

**madden
media**
connecting people to places

IDAHO



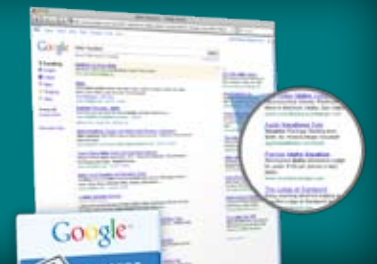
**Interactive
Online
Campaigns**



**Integrated
Insert & Digital
Campaign**



**Search
Engine
Marketing**



Innovative Travel Marketing



Jon A. Trumbull
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**IN PRINT
ONLINE
ALL ENCOMPASSING**

2012 WINTER Interactive Online Co-op Program

PRESENTED BY IDAHO DIVISION OF TOURISM DEVELOPMENT
PRELIMINARY PROGRAM INFORMATION



Washington Interactive Online Co-op example on a sample site for presentation purposes only.

BRANDING PAYS

Consumers who view online display ads spend:

- **50% more time** on the advertiser's site (vs. the average visitor)
- **10% more money** on travel related websites

SOURCE: Online Publishers Association

Leverage the state's investment to affordably promote your Idaho destination in an online co-op that will deliver 2.5 million targeted impressions through rich media, expanding and non-expanding banner ads.

You receive:

- Rich media creative with a panel listing package
- Listing on VacationFun.com landing page
- Email & postal leads
- View through tracking: Each advertiser will receive a spotlight pixel for their home page to track post-impression and post click traffic
- Individual reports detailing performance specific to your panel and giving you comparisons to travel industry averages

Rates & important dates on back ►



View working demos at
www.maddenmedia.com/richmedia

2012 WINTER Interactive Online Co-op Program

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PRELIMINARY PROGRAM INFORMATION



Campaign Dates*:

October 2012
2.5 million impressions

SPACE RESERVATION:
August 2012

MATERIALS DUE:
August 2012

**ONLY
\$2.00
PER 1,000
IMPRESSIONS!**

Site Plan*:

SUGGESTED MEDIA PLAN TO INCLUDE TOP PERFORMING SITES SUCH AS:

- OnTheSnow
- Accuweather.com

LOCAL MARKET SITES—NEWS, WEATHER, LIFESTYLE, ENTERTAINMENT AND TRAVEL PAGES; ABOVE THE FOLD:

- Idaho: idahostatesman.com
- Oregon: Oregonlive.com
- Washington: Seattletimes.com
- Northern CA: Sfgate.com
- Western Montana: mtstandard.com
- Western Wyoming: trib.com

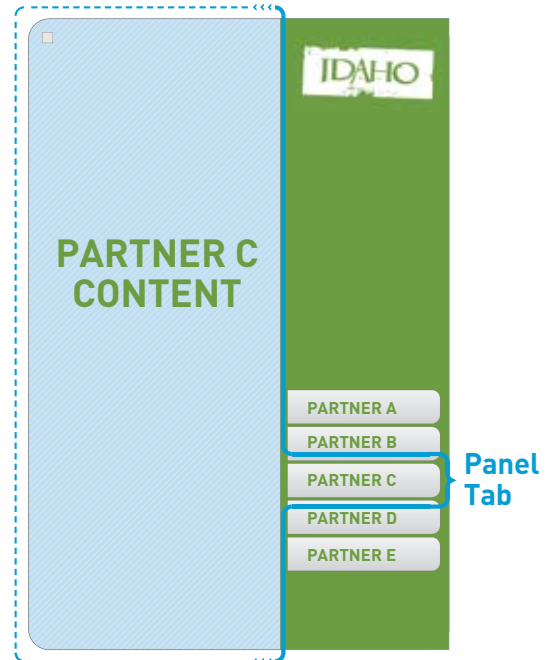
* Subject to change. Site list may change due to final budget and partner participation

Rate:

FULL PANEL:
\$5,000 NET



160 x 600



Specifications:

NOTE: Not all materials may be used in the final ads

PLEASE PROVIDE:

- 1-2 images (please specify favorites or which photos must be in ad): 400x400px (minimum)
- Name to be displayed for advertiser: (25 characters max)
- Short tagline for advertiser: (30 characters max)
- Short description for advertiser: (20 words max)
- Target URL for display and redirection: (30 characters max for display URL – actual URL can be any size)

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Reserve yours today!**



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Idaho

2013 INTEGRATED INSERT & DIGITAL CAMPAIGN
SPRING/SUMMER • PRELIMINARY PROGRAM INFORMATION



BROUGHT TO YOU BY IDAHO DIVISION OF TOURISM
DEVELOPMENT AND MADDEN MEDIA



2010 Idaho Spring Campaign Example
* Source: HITWISE

NEWSPAPER
INSERT

SEARCH ENGINE
MARKETING

VACATIONFUN.COM
LISTING

LEAD
GENERATION

eBLAST

eZINE

SWEEPSTAKES

This Idaho co-op combines print and online promotion to deliver branding and direct response throughout the spring.

HIGH-IMPACT NEWSPAPER INSERT targeted to select households in Idaho's key markets.

4 MONTHS OF HIGH-QUALITY LEAD GENERATION through insert response plus additional online outreach.

RESERVE YOUR SPOT BY:

November 2012

THIS INTEGRATED MULTIMEDIA CAMPAIGN LAUNCHES:

May 2013

INSERT MATERIALS DUE: **March 2013**

eZINE MATERIALS DUE: **June 2013**

HOW IT WORKS

BRANDING and **DIRECT RESPONSE** mechanisms put your message in front of these valuable audiences:

NEWSPAPER READERS

State-of-the-art targeting delivers the insert to subscribers with the income and propensity to travel to Idaho. Bonus circulation goes to AAA travel advisors.

VACATIONFUN.COM VISITORS & SUBSCRIBERS

The eBlasts and eZine reach best-match subscribers who've asked to receive ongoing travel updates. Plus you'll benefit from traffic generated by your listing and other destinations' campaigns.

TRAVELERS SEARCHING ON GOOGLE

SEM performed by Madden Media Google Qualified Individuals directs additional geotargeted prospects to the campaign when they use relevant search queries.



CONTINUE YOUR MARKETING EFFORT

Fulfill leads with your printed brochures or **UPGRADE TO AN iBROCHURE** (additional cost: \$2,194) to fulfill 65% to 75% of your inquiries instantly. Either way, sort your leads into prioritized groups and remarket to top prospects as long as you like.



Idaho

2013 INTEGRATED INSERT & DIGITAL CAMPAIGN
 SPRING/SUMMER (CONTINUED) • PRELIMINARY PROGRAM INFORMATION



BROUGHT TO YOU BY IDAHO DIVISION OF TOURISM
 DEVELOPMENT AND MADDEN MEDIA

4-MONTH MULTIMEDIA CAMPAIGN

● PRINT ● ONLINE ● DIRECT MAIL

CAMPAIGN ELEMENTS	CIRCULATION/ IMPRESSIONS	MAY	JUNE	JULY	AUGUST	SEPTEMBER
● NEWSPAPER INSERT	515,000	MAY				
● VACATIONFUN.COM LISTING	30,000*	MAY	▶	▶	▶	SEPTEMBER
● CAMPAIGN LAUNCH eBLAST	25,000	MAY				
● eZINE	25,000			LATE JULY		
● SEM	300,000	MAY	▶	▶	▶	SEPTEMBER
● LEAD DELIVERY	5,410 per advertiser*	MAY	▶	▶	▶	SEPTEMBER
● AAA MAILING	Regional	MAY				

* Estimated based on spring 2011 campaign.

PRINT DISTRIBUTION

Markets, dates & circulation subject to change.

Insertion

MAY 2013 • 515,000 COPIES

- AB** Calgary Herald
- CA** Redding Record Searchlight, Chico Enterprise-Record, Sacramento Bee, Walnut Creek Contra Costa Times, San Jose Mercury News
- ID** Boise Idaho Statesman
- OR** Portland Oregonian
- UT** Logan Herald Journal, Ogden Standard Examiner, Salt Lake City Tribune

- WA** Seattle Times, Tacoma News Tribune/The Olympian, Spokane Spokesman-Review, Kennewick Tri-City Herald, Vancouver Columbian, Yakima Herald Republic



>> **BONUS CANADIAN ONLINE CIRCULATION IN VANCOUVER & EDMONTON**

TARGETED DISTRIBUTION: 1,699,500 READERS

RATES

Includes online promotion and lead generation

AD SIZE	GROSS	NET
Full Page	\$11,892	\$10,108
1/2	\$6,242	\$5,306
1/4	\$3,300	\$2,805
1/8	\$1,709	\$1,453
iBrochure	\$2,581	\$2,194

Rate may fluctuate +/- 10%

COMPARE & SAVE

Estimated savings in this campaign is **\$123.27 CPM** versus equivalent sized full-color ad in the Sunday edition of these newspapers.



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2013 SPRING/SUMMER Interactive Online Co-op Program

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Interactive Online Co-op Program**
PRESENTED BY IDAHO DIVISION OF TOURISM DEVELOPMENT
PRELIMINARY PROGRAM INFORMATION



Campaign Dates*:

May 2013
2.5 million impressions

SPACE RESERVATION:
November 2012

MATERIALS DUE:
March 2013

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Site Plan*:

Premium sites to reach your target audience for spring/summer; plus a network using behavioral and retargeting impressions to reach your desired traveler.

**GEOTARGETED PLACEMENTS
ON SITES SUCH AS:**

- Trip Advisor
- USAToday.com

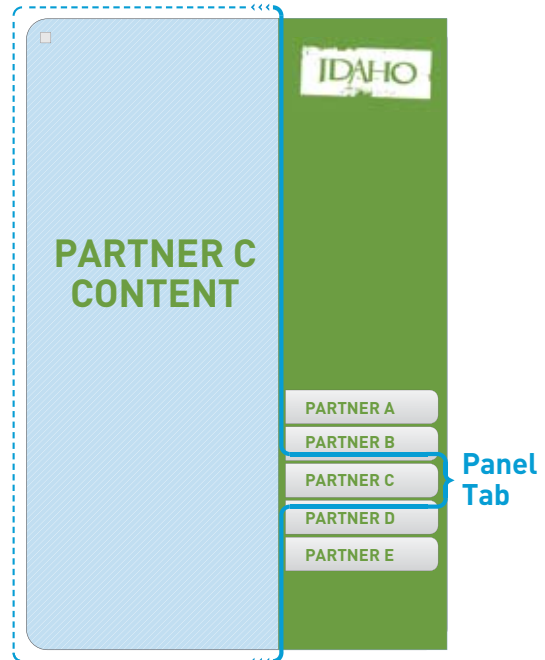
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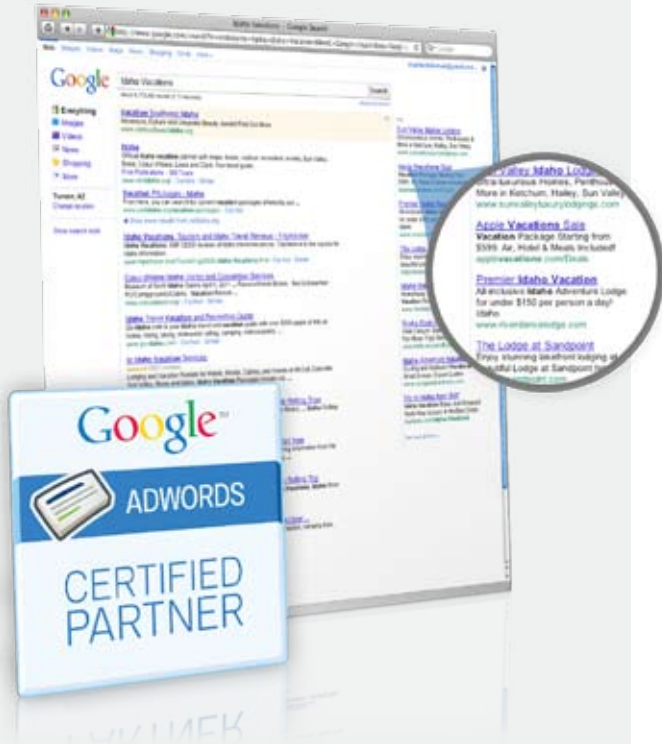
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SEPTEMBER 2012-AUGUST 2013 Search Engine Marketing Co-op

PRESENTED BY IDAHO DIVISION OF TOURISM DEVELOPMENT
PRELIMINARY PROGRAM INFORMATION



SEARCH DRIVES 45–65% OF TRAFFIC TO TRAVEL WEBSITES



Your cost per click is guaranteed at **\$0.60** for each package.

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How it Works to Benefit You

CUSTOMIZATION FOR EACH ADVERTISER

Our Google certified experts will closely and carefully evaluate your site to unearth the variety of keyword opportunities presented in the copy that will bring qualified travelers to the website. Each campaign receives customized ads to match users' exact search terms, generating visits to the pages on your website that match their interests.

BUILDING STATE BRANDING

As part of the campaign, participating partners will be asked to place the Idaho Department of Commerce logo and link on each landing page used in the search campaign. This exposure will help to create a lift for organic state traffic by creating quality links from authoritative websites that search engines rely on for ranking.

COOPERATION, NOT COMPETITION

Without an organized effort like this, you would compete with other Idaho destinations, driving up everyone's prices. Cooperation ensures high traffic at a low cost.

DAILY MONITORING & DETAILED REPORTING

Our certified search marketers check your performance and make any needed adjustments every day. You receive understandable and transparent results reports each month.

12-MONTH CAMPAIGN (FLEXIBLE CAMPAIGN DURATIONS)

Customize your package from 4 months to 12 months

PACKAGE	YEAR-ROUND 12 MONTHS	FALL-SPRING or SPRING-SUMMER 8 MONTHS	1 SEASON 4 MONTHS
PLATINUM \$1,800 PER MONTH	TOTAL CLICKS 36,000	TOTAL CLICKS 24,000	TOTAL CLICKS 12,000
GOLD \$1,200 PER MONTH	TOTAL CLICKS 24,000	TOTAL CLICKS 16,000	TOTAL CLICKS 8,000
SILVER \$600 PER MONTH	TOTAL CLICKS 12,000	TOTAL CLICKS 8,000	TOTAL CLICKS 4,000

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