \$400 cap on billing each month.
- Website listing
- Toll free number listed
- Up to 40 words of text on main listing
- Leads sent weekly via excel format, reports sent daily or weekly
- Listings can be updated as often as you like
- Added Value: If you get more leads that exceed the cap on billing per month, these leads are free.

This is an annual program.

Total Cost: \$4,800 net

Contact:

Mike Devolder

(515) 251-2687

mdevolder@travelmarketinggroup.com

TripAdvisor.com

TripAdvisor is the world's largest travel community where users can get real information, advice, and opinions from millions of travelers to help plan and take the perfect trip.

- A combination of web ads – leader boards, large rectangles, and wide skyscrapers – placed to appear ROS (run of site) targeting travelers living in IL, KY, IN, OH, TN, WV, MI, & MO.
- A combination of leader boards, large rectangles, and wide skyscrapers, placed to run inside KY, WV, TN, OH, MO, MI, IN, and IL content.
- A combination of leader boards, large rectangles, and wide skyscrapers placed to appear ROS for the duration of the campaign.

1,050,000 Impressions Package

- 500,000 Impressions to targeted states
- 500,000 Impressions to targeted to KY and competing states content
- 50,000 Bonus Impressions to post run of site

Cost: \$18,400

525,000 Impressions Package

- 250,000 Impressions to targeted states
- 250,000 Impressions to targeted to KY and competing states content
- 25,000 Bonus Impressions to post run of site

Cost: \$9,200

262,500 Impressions Package

- 125,000 Impressions to targeted states
- 125,000 Impressions to targeted to KY and competing states content
- 12,500 Bonus Impressions to post run of site

Cost: \$4,600

Contact:

Mark Mamber

(310) 727-2602

mmamber@tripadvisor.com

CITY BLITZ: INDIANAPOLIS

The Kentucky Department of Travel is offering industry partners the opportunity to participate in a comprehensive, multi-media campaign in the Indianapolis market. Our vision is to hit the Indy market in spring 2010 with advertising across multiple media outlets, combined with on-site guerilla marketing tactics and a direct mail campaign to higher income households.

Why Indy?

Research data and industry survey results indicate that Indianapolis residents are a prime target for outreach to encourage visitation to Kentucky. Indianapolis is the 14th largest city in the United States and the third largest in the Midwest (after Chicago and Detroit).¹

Market Demographics²

Who They Are	DMA %
Men	48%
Women	52%
Married	58%
Never Married (single)	24%
Widowed/Separated/Divorced	19%
White	86%
African American	10%
Hispanic	4%
Other	3%
Employed full-time (35 hours +)	49%
Employed part-time (< 35 hours)	16%
Not Employed	35%
No Children in Household (age 17 or under)	60%
One or more	40%
Two or more	25%
Three or more	10%
Age	DMA%
18 –24	14%
25 – 34	18%
35 – 44	19%
45 – 54	19%
55 – 64	14%
65 or older	17%
Household Income	DMA %
< \$29,999	20%
\$30,000 – \$39,999	13%
\$40,000 - \$49,999	13%
\$50,000 - \$74,999	22%
\$75,000 - \$99,999	14%
\$100,000 +	18%

¹ US Census Bureau

² Scarborough USA+, 2008 Release

Indianapolis City Blitz, con't.

Advertising initiatives may include:

- Television
- Billboards
- Print advertising
- Online advertising
- Specialized advertising (e.g. bus wraps, gas pumps)

Guerilla Marketing

To compliment our advertising efforts, Kentucky proposes launching one or more (depending on partner participation) guerilla marketing tactics, supported by traditional public relations efforts. Tactics could include, but are not limited to, publicity stunts such as costumed Kentucky “personalities” handing out promotional items and travel information in high-traffic locations, cross-promotions with local attractions, and/or promotions/contests at local events.

Direct Mail

Our proposed direct mail campaign is targeted toward an Upscale Indy area audience, defined as households with combined annual income of \$100,000 or more with or without children living at home. Counties covered include: Boone, Hamilton, Hancock, Hendricks, Johnson, Madison, Marion, Morgan and Shelby.

Budgeting

Partners are encouraged to set aside funds in one of the following amounts for planned participation in the Indy City Blitz. Once participating partners are determined, the Kentucky Department of Travel will work with our City Blitz partners to customize a plan that meets goals and objectives.

- | | |
|---|-----------|
| • The Brickyard Blitz Sponsorship | \$100,000 |
| • The Monument Circle Blitz Sponsorship | \$ 75,000 |
| • The Crazy Colts Blitz Sponsorship | \$ 25,000 |

ADDITIONAL APPROVED MARKETING OPPORTUNITIES

The following opportunities are also *eligible* for funding at the highest reimbursement amounts:

2010 Kentucky Official Visitor's Guide and online eGuide

- The complete guide to all the great activities and attractions in Kentucky.
- Distribution of approximately 500,000.
- Supported by the Kentucky Department of Travel's marketing and advertising efforts.
- Guides also ordered directly from KDT's toll-free number and website.
- EGuide and PDF downloads available online.

Note: Rates for the 2010 Official Visitor's Guide have not been established. For planning purposes, please budget based on 2009 rates. Additional information about the 2010 Visitor's Guide advertising rates will be distributed to industry partners as soon as they are available.

Contact:

Liz Chewning
Kentucky Department of Travel
502-564-4930
liz.chewning@ky.gov

Advertising Initiatives available via the Kentucky Tourism Council

- Arrowcasting Digital Signage Advertising at Welcome Centers, Kentucky Horse Park, Kentucky Artisan Center and Kentucky History Center Display information about your destination on 40" high definition, wide screen, LCD monitors at our eight Kentucky Welcome Centers located at every major entry point into the state. They are located off Interstates 65, 75, 64, and 24. Monitors are also present at the Kentucky Horse Park (Lexington), Kentucky Artisan Center (Berea) and Kentucky History Center (Frankfort). With your business displayed at these Welcome Centers and attractions you have the opportunity to reach more than 12 million visitors per year.

Packages range from \$3,000 - \$13,500 depending on number of advertising months and number of Welcome Centers/Locations chosen.

- Kentucky Tourism Council's Meeting Planners Guide to Kentucky

Contact:

Kentucky Tourism Council
502-223-8687
tourky.com

Travel Shows, Sponsorships and Sales Missions

- American Bus Association Sponsorship, January 2010
- Heartland Travel Showcase Sponsorship, March 2010
- International Programs
 - Partnership with Kentucky Department of Travel in all International efforts including sales mission, trade shows, Visit Kentucky USA programs and U.S. Travel Association's International Pow Wow in May 2010 – \$1,000 - \$15,000
- The Kentucky Experience Partnership (regions only)
 - Exhibit Pavilion Regional Display, participation and website exposure – \$25,000 - \$37,500
- Travel South Showcase Luncheon Sponsorship
 - Joint lunch sponsorship highlighting Kentucky at event in Birmingham, Alabama in April 2010 - \$2,000 – \$5,000 per partner

For details regarding the above opportunities, please contact:

Cheryl Hatcher

Kentucky Department of Travel

502-564-4930

cheryl.hatcher@ky.gov

Industry Partnerships

- Team Bourbon Partnership
 - Comprehensive advertising and communication program in a specific target market for the communities touched and influenced by the bourbon industry for tourism impact. – \$2,500 – \$25,000.
 - Contact: Cheryl Hatcher, Kentucky Department of Travel, 502-564-4930.
- TEAM Kentucky Annual Partnership
 - TEAM Kentucky is a statewide initiative designed to collectively market Kentucky to the sports events industry. Benefits include inclusion in comprehensive TEAM Kentucky guidebook distributed at trade shows; individual partner, events and facilities promotion via teamky.com website; and advertising in key sports trade publications. The Kentucky Sports Authority also serves as a liaison for TEAM Kentucky partners with national rights holders (NGBs) and encourages collaboration among TEAM Kentucky partners.
 - \$5,000 per partner (*Note: Reimbursement for CVBs, DMOs and Tourist Commissions is 90/10; Sports Commissions will be reimbursed at 70/30 rate*)
 - Contact: Kevin Nuss, Kentucky Sports Authority, 502-564-4270

VisaVue Travel captures total spending volume, numbers of transactions and net number of international Visa card-carrying visitors to the United States. Reports are generated quarterly and are available within weeks of the quarter's end. These detailed reports can be used by destination marketing entities to better understand visitor composition, seasonal and annual trends. Importantly, VisaVue Travel also shows visitor spending activity within specific market segments and highly specific purchase categories. This unique data provides prompt and accurate knowledge of where and how visitors are spending their money. Information may be helpful in determining the following:

- *Target countries for new marketing budget focus*
- *Relative allocation of tourism resources by country of visitor origin*
- *Tuning of promotional programs for maximum effectiveness.*
- *Planning for visitation volume by season and source of origin*
- *Selection and evaluation of specific tourism marketing partners*
- *Capacity planning for transportation and lodging partners*
- *Merchant types or market segments which may be underdeveloped*
- *Seasonal trends or changes in visitor travel behavior patterns*

Quarterly data includes number of cardholders, number of sales, amount of sales and average purchase amounts. The data is broken down by country of origin and where spending occurred – the CVB or defined destination.

Cost for CVBs interested in partnering with the state: **\$17,500 per year.**

TARGET AUDIENCES PROFILES

Families

Meet Cynthia Wade and her family – husband, Rick; daughters Megan (age 10) and Abby (age 8); and their dog, Tink. Cynthia is 38 years old, with a part-time job (which often turns into being more of a full-time job) with the public schools system. She finds time for fulfilling her personal passion by volunteering at the local riding stables for a few hours on the weekends, but finds herself more often than not acting as taxi driver, chef and housekeeper. Cynthia and Rick have a combined yearly income of \$68,000.

The Wades used to take a week-long vacation to Florida every year, but the challenging economy and concern over the stability of Rick's job as a salesman for a construction machinery and supply company, has forced Cynthia to rethink her family's vacation plans. Because of busy day-to-day routines, Cynthia realizes the importance of spending time away to reconnect as a family. She's looking for some fun and inexpensive ideas for long weekend adventures close to home. And, if their budget will allow it, she'd love to try and extend one of those long weekends into a week-long vacation.

Upscale

Meet Barbara and Tom Brandon, recent empty nesters who live in Indianapolis. Barb is a self-proclaimed "domestic goddess" who has spent a lot more time volunteering now that her sons Bill, 21, and Ben, 18, are away at college. Tom is Vice President of Global Diversity for Eli Lilly, earning an annual income of \$120,000.

The Brandons love to travel but, in recent years, Tom's job duties have taken him all over the world and the Brandons now seek trips closer to home that provide for a less stressful travel experience. Barb, a history major in college, enjoys museums and more cultural pursuits on trips, but is also game for hiking and golfing, activities that her husband and the boys relish. Each summer, the Brandons enjoy spending time together on vacation. Barb and Tom have also decided to make the most of their new-found freedom from kids in the house and plan to take a couple romantic weekend getaways this year.

Empty Nesters

When Rita Simpson retired from her job as a bank branch manager three years ago, she was afraid she'd be bored. She was surprised to find that rediscovering her passions – birding, quilting, spending time with her grandchildren and even the occasional manicure with her girlfriends – kept her busier than ever. Husband Bill is also retired, but never worried about keeping busy as he has always enjoyed spending time tinkering, especially in the garage with his car and motorcycle.

Rita and Bill travel often to visit their daughter Lynn, son-in-law, Josh, and grandkids Ian (age 9) and Grace (age 8), who live only four hours away. They've also indulged in a Caribbean cruise and a trip to Europe since retiring. However, due to their faltering 401(k) investments, Rita and Bill have decided to feed their passion for travel by exploring less expensive (but no less exciting) travel options. Rita has also talked her daughter into letting her and Bill take Ian and Grace on a "trip with grandma and grandpa" during their spring break next year and has already been gathering trip and activity ideas by reviewing magazines and occasionally surfing the internet, but hasn't yet landed on the "perfect" vacation.

Culinary Travelers

Rebecca and Greg Dodge, both 26 years old, are always looking for an excuse to entertain their friends and show off their cooking skills. Rebecca is a lawyer and Greg is a computer software engineer, but they prefer to define themselves more by what they do outside of their work lives. They frequent their local farmers market, but Greg also has an organic vegetable garden of his own,

and Rebecca recently signed up for a wine-tasting class at the nearby university. Rebecca is an avid reader and Greg is a music buff, and both enjoy exploring restaurants around town and eat out once or twice a week.

Whenever they can find the time, Rebecca and Greg love to travel. They actually prefer to travel by car, as Rebecca has always felt, “the journey is just as fun as the destination.” They enjoy city experiences, as the dining options are usually diverse, however, they also love the thrill of finding that unique out-of-the-way shop, restaurant, winery or even agritourism adventure.

Outdoor Enthusiasts

Meet Tony Schultz, a 43 year-old graphic designer, husband and father. In his twenties and early thirties, Tony enjoyed both kayaking, mountain biking and backpacking, but in recent years has found a lot more joy in sharing his love of the outdoors with wife Jeanine and their three kids, Karen (age 15), Angie (age 12) and Michael (age 7). The family enjoys hiking, fishing and camping together (although Jeanine prefers overnighting in a lodge or cabin rather than a tent so the family compromises from time to time).

The Schultz’s usually take a week long vacation each year, sometimes during spring break, but more often in the summer. With such a large family and a household income of \$45,000 a year, value is always on their minds when Jeanine and Tony make their trip plans. While the vacation typically centers on outdoor activities, they enjoy breaking up the trip with what Angie calls more “civilized” activities like shopping and checking out nearby local attractions. Tony also enjoys an annual long weekend getaway with his old college buddies to return to his more rugged outdoor roots.

Arts & Heritage

Alison Longfield, age 50, is a happily divorced records retention manager at the corporate office of a popular restaurant chain. She is a season subscriber to the local symphony and often frequents productions at the community theatre, but also enjoys exploring museums and historic attractions. But Ali’s favorite pastime is antiques.

Ali and her best friend, Jenny, travel together 6 or 7 times a year, most often taking day-trips, but also enjoying a long weekend getaway every so often. They love checking out special festivals and cultural events and never miss the opportunity to scour the local antique shops for that hidden gem that might one day land them as a featured guest on *Antiques Roadshow*. While both Ali and Jenny must keep an eye on their spending (especially in these uncertain times), they do enjoy staying at bed & breakfasts and have also been known to indulge from time-to-time on that must-have antique or luxury spa getaway.

Meetings & Conventions

Meet Marie Atkinson, an independent meetings and events planner, with clients ranging from non-profit organizations and religious groups to regional companies and even large corporate events from time to time. Marie has launched successful meetings in Orlando and Las Vegas so many times she’s lost count. However, in recent years as her small meetings clients have grown and her client’s businesses have been slashing event budgets, Marie has been not only looking for more cost-effective options, but also for unique and friendly meeting locations that will earn her brownie points (and hopefully loyalty) among her clients. Marie keeps up with trends in the meetings industry by reviewing trade publications and surfing the internet several times a week; and also attends trade shows once or twice a year.

Group Travel

Ellen Verse is a group travel planner. While her main focus has always been bus tours for a predominantly retiree-aged audience, Ellen realizes it makes good business sense to expand her repertoire to include offerings for student group tours and those looking for family reunion and faith-based group trips. Ellen's main source of trip ideas comes from attending group travel trade shows, however, she's also been relying more on trade publications (both in print and online) recently to keep her costs down.

Kentucky 2009 – 2010 Co-Operative Marketing Opportunities – ADDENDUM

Following are updates to the Kentucky Department of Travel Tourism Marketing Incentive Program 2009 – 2010 Co-Operative Marketing Opportunities, distributed at regional meetings on May 7, 8, 12 and 13.

- Additions
 - Broadcast Television – information for Columbus and Dayton DMAs
 - Family Audience – *Budget Travel*, *Girlfriend Getaways* and additional co-op in *O*, *The Oprah Magazine*
 - Group Travel Audience – *Packaged Travel Insider*
 - Additional Marketing opportunities - VisaVue® Research

Broadcast Television

*Gross pricing based on two-week packages.
Additional production cost of \$250 per station (if :15 spot is needed)*

Columbus, OH DMA **WCMH (NBC)**

Spring '10	Reach	Frequency	GRP's	CPP's
\$5,000/31 spots	37.8	1.9	72.8	\$68.68
\$7,500/38 spots	55.6	1.8	99.2	\$75.60
\$10,000/48 spots	65.0	2.1	135.2	\$73.96

Daypart mix includes Early Morning, Daytime, Early Fringe, Prime Rotators, Early News, Late News and Weekend. This mix is more of a reach schedule than frequency because programs have one spot instead of several per program/week.

Fall '09	Reach	Frequency	GRP's	CPP's
\$5,000/26 spots	40.3	1.8	72.2	\$69.25
\$7,500/34 spots	58.5	1.8	105.2	\$71.29
\$10,000/44 spots	67.4	2.1	140.6	\$71.12

Daypart mix includes Early Morning, Daytime, Early Fringe, Prime Rotators, Early News, Late News and Weekend. This mix is more of a Reach schedule than frequency because programs have one spot instead of several per program/week.

Contact:
C.J. Jones
(614) 261-4741
cjones@wcmh.com

Dayton, OH DMA
WHIO (CBS)

Spring '10	Reach	Frequency	GRP's	CPP's
\$,5000/30 spots	34.2	2.9	98.6	\$50.71
\$7,500/33 spots	39.3	3.4	135.3	\$55.43
\$10,000/44 spots	41.5	4.3	178.2	\$56.12

Daypart Mix includes Early Morning, Early News, Daytime, Late Fringe, Late News and Weekend Rotation.

Fall '09	Reach	Frequency	GRP's	CPP's
\$5,000/26 spots	41.5	3.1	128.1	\$39.03
\$7,500/38 spots	49.5	3.5	174.8	\$42.91
\$10,000/48 spots	52.0	4.4	226.9	\$44.07

Daypart Mix includes Early Morning, Early News, Daytime, Late Fringe, Late News and Weekend Rotation.

Contact:
 Kerry Maloney
 (937) 259-2012
kerry.maloney@whiotv.com

FAMILY AUDIENCE – PRINT

Budget Travel

Budget Travel provides content that makes readers want to go places. We provide the inside scoop and up-to-the-moment advice on all the can't-miss, most fun things to see and do, across the country and around the world. Our aim is to help readers get the most out of every day, every destination, and every dollar.

- Section: Formatted ad (copy, logo, and photo), Section will run on front/back of insert.
- May 2010 Issue
- Region: IL, IN, KY, MI, MO, OH, TN, & WV
- Circulation: 118,311

Partner Size Options/Cost (gross):

- 1/6 Page \$2,189
- 1/3 Page \$3,208
- 1/2 Page \$4,471
- 2/3 Page \$5,831
- Page \$7,412

Contact:
 Ryan McDermott
 (404) 256-3800
ryan@maddockandmandel.com

Girlfriend Getaways

Girlfriend Getaways is published by *Budget Travel*. The focus of this publication is on escaping your everyday- whether it's reconnecting with your girlfriends on a vacation or finding creative new ways to carve out 'me' time.

- Section: Formatted ad (copy, logo, and photo)
- Issues: Fall/Winter or Spring/Summer
- National
- Circulation: 300,000

Partner Size Options/Cost (gross):

- 1/6 Page \$ 4,802
- 1/3 Page \$ 7,155
- 1/2 Page \$10,032
- 2/3 Page \$13,127
- Page \$16,865

Note: rates listed are per issue

Contact:

Ryan McDermott
(404) 256-3800

ryan@maddockandmandel.com

The Oprah Magazine

Oprah Magazine is a women's personal growth guide for the new century, offering stories and ideas stamped with Oprah's unique vision on health, fitness, careers, finance, relationships, beauty, fashion, home design, books and food.

An additional co-op in Fall 2009 has been added.

- Section: Formatted ads (copy, logo, and photo)
- October 2009 and April 2010 Issue
- Region: Midwest
- Circulation: 610,000

Partner Size Options/Cost (gross):

- 1/6 Page \$7,586 (per issue)

Contact:

Rick Vega
913-549-3288

rvega@maddenmedia.com

GROUP TRAVEL AUDIENCE – PRINT

Package Travel Insider

Packaged Travel Insider is a bi-monthly resource for travel planners who arrange packages for those who travel in groups. It provides editorial on important industry issues, fresh destination ideas, and smart planning tips.

- Section: Formatted ad (copy, logo, and photo)
- Issues: November & March
- National, plus Canada
- Circulation: 10,000

Partner Size Options/Cost (gross):

- 1/6 Page \$1,707.75

Note: Pricing is for both issues

Contact:

Kary Moening

(866) 252-7108

kary@spmags.com