

2016 Marketing Opportunities

KANSAS DEPARTMENT OF WILDLIFE, PARKS AND TOURISM



There's No Place Like
Kansas
TravelKS.com

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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 KDWP, visit TravelKSIndustry.com or contact Andrea Johnson at (785) 296-6292 or Andrea.Johnson@TravelKS.com

How to Use this Booklet

- First, begin with the Branding and Marketing 101 section on pages 4-5. 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 on pages 8-18. 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 Andrea Johnson at (785) 296-6292 or Andrea.Johnson@TravelKS.com

Branding and Marketing 101

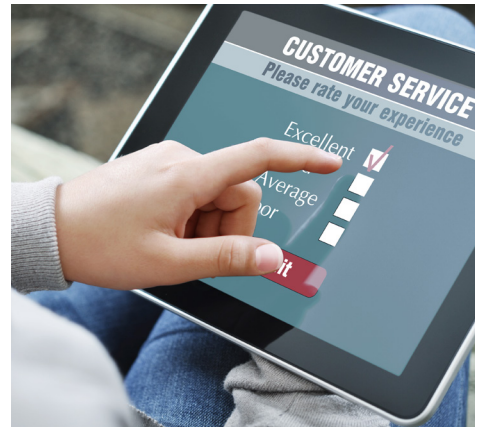
Brand – what is it and why does it matter?

Your organization's brand is the experience your customers have when doing business with you. It's everything from curb appeal to customer service to product quality to follow-up after the interaction. It is what they remember months and years after they do business with you, and it is what they tell others about you. You can't really own your brand, but it is critical to manage it.



Brand discovery and management

Brand discovery starts from within. What are the benefits and features that set you apart from competitors? What promises can you make and keep to your audience? What type of experience can your customers or visitors consistently expect from you? To get the most honest, objective answers, survey your customers to get the information from them firsthand. If your customers' opinions of you fall short of the brand you want to be, make internal adjustments to help manage the experience.



Brand building

Your logo, slogan, signage and ads are the visual representation of your brand. The advertising opportunities outlined in this booklet can help you build brand recognition through consistent messaging and imagery. The next step is choosing the best ways to market your product or service.



Marketing basics

To build your marketing plan, start by answering these three questions:

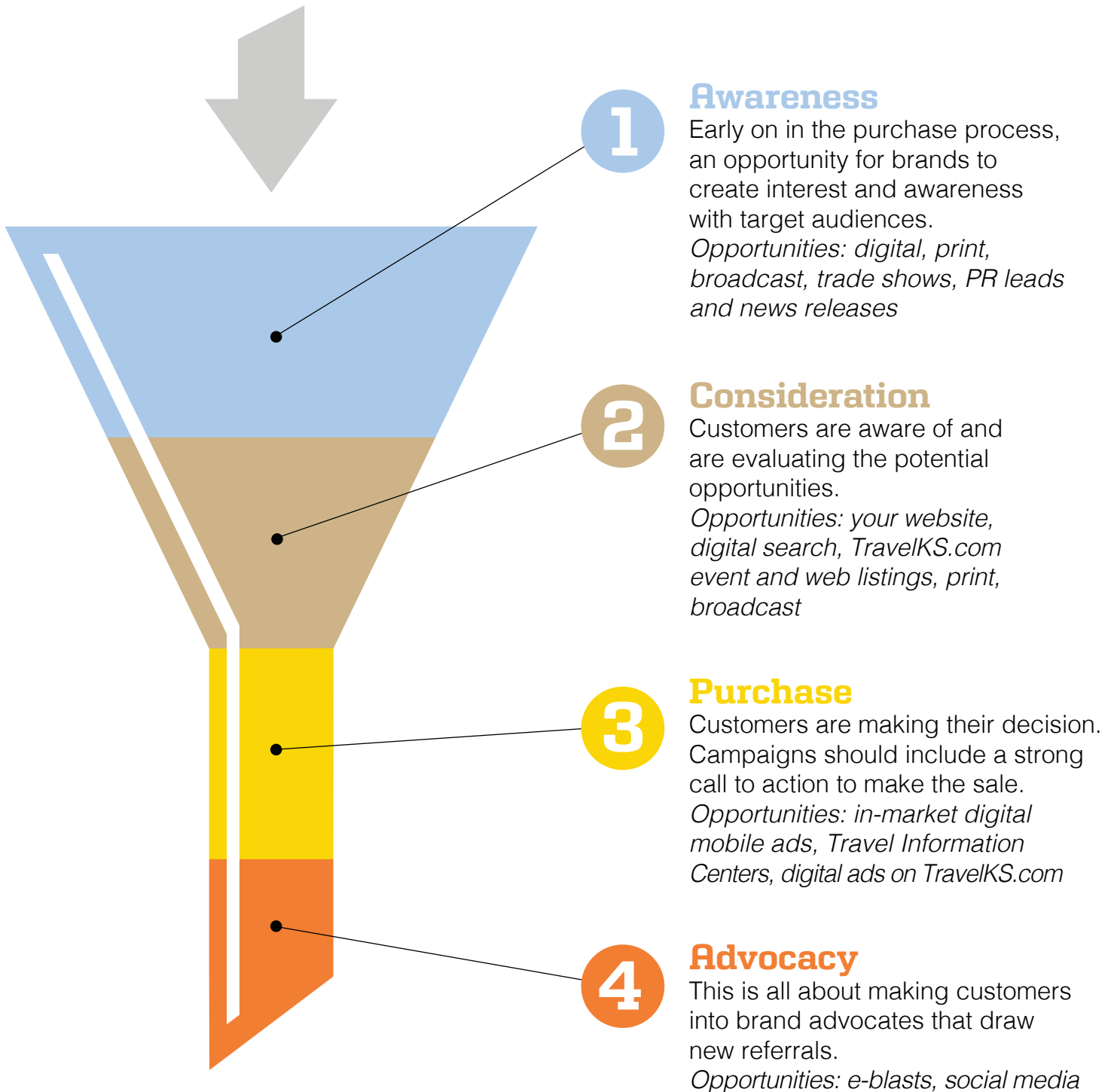
- How is my product or service different from those similar to mine ... what makes mine special?
- Who are the people who want my particular product or service?
- What are the times of year when people are shopping for my product or service?

The answers to these questions will help you determine your message, your audience and the timing of your promotional efforts.

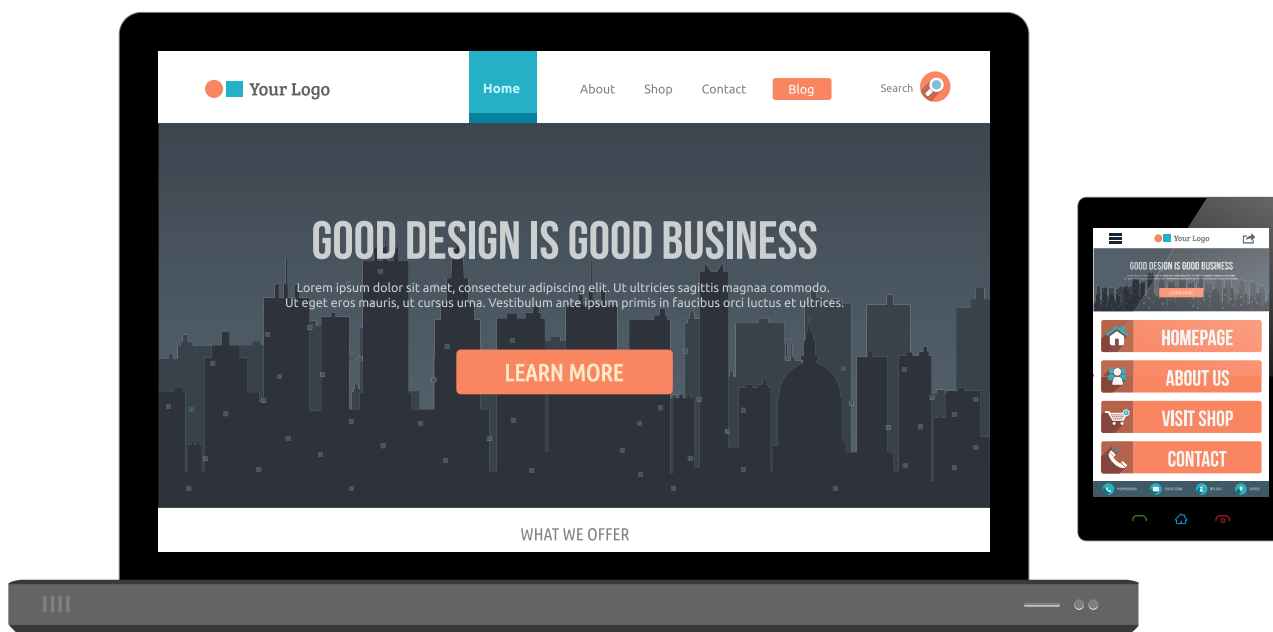
Your branding efforts and marketing plan are so much more than advertising and promotion. We recommend you take a look at the resources offered by destination marketing expert Roger Brooks at RogerBrooksInternational.com.

The Purchase Funnel and Your Marketing Plan

When you know your message, audience and timing, you can use the purchase funnel model to help determine when, where and how to conduct the advertising portion of your marketing plan.



Have You Used Your Website Lately?



Before you begin any marketing efforts, we recommend you take a good, critical look at your website. Since the call to action in your advertising efforts will most likely lead audiences to your website, be sure it is ready to receive those visitors and keep them there with helpful and interesting content. If visitors can't find the information they need or they have trouble navigating your site, they'll quickly go elsewhere. See page 7 for an easy-to-use website analysis worksheet that you can print off and provide to people outside your organization so you can get a thorough, objective review of your site.

Conduct a Website Analysis

You're too close to the trees to see the forest ... or, in this case, you're too close to your website to have a clear picture of your visitors' perception of your site and your brand. Without a robust, easy-to-navigate website, your marketing efforts will be in vain.

Make copies of the worksheet on the next page and give them to people who match your audience profile. Ask the individuals to complete the survey as they review your website.

Make sure they're people who aren't too close to your organization, and that they're individuals you can trust to give you critical, objective feedback. Use the information you gather to help improve your site's functionality and content.

Website Analysis Worksheet

Thank you for helping us to evaluate our website. Your honest answers to these questions will help us create an excellent online experience for our site's visitors.

Website address _____ Date evaluated _____

Please visit the website listed above and spend three minutes navigating to find things that interest you most. Then answer the questions below.

What is your first impression of the site? _____

What stands out to you on the homepage? _____

What would you most likely click on, and what do you expect to see there? _____

What did you find when you clicked? _____

Were you satisfied with what you found there? Yes No

Why? _____

What questions do you have about the product or service offered on this site that weren't answered during your exploration of the site? _____

Were there portions or features of the site that you found helpful? Yes No

If yes, what were they? _____

Were there portions or features of the site that you found frustrating? Yes No

If yes, what were they? _____

What do you like best about this site? _____

What do you like least about this site? _____

What else should be included on this website? _____

How could the website be improved to better serve you? _____

How do you think others will find their experience on this site? _____

Any other comments you'd like to share regarding the site? _____

Thank you for participating in this survey.

Quick Start Guide – Making Marketing Easier

STEP 1

What kind of business are you?

Browse the categories on the next page to find the one that best fits you, then jump to the page number shown for that category.

STEP 2

What's your budget?

Review the budget ranges and the marketing opportunities shown in each range. If a certain opportunity doesn't feel like a good fit for you, no worries... all plans are fully customizable!

STEP 3

Select your marketing opportunities!

Follow the page numbers to learn more about each opportunity, including distribution, audience, deadlines, costs and contact information.

STEP 4

Make your buys!

Contact the representatives listed for each marketing opportunity to ask questions or to place your order.



Still unsure? Contact Andrea Johnson at (785) 296-6292 or Andrea.Johnson@TravelKS.com

STEP 1

What kind of business are you?



ATTRACTIONS
Page 10

(museums, historic sites, galleries, parks, trails, sports teams, roadside attractions, etc.)



EVENTS
Page 11

(festivals, annual and cultural events, concerts or other productions, fairs, etc.)



GREAT OUTDOORS
Page 12

(outdoor outfitters, water recreation, horseback riding, hunting and fishing guides, controlled shooting areas)



LODGING
Page 13

(hotels, motels, bed & breakfasts, lodges, campgrounds, etc.)



CULINARY
Page 14

(restaurants, diners, bakeries, wineries, breweries, chocolatiers, etc.)



RETAIL
Page 15

(specialty shops, boutiques, antique stores, shopping centers or districts, etc.)



DMOs
Page 16

(Destination Marketing Organizations, including regions & Kansas Byways)



AGRITOURISM
Page 17

(vineyards, you-pick, ranches, dairies, etc.)



VENUES
Page 18

(theatres, performing arts centers, conference centers, etc.)



ATTRACTIONS

(museums, historic sites, galleries, parks, trails, sports teams, roadside attractions, etc.)

STEP 2: What's your budget?

Review the budget ranges and the marketing opportunities shown in each range. If a certain opportunity doesn't feel like a good fit for you, no worries...all plans are fully customizable!

If you have less than \$500...

- FREE Digital - TravelKS.com Event and Web Listings (see page 21)
- FREE Digital - TravelKS.com coupons (see page 24)
- FREE Travel Show - Kansas State Fair Participation (see page 48)
- FREE Travel Information Center - Brochure Distribution (see page 50)
- FREE PR - Media Leads & Requests (see page 53)
- Digital - Display Ads on TravelKS.com (see page 27)
- Digital - E-blasts to TravelKS.com's email list (see page 26)
- Digital - TravelKS.com Event e-blasts (see page 25)
- Travel Information Center - Kansas Showcase (see page 50)

If you have less than \$1,000...

All the opportunities above, plus...

- Kansas Travel Guide listing (see page 35)
- Travel Information Center - Refreshment Host (see page 51)
- Social Media - All About You Week (see page 27)

If you have less than \$5,000...

All the opportunities above, plus...

- Digital - Pay-per-click Ads (see page 28)
- Print - Kansas Press Association Ad Event Listing (see page 31)

If you have less than \$10,000...

All the opportunities above, plus...

- FREE Digital - Concierge Service (see page 21)
- Digital - Mobile Ads (see page 29)
- RUF e-Leads (see page 29)
- Digital - CrowdRiff Social Content (see page 22)

If you have less than \$20,000...

All the opportunities above, plus...

- Digital - Online Video Ads (see page 28)
- Print - Publication Ads (see pages 33-43)
- Print - Newspaper Inserts (see page 32)
- Trade Shows - Travel and Outdoor Shows (see pages 46-48)
- Outdoor - Casey's General Stores Advertising (see page 44)
- International - Travel Writer Press Trips (see page 54)

If you have more than \$20,000...

All the opportunities above, plus...

- Travel Information Center - Backlit Advertising (see page 51)
- Rack Card Program (see page 45)
- Broadcast and/or Cable TV (see page 30)



EVENTS

(festivals, annual and cultural events, concerts or other productions, fairs, etc.)

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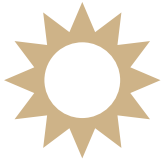
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GREAT OUTDOORS

(outdoor outfitters, water recreation, horseback

riding, hunting and fishing guides, controlled shooting areas)

STEP 2: What's your budget?

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- FREE Digital - TravelKS.com coupons (see page 24)
- FREE Travel Show - Kansas State Fair Participation (see page 48)
- FREE Travel Information Center - Brochure Distribution (see page 50)
- FREE PR - Media Leads & Requests (see page 53)
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- International - Travel Writer Press Trips (see page 54)

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- Rack Card Program (see page 45)
- Broadcast and/or Cable TV (see page 30)



LODGING

(hotels, motels, bed & breakfasts, lodges, campgrounds, etc.)

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- International - Travel Writer Press Trips (see page 54)

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RETAIL

(specialty shops, boutiques, antique stores, shopping centers or districts, etc.)

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DMOs

(Destination Marketing Organizations, including regions & Kansas Byways)

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- Rack Card Program (see page 45)
- International - IPW (see page 54)
- Broadcast and/or Cable TV (see page 30)
- Digital - Arrivalist Tracking (see page 23)



AGRITOURISM

(vineyards, you-pick, ranches, dairies, etc.)

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- Broadcast and/or Cable TV (see page 30)



VENUES

(theatres, performing arts centers, conference centers, etc.)

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 - o We recommend: Kansas Travel Guide
- Print - Newspaper Inserts (see page 32)
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If you have more than \$20,000...

All the opportunities above, plus...

- Broadcast and/or Cable TV (see page 30)

STEP 3

Select your marketing opportunities!

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:

Teresa Jenkins
(785) 228-0900
tjenkins@jhpadv.com

Graphic Design



Grab the attention of your audience with creativity. 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 can:

1. Meet with you (in person or through conference call) to discuss your brand and ideal target audience.
2. 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:

Teresa Jenkins
(785) 228-0900
tjenkins@jhpadv.com

Digital Opportunities

We can help you whether you're looking for hunters planning their next upland game adventure or a general leisure traveler who is exploring Kansas communities in search of the best slice of pie. Make sure potential visitors see your brand while they're planning 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. Senior Digital Strategist Alissa Menke 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 custom-tailored 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 custom-tailor them to specific states, cities or ZIP codes.
- Creative costs are not included for all of these programs. Ask Alissa for details during your free consultation.

FREE**Digital Concierge Service:**

Buying digital media can be confusing and it is a challenge to keep up with trends or 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:

Alissa Menke
 (785) 228-0900
 amenke@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 TravelKS.com. More than 1 million visitors came to the website last year!

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.

Contact:

Andrea Johnson
 (785) 296-6292
 Andrea.Johnson@TravelKS.com

Deadline for Participation:

None

Cost:

No charge

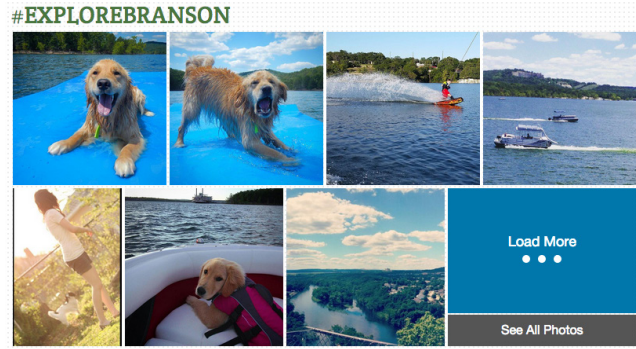


CrowdRiff Social Content:

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 cue for the KDWPPT 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 us two hashtags that you’d like for us to track (for example, #KCK94Days, #visitkansascityks), and then 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.)



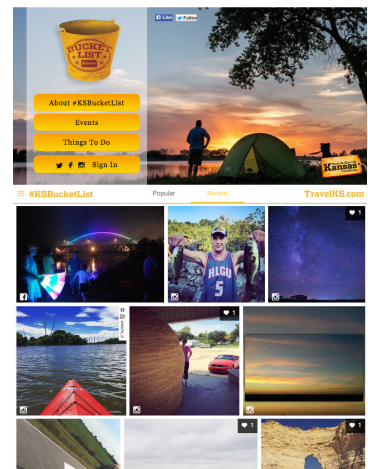
CrowdRiff Co-op Gallery annual subscription: \$2,250

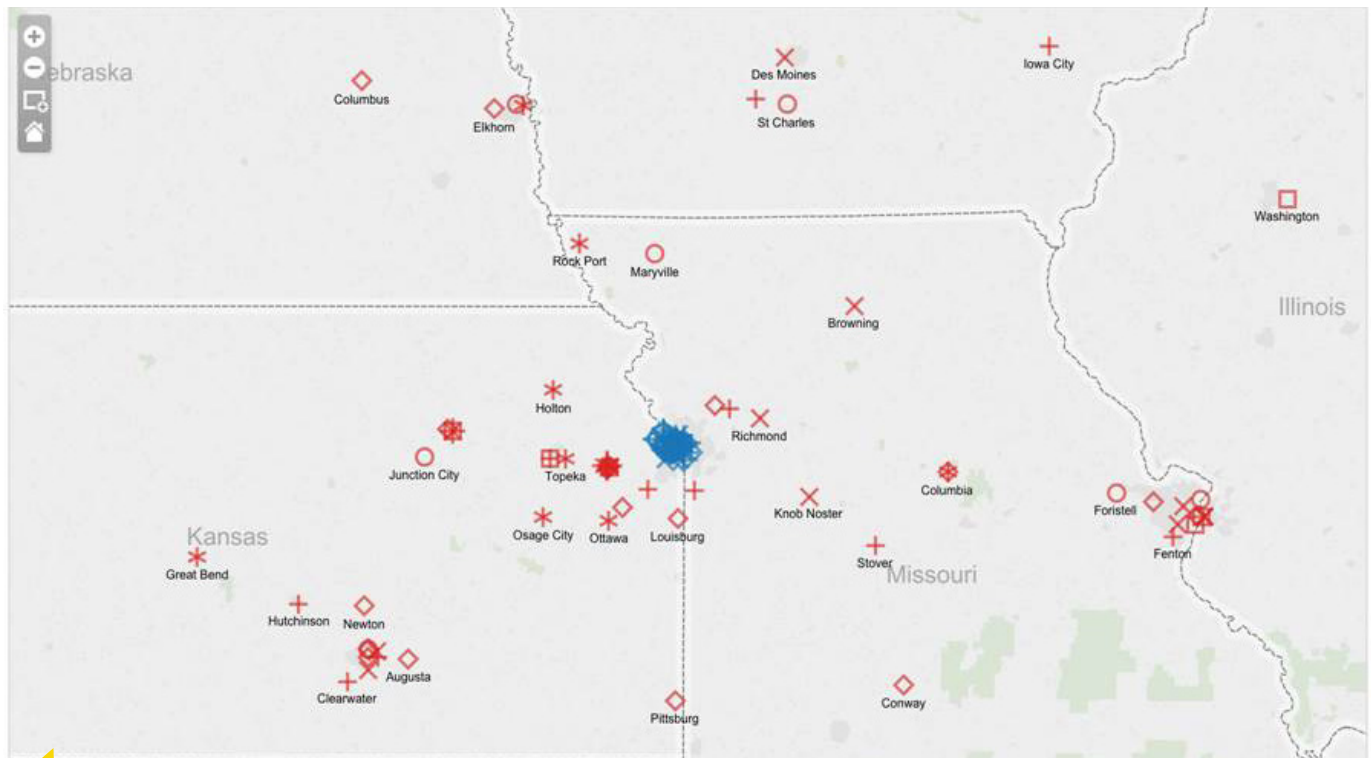
This includes setup costs and moderation for one image/video gallery for (2) hashtags for one year.

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

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

Contact:
Alissa Menke
(785) 228-0900
amenke@jhpadv.com



**NEW****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 actually arrive in market, and then be able to determine the ROI of your investment in digital marketing.

With this program, we're expanding our offering from last year and empowering all of our destination partners to incorporate tracking pixels on their 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 your campaign had.

Contact:

Alissa Menke
(785) 228-0900
amenke@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.

Contact:

Andrea Johnson
(785) 296-6292
Andrea.Johnson@TravelKS.com

Cost:

No charge

Event e-blast:

The screenshot shows a web page for TravelKS.com with the header "There's no place like Kansas". On the left is a navigation menu with buttons for "Plan Your Trip", "Things To Do", "Events", "Coupons", and "Blog", along with social media icons for Facebook, Twitter, and RSS. The main content area features a large photo of a young boy in a cowboy hat. Below it are two event listings:

Huff 'n Puff Hot Air Balloon Rally
September 5-7, Topeka
 Get a closer look at the world of hot air balloons as more than 30 colorful balloons launch over Lake Shawnee from Tinman Circle. Enjoy the carnival-like atmosphere Friday and Saturday evening from 4 to 8 p.m. with food vendors, activities, balloon flights and tethered 'glow rides' at sunset. Bring lawn chairs or a blanket and stay for the evening. Sunrise launches are scheduled for 7 a.m. on Saturday and Sunday. huff-n-puff.org
 Presented by The Great Outdoors Alliance Club of Topeka

2nd Annual Hahns Brothers' Supercross Shootout
September 20-21, Great Bend
 Join the motocross community for this shootout in Great Bend. Hosted by nationally recognized/professional motocross racers Will and Tommy Hahn, the shootout provides racing opportunities for pro and amateur racers, and an electric atmosphere for spectators and racers. The Shootout will take place in conjunction with the 7th Annual Big Bend Bike Rally. To see the schedule visit BigBendBikeRally.com or [Facebook](https://www.facebook.com).

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:

Andrea Johnson
 (785) 296-6292
Andrea.Johnson@TravelKS.com

Cost:

\$200

KDWPT Monthly Hunting/Fishing e-blast:

There's no place like Kansas
 Department of Wildlife, Parks and Tourism

Hunting
 Fishing
 State Parks
 Licenses/Permits
 Cabins/Campsites

Your September Hunting & Fishing Update

Hunt Deer Your Way
 We're on the countdown to the start of the [season](#) (archery September 15, regular firearm December 3). Itching to find a new

Migratory Bird Forecast
 Situated in the Central Flyway, Kansas is part of an established migratory bird route through the Great Plains region and lays

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 weblink.

Deadline for Participation:

15th of month before your event

Contact:

Andrea Johnson
 (785) 296-6292
 Andrea.Johnson@TravelKS.com

Cost:

\$400 per e-blast

Exclusive Email Blasts:

There's no place like Kansas
 Department of Wildlife, Parks and Tourism

Plan Your Trip
 Things To Do
 Events
 Coupons
 Blog

It's starting to happen - trees weighed down heavily with lush green leaves start to show spots of golden yellow and burnt orange, in a tease of what's yet to come. Pumpkin patches with corn mazes and freshly pressed cider throw open their gates and wineries fill with couples trying to make a last-ditch getaway before the holiday rush begins. There's no place like Kansas for taking in the all-too-short autumn season.

The Quest for Fall Color

Get Your Fill of Fall Festivities

Put your brand in the in-boxes 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:

Andrea Johnson
 (785) 296-6292
 Andrea.Johnson@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.

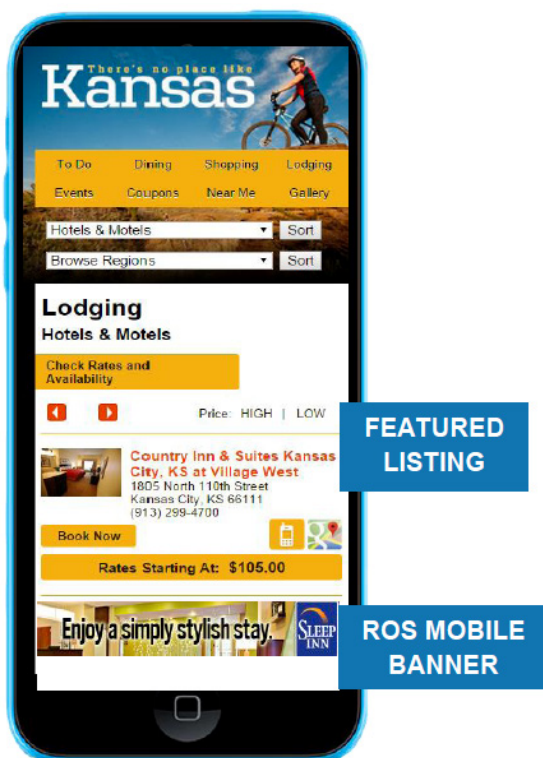
Contact:

Andrea Johnson
 (785) 296-6292
 Andrea.Johnson@TravelKS.com

Cost:

\$200

Display Ads on TravelKS.com



Benefit from the state's targeted advertising campaigns by placing your ads in the place where all our efforts lead – TravelKS.com! Meet visitors to our site with your message at just the right time, when they're making decisions about where to visit. Opportunities start at just \$30 per month and include traditional and mobile digital ads.

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

Mobile Featured Listings - \$35-\$75/month

"Highlight" Text Links - \$100/month (10,000 impressions)

Page Sponsorships - \$50-\$290/month

Run-of-Site Banner (220x910 pixels) - \$200/month (10,000 impressions)

Mobile Banner (320x50 pixels) - \$175/month

Header Images (736x303 pixels) - \$85-\$375/month

Drop Down Banner - \$75-\$450/month

Search (Pay-Per-Click) Ads:

The screenshot shows a Google search for "things to do in wichita". The search results include a "Wichita points of interest" section with a thumbnail for "Intrust Bank Arena". A prominent yellow-bordered advertisement is overlaid on the results. The ad text reads: "Ad related to things to do in wichita", "Wichita Attractions Guide - GoWichita.com", "www.gowichita.com/Attractions", "Find All the Fun & Events That Wichita Has To Offer. Plan Online!", "Visit Wichita", "Request a Visitors Guide", "Find Great Restaurants", and "Find Great Places to Stay". Below the ad, there are organic search results from TripAdvisor and other sources.

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:



Video is all over the Internet these days. You can place your brand there too with 15- or 30-second pre-roll video. Similar to a TV buy, this exposure reaches out to an untapped audience and with a simple click drives them to your website.

Cost:

\$7,650 for 500,000 impressions

Contact:

Alissa Menke
 (785) 228-0900 x 330
 amenke@jhpadv.com

Display Ads:

Whether they're animated or rich media interactive, these ads will get your brand in front of your target audience while they're reading 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:

Alissa Menke
(785) 228-0900 x 330
amenke@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:

Alissa Menke
(785) 228-0900 x 330
amenke@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

Television Opportunities



If TV advertising is in your budget, we invite you to contact Jones Huyett Partners to develop a television plan to best fit your marketing plan. Whether you're targeting general leisure tourism audiences or niche enthusiasts, we can help you build a plan 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.

Reach Outdoor Audiences – The Outdoor Channel

Are hunters and anglers your primary audience? Contact us to see how you can participate in Kansas' Outdoor Channel buy.

Contact:

Teresa Jenkins, Jones Huyett Partners
(785) 228-0900
tjenkins@jhpadv.com



Newspaper Opportunities



**UPCOMING
EVENTS**
in Kansas

Brought to you in part by
Kansas Department of Wildlife, Parks & Tourism

40th Annual Walnut Valley Festival and National Flatpicking Championship
September 14-18, Winfield
World renowned festival for its music featuring the best in bluegrass and acoustic musicians.
(620) 221-3250, wwfest.com

Midwest Deutsche Oktoberfest
September 17-18, Hays
Join in the fun with polka music, presentations, entertainment, activities and German food. Crafts, old-time demonstrations, rides and games!
(785) 625-5394, midwestdeutscheifest.com

McPherson Scottish Festival
September 23-25, McPherson
Sixteen venues of family fun. 100 pipers and drummers, Celtic musicians, tossing the caber, Irish and Scottish dance.
(620) 241-8507, macfestival.org

Medicine Lodge Peace Treaty Pageant
September 23-25, Medicine Lodge
Watch history unfold onto the landscape. Parades, craft shows, nightly historical melodrama, Kansas Championship Ranch Rodeo, Long-Horn Cattle drive and more!
(620) 886-9815, peacetreaty.org

Cornstock - A.C. Cornfest
September 24, Garnett
Craig Morgan LIVE in Concert! Storm chaser Reed Timmer, Pink Heals firetrucks, Lawn Mower Demo Derby & some corny events!
(785) 448-6767, accornfest.com

Kansas 150 Festival
October 8, Wichita
The Sunflower State's Biggest Birthday Bash Ever! Kansas Sunflower Parade, historic reenactors, "Home on the Range" concert and more!
Find out more at KS150.org

My Kansas
You will want to own and share this photographic journey of Kansas. The 156 pages inside this hard-bound book are as rich as the jacket image.
Order yours at www.TravelKS.com





Kansas Press Association Ad Event Listing

Promote your event with a listing in our ads placed in 143 newspapers across Kansas. Each ad will be limited to eight event listings on a first-come, first-served basis.

Circulation:

456,000+

Regional:

Kansas

Ad Size:

Listing

Production Requirements:

Sign up and provide copy at TravelKSIndustry.com. Each listing consists of event title, dates and city, along with four lines of copy. Each line of copy can be 45 characters. Available March – November.

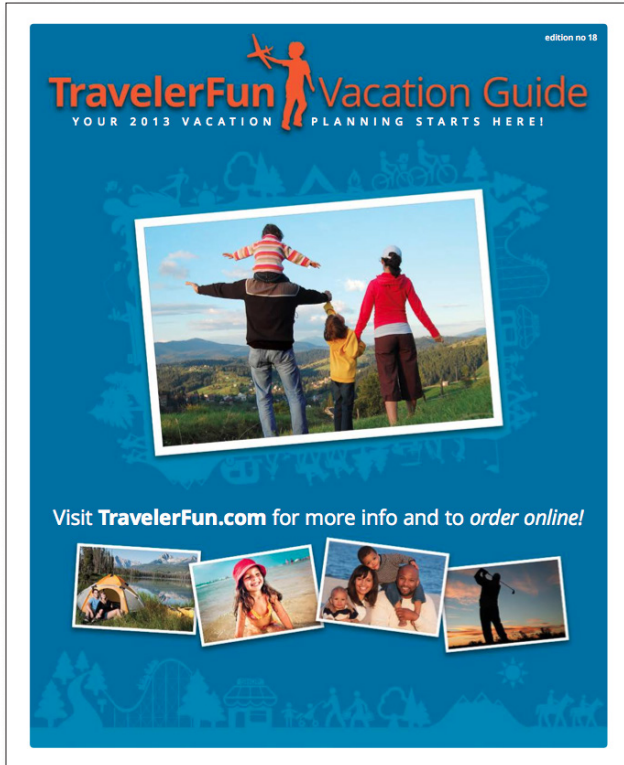
Contact:

Andrea Johnson
(785) 296-6292
Andrea.Johnson@TravelKS.com

Cost:

\$200/listing

TravelerFun Spring Vacation Guide



Deliver your message to up to 2.4 million readers through the TravelerFun lead campaign. The insert reaches in-state and out-of-state markets. Choose which region and ad size best fit your audience. Rates are per region and size. Each campaign comes with 12 months of advertising on TravelerFun.com and a TAG-Connect Trial.

Demographic:

60% female; 40% male
70% are 35+ years old
HHI \$50,000

Circulation:

400,000 per region (seven regions available)

Great Plains Region:

Iowa, Kansas, Missouri, Minnesota, Nebraska, South Dakota

South Central Region:

Arkansas, Louisiana, Oklahoma, Texas, Arizona

Other regions available; contact rep for more information.

Placement Deadline:

December 31, 2015

In-Home Date:

April 10, 2016

Placement Costs Per Region:

1/2 page \$4,000
1/4 page \$2,050
1/8 page \$1,050
1/16 page \$550

Added Value: TravelerFun.com and TAG-Connect

- 12 months online marketing on TravelerFun.com
- Molecule Connect - e-mail marketing tool 6-month subscription
- Weekly lead delivery
- TravelerFun Social Media - see rep for details

Contact:

Naren Bhojwani
(515) 868-4570
Naren@thinkmolecule.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:

36,000

Issues:

Any – quarterly publication

Placement Deadlines:

Spring 2016 – November 2015
Summer 2016 – March 2016
Fall 2016 – June 2016
Winter 2016 – September 2016

In-Home Dates:

Spring 2016 – first week of February 2016
Summer 2016 – first week of May 2016
Fall 2016 – first week of August 2016
Winter 2016 – first week of November 2016

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

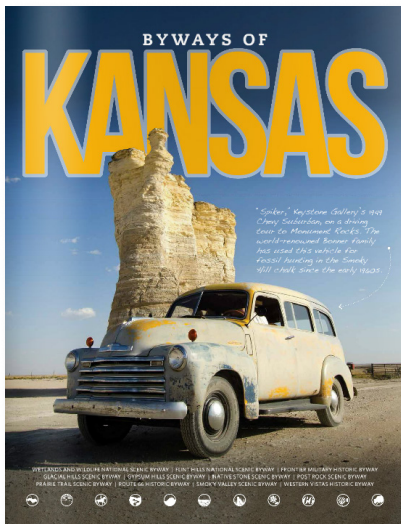
Provide media contact with:

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 Byways Guide



The official guide to Kansas' 11 Byways, this publication features byway maps, features and recommendations for what to see, where to stay and where to dine along each byway.

Targets:

Leisure Tourists

Circulation:

Free distribution, 100,000 copies printed

Issue:

Published every two years

Placement Deadline:

May

In-Home Dates:

Mailed with the Fall issue of KANSAS! Magazine

Ad Sizes:

1/4 page – 3.875" w x 5.125" h
1/8 page – 3.875" w x 2.4375" h

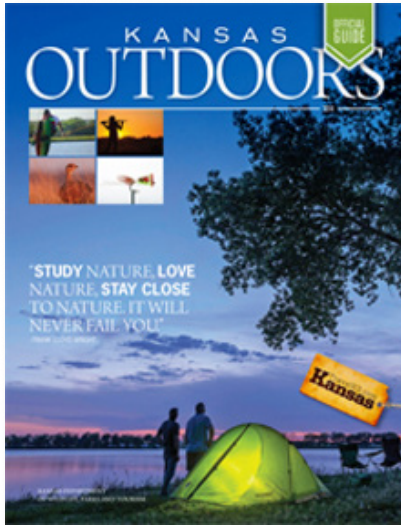
Provide media contact with:

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 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, 100,000 copies printed

Issues:

Published annually in January

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

Cost:

Varies

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, 100,000 copies printed

Issue:

Published annually in December

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

Cost:

Varies

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 Johnson
(785) 296-6292

Placement and Materials Deadline:

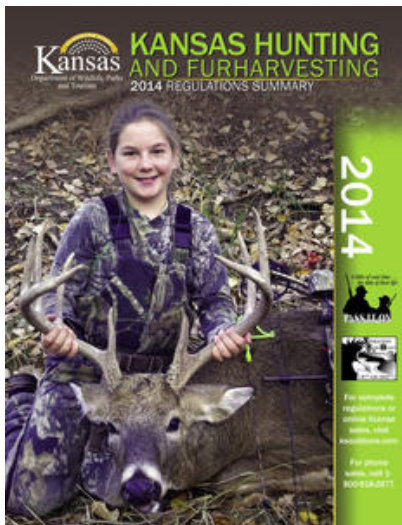
Annually in June

Andrea.Johnson@TravelKS.com

Circulation:

Free distribution; 350,000 copies printed

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

2/3 page – \$5,342

1/2 page – \$4,054

Circulation:

Free distribution, 295,000 copies printed

1/3 page – \$2,766

1/4 page – \$2,089

1/6 page – \$1,413

1/8 page – \$1,045

Little Giant – \$864

Issue:

Published annually in September

Tourism Section Cost:

(prices are for full color)

Placement Deadline:

Annually in July

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

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

1/4 page – \$1,500

1/6 page – \$1,050

1/8 page – \$836

Little Giant – \$690

1 inch – \$260

Provide media contact with:

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

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

Cost:

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

Contact:

Richard Meyers
(800) 564-6818

Full page – \$7,048

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 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 – \$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
 HH: \$101,400
 Have children: 20.8%

Circulation & Region:

Journeys (Kansas): 105,000
 Home & Away (Oklahoma): 218,000
 Living (Iowa): 157,500
 Living (Nebraska): 112,610
 Midwest Traveler (Eastern Kansas, Missouri, Southern Illinois, Southwest Indiana): 589,000
 Encompass (Colorado): 360,000

Issues:

March/April 2016
 September/October 2016

Placement Deadlines:

March/April Issue – December 23, 2015
 September/October Issue – June 23, 2016

In-Home Dates:

March/April Issue – March 1-17, 2016
 September/October Issue – September 1-15, 2016

Ad Sizes:

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

Cost:

Journeys (Kansas)
 1/4 page – \$548/insertion
 1/8 page – \$274/insertion
Home & Away (Oklahoma)
 1/4 page – \$971/insertion
 1/8 page – \$485/insertion
Living (Iowa)
 1/4 page – \$823/insertion
 1/8 page – \$411/insertion
Living (Nebraska)
 1/4 page – \$619/insertion
 1/4 page – \$309/insertion
Midwest Traveler
 1/4 page – \$2,618/insertion
 1/8 page – \$1,309/insertion
Encompass (Colorado)
 1/4 page – \$2,326/insertion
 1/4 page – \$1,163/insertion

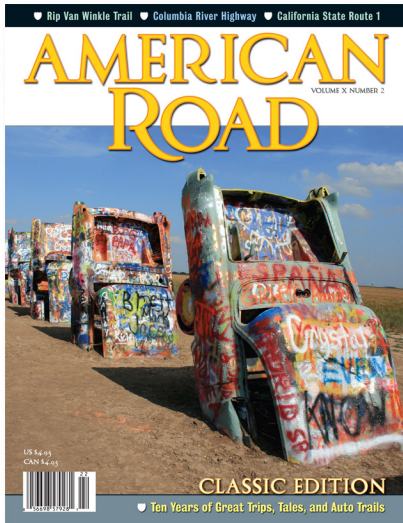
Added Value:

- 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
- Free travel directory listing in the tablet version (north edition) - AAA Living
- Enhanced edit (free) online banners in Midwest and Southern Traveler

Contact:

Jenni Mitten
 (402) 384-4718
 jmitten@hamediaigroup.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 2016
Fall 2016

Placement Deadlines:

Spring Issue – February 2, 2016
Fall Issue – August 1, 2016

In-Home Dates:

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

Ad Size:

1/4 page – 3.4375 x 4.6874
1/6 page – 2.25 x 4.6875

Cost:

1/4 page: \$838/insertion
1/6 page: \$554/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:

12,000 National

Issue:

March 2016

Placement Deadline:

January 19, 2016

In-Home Date:

March issue – February 23, 2016

Ad Size:

1/6 page – 2.25 x 4.25

Cost:

1/6 page: \$395.25/insertion

Contact:

Ken Barron
(830) 895-1144
kbarron@ktc.com

Birding



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:

12,000 National

Issues:

April 2016

October 2016

Placement Deadlines:

April Issue – February 16, 2016

October Issue – August 17, 2016

In-Home Dates:

April Issue – March 23, 2016

October Issue – September 21, 2016

Ad Size:

1/6 page – 2.25 x 4.25

Cost:

1/6 page: \$395.25/insertion

Contact:

Ken Barron
(830) 895-1144
kbarron@ktc.com

PUBLICATIONS

Family Circle



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

Demographic:

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

Targets:

Edutainment, Arts & Culture

Circulation:

374,100

Regional:

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

Issues:

April 2016
September 2016

Placement Deadline:

January 15, 2016
June 15, 2016

In-Home Dates:

March 10, 2016
August 11, 2016

Ad Size:

1/6 page – 2.25 x 4.875

Cost:

\$4,030 (limit 3 advertisers)

Added Value:

- Reader Service Listing in April and May with April placement
- Reader Service Listing in September and October with September placement

Contact:

Katy Hildman
(515) 284-3808
katy.hildman@meredith.com

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 2016

August/September 2016

Placement Deadlines:

May Issue – February 5, 2016

August/September Issue – May 21, 2016

In-Home Dates:

May Issue – April 7, 2016

August/September Issue – July 22, 2016

Ad Size:

1/6 page – 2.125 x 4.75

Cost:

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

Contact:

Melissa Ditzler

(717) 695-8084

melissa.ditzler@imoutdoors.com

Living Bird



Targets:

Bird Watchers

Demographic:

Average age: 61

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 2016

Autumn 2016

Placement Deadlines:

Spring Issue – January 20, 2016

Autumn Issue – July 20, 2016

In-Home Dates:

Spring Issue – May 1, 2016

Autumn Issue – November 1, 2016

Ad Size:

1/6 page – 2.25 x 4.75

Cost:

1/6 page: \$437.75/insertion

Contact:

Susanna Lawson

(336) 368-4242

SVL22@cornell.edu

Midwest Living



Targets:

General Leisure Travelers

Demographic:

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

Circulation:

950,000 National

Issues:

March/April 2016
September/October 2016

Placement Deadlines:

March/April Issue –
December 15, 2015
September/October Issue –
May 31, 2016

In-Home Dates:

March/April Issue – March 1, 2016
September/October Issue –
August 16, 2016

Ad Size:

4" single ad – 2.25 x 4

Cost:

4" single – \$4,965 1X placement
\$4,820 2X placement

Added Value:

- Reader Service Listing
- Online featured destination

Contact:

Katy Hildman
(515) 284-3808
katy.hildman@meredith.com

Best of the Midwest



Targets:

General Leisure Travelers

Circulation:

Newsstand

Issue:

March 2016

Placement Deadline:

December 29, 2015

On Newsstands:

March 28, 2016

Ad Size:

4" single ad – 2.25 x 4

Cost:

\$1,075

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:

Summer 2016
Fall Hunting Preview 2016
Fall 2016

Placement Deadlines:

Summer 2016 - March 5, 2016
Fall Hunting Preview 2016 –
June 3, 2016
Fall 2016 – July 29, 2016

In-Home Dates:

Summer – April 10, 2016
Fall Hunting Preview 2016 –
July 16, 2016
Fall 2016 – September 9, 2016

Ad Size:

1/6 page – 2.25 x 4.625

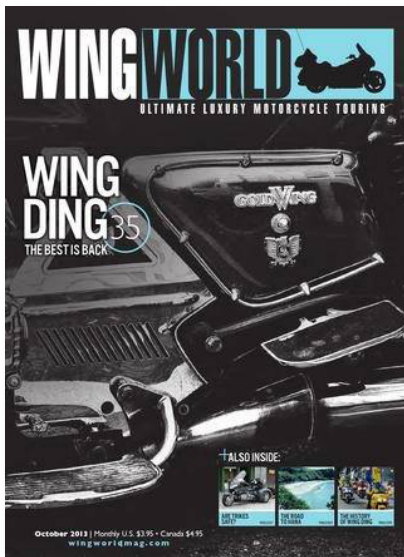
Cost:

\$875/insertion (based on 2X
placement)

Contact:

Scott Cherek
(307) 635-8899
cherekgroup@bresnan.net

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 2016
September 2016

Placement Deadlines:

April Issue – January 14, 2016
September Issue – June 9, 2016

In-Home Dates:

April Issue – Mid-March
September Issue – Mid-August

Ad Size:

1/6 page – 2.4375 x 4.875

Cost:

\$434/insertion

Added Value:

- 12-month subscription to magazine
- Link to your website on mobile and online magazine
- Listing on advertisers page
- Free large banner on Wing World Magazine website

Contact:

Jodi Lipson
(800) 843-9460 x231
Jlipson@gwrwa.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")	\$85.00	\$35.00/month per location
Single-Sided Pump Topper (14" x 11")	\$135.00	\$75.00/month per location
Double-Sided Pump Topper (13" x 10")	\$160.00	\$90.00/month per location
Hose Sign (4.4" x 6.4")	\$160.00	\$90.00/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 #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.

Cost:

Price varies

Contact:

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

or

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

Travel and Outdoor Shows

Join KDWPT 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 14-17, 2016

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, 2015

Brochure Contact:

Andrea Johnson

(785) 296-6292

Andrea.Johnson@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 19-21, 2016

Bartle Hall, Kansas City, MO

PheasantFest.org

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:

Andrea Johnson

(785) 296-6292

Andrea.Johnson@TravelKS.com



Kansas State Fair

September 9-18, 2016

Kansas State Fairgrounds, Pride of

Kansas Building, Hutchinson, KS

www.kansasstatefair.com

FREE

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, 2016 (Or until each day is reserved.

Space is reserved on a first-come, first-served basis. This opportunity available to DMOs only.)

Contact:

Andrea Johnson

(785) 296-6292

Andrea.Johnson@TravelKS.com

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.

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.

Independent Journalist Visits

As opportunities present themselves throughout the year to host carefully vetted journalists, preferable on assignments, we will contact you. This will help ensure the best possible experience for the journalists, for your communities and for KDWPT.

Fee: Expenses associated with hosting journalists (food, lodging, etc.), local guides and models, meeting rooms, etc. Transportation funding assistance for journalists is available through KDWPT.

FREE

Media Leads & Requests

Jones Huyett Partners will provide media leads as they are generated in communications with journalists. "Pertinent PR Leads" eblasts will be sent out notifying communities of opportunities.

Fee: No charge

Media Training

Being able to communicate clearly and effectively with the media is an important part of public relations. Jones Huyett Partners will work with Kansas communities and organizations to identify and create overarching message constructs and develop key talking points and delivery methodology specifically individualized for community/organization.

Fee: TBD. Based on individual community/organizational need.

Crisis Communications Consulting

Turn on the nightly news and you are sure to see a crisis being played out in real time. Developing a plan for how you respond to a negative news cycle, events like a natural disaster, low game bird population or even an accident at your largest attraction, will help to minimize the damage that negative publicity can inflict. Jones Huyett Partners will work with your community/organization to prepare your stakeholders for "emergencies" by developing a crisis communications plan, with talking points and action plans for an array of media scenarios.

Fee: TBD. Based on individual community/organizational need.

National Press Release Distribution

Enhance the reach and discoverability of your press release by leveraging KDWPT's partnership with PR Newswire and their unrivaled distribution network, media targeting tools and their range of multimedia content options.

Multiple options available for national/international distribution including photos and videos.

Fee: \$795 - \$2,250+ (price dependent on options selected)

Contact: Tracey Stratton at Jones Huyett Partners at (785) 228-0900 for details.

Kansas Press Association

Have a press release you want to distribute across the state to Kansas newspapers? Utilize KDWPT's partnership with the Kansas Press Association and get your message in front of more than 230 KPA member dailies and non-dailies.

Fee: \$100

International Marketing

The International Travel Marketing Program assists domestic wholesale receptive operators, wholesale international tour operators, and retail international travel agents in their efforts to create, promote, and sell individual tour packages to Kansas. This program is designed to continuously educate the international traveling public on the benefits of traveling in Kansas by generating positive Kansas media coverage through working with the international travel media.

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 Wales) and Ireland (Northern Ireland and Republic of Ireland).

We partner with Oklahoma for these efforts. The international marketing program is administered by Destinations by Design, Lisa Weigt.

To participate in any of the international programs, the co-op partner must be listed on the Kansas international itinerary. Contact Lisa Weigt for details: (480) 664-3076 or 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).

2016 - New Orleans, LA, June 18-22
Booth share OPEN

Shared booth space within the one KSOK booth is limited to two KS organizations. Booth share space is allotted on a first-come, first-served basis, with first right of refusal offered to past-year delegates. One additional KSOK booth will be explored (2016),

although that will require three additional KSOK booth share partners to do so. Please contact Lisa Weigt if you are interested in 2016.

Deadline:

April 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 international travel journalists in your community. Available to communities along published international fly/drive travel routes. Throughout the year, hosting is requested from DMOs 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

Essentially America – United Kingdom



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

KSOK full-page advertorial placement has been leveraged with Brand USA cooperative funds. Advertorial themes vary, depending on feature editorial within each issue, but always will 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 2016 and April 2016

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:

Full page advertorial

Dates:

January - March 2016

Cost:

\$900 per 1/2 page ad

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.

KSOK Placement:

2/3-page 4-color vertical display

Dates:

January/February 2016

March/April 2016

May/June 2016

July/August 2016

September/October 2016

November/December 2016

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			
Co-Op Gallery	\$2,250	X _____	= _____
Kansas Partners	\$10,000	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 _____	= _____
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 _____	= _____
Display Ads	\$2,353/campaign	X _____	= _____
Mobile Ads	\$2,353/campaign	X _____	= _____
RUF e-Leads Program	\$5,000/campaign		= _____
Television Opportunities			
Cost varies; contact rep for details			_____
Newspaper Opportunities			
Kansas Press Association Ad Event Listing	\$200/listing	X _____	= _____
TravelerFun Spring Vacation Guide			
1/2 page	\$4,000	X _____	= _____
1/4 page	\$2,050	X _____	= _____
1/8 page	\$1,050	X _____	= _____
1/16 page	\$550	X _____	= _____

KDWPT Publications

	Price	Number of Times	Total Price
KANSAS! Magazine			
Full page	TBD	X _____	= _____
1/2 page	TBD	X _____	= _____
1/4 page	TBD	X _____	= _____
Kansas Byways Guide			
1/4 page	TBD	X _____	= _____
1/8 page	TBD	X _____	= _____
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 Travel Guide			
Contact rep for details			
Kansas Hunting and Furharvesting Regulations Summary			
<i>Run of book</i>			
Full page	\$7,048/insertion	X _____	= _____
2/3 page	\$5,432/insertion	X _____	= _____
1/2 page	\$4,054/insertion	X _____	= _____
1/3 page	\$2,766/insertion	X _____	= _____
1/4 page	\$2,089/insertion	X _____	= _____
1/6 page	\$1,413/insertion	X _____	= _____
1/8 page	1,045/insertion	X _____	= _____
Little Giant	\$864/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 _____	= _____

PLANNING WORKSHEET

KDWPT Publications, cont.	Price	Number of Times	Total Price
1/4 page	\$1,712/insertion	X _____	= _____
1/6 page	\$1,157/insertion	X _____	= _____
1/8 page	\$856/insertion	X _____	= _____
Little Giant <i>Tourism Section</i>	\$653/insertion	X _____	= _____
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	\$548/insertion	X _____	
1/8 page	\$274/insertion	X _____	
Home & Away (Oklahoma)			= _____
1/4 page	\$971/insertion	X _____	
1/8 page	\$485/insertion	X _____	
Living (Iowa)			= _____
1/4 page	\$823/insertion	X _____	
1/8 page	\$411/insertion	X _____	
Living (Nebraska)			= _____
1/4 page	\$619/insertion	X _____	
1/8 page	\$309/insertion	X _____	
Midwest Traveler			= _____
1/4 page	\$2,618/insertion	X _____	
1/8 page	\$1,309/insertion	X _____	
Encompass (Colorado)			= _____
1/4 page	\$2,326/insertion	X _____	
1/8 page	\$1,163/insertion	X _____	
American Road			
1/4 page	\$838/insertion	X _____	= _____
1/6 page	\$554/insertion	X _____	= _____
Family Circle	\$4,030/insertion	X _____	= _____
Midwest Living			
1X placement	\$4,965/insertion	X _____	= _____
2X placement	\$4,820/insertion	X _____	= _____
Midwest Living's Best of the Midwest	\$1,075/insertion		= _____

Targeting: Bird Watchers

Birding	\$395.25/insertion	X _____	= _____
Living Bird	\$437.75/insertion	X _____	= _____
The Birder's Guide to Travel	\$395.25/insertion	X _____	= _____

Targeting: Hunters

Pheasants Forever Journal	\$875/2 insertions	X _____	= _____
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Regional and National Pubs., cont.	Price	Number of Times	Total Price
Targeting: Anglers			
In-Fisherman	\$2,300/insertion	X _____	= _____
Targeting: Motorcyclists			
Wing World	\$434/insertion	X _____	= _____
Additional Marketing Opportunities			
Casey's General Stores Advertising			
Counter Mats	\$35/month	X _____	= _____
Single-Sided Pump Topper	\$75/month	X _____	= _____
Double-Sided Pump Topper	\$90/month	X _____	= _____
Hose Signs	\$90/month	X _____	= _____
Door Cling	\$35/month	X _____	= _____
Rack Card Program			
Cost varies; contact rep for details			_____
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	\$600-1,200	X _____	= _____
Kansas State Fair	FREE		FREE
Travel Information Centers			
TIC Brochure Distribution	FREE		FREE
TIC Kansas Showcase	\$100/location	X _____	= _____
TIC Backlit Advertising			
Three months	\$600/location	X _____	= _____
One year	\$1,800/location	X _____	= _____
TIC Refreshment Host	\$150/month	X _____	= _____
Public Relations			
Independent Journalist Visits	Expenses	X _____	= _____
Media Leads & Requests	FREE		FREE
Media Training	TBD	X _____	= _____
Crisis Communications Consulting	TBD	X _____	= _____
National Press	\$795-\$2,250+	X _____	= _____
Kansas Press Association	\$100	X _____	= _____
International Marketing			
IPW	\$2,500 plus expenses		= _____
International Travel Writer Press Trips	Expenses		= _____
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
TravelKS.com Event & Web Listing												
CrowdRiff Social Content												
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												
Display Ads												
Mobile Ads												

PRINT OPPORTUNITIES

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Kansas Press Association Ad Event Listing	NA	NA										NA
TravelerFun Spring Vacation Guide												
KANSAS! Magazine												
Kansas Byways Guide												
Kansas Outdoors												
Kansas State Parks Guide												
Kansas Travel Guide												
Kansas Hunting and Furharvesting Regulations Summary												
Kansas Fishing Regulations Summary												
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												
Birder's Guide to Travel												
Birding												
Living Bird												
Pheasants Forever Journal												
In-Fisherman												
Wing World												
Casey's General Stores Advertising												
Rack Card Program												

TELEVISION OPPORTUNITIES **JAN** **FEB** **MAR** **APR** **MAY** **JUN** **JUL** **AUG** **SEP** **OCT** **NOV** **DEC**

Statewide, Regional or National TV												
Outdoor Channel												

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												

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**

Independent Journalist Visits												
Media Leads & Requests												
Media Training												
Crisis Communications Consulting												
National Press Release Distribution												
Kansas Press Association												

INTERNATIONAL MARKETING **JAN** **FEB** **MAR** **APR** **MAY** **JUN** **JUL** **AUG** **SEP** **OCT** **NOV** **DEC**

IPW												
International Travel Writer Press Trips												
Essentially America												
Quarter Horse Journal												
AMERICA Journal												