

Advertising in the Official 2013 IDAHO Travel Guides

The Official Idaho State Travel Guide is the definitive vacation planning resource for travelers to and throughout the state and is supported by \$1.3 million in advertising by the Idaho Division of Tourism Development. It provides statewide and regional information, full-color photography, detailed maps, Microsoft Tags and other trip-planning resources.

While the 2013 Guide will be produced as a single resource, it will have three (3) distinct distribution channels, each focused on different target markets and audiences:

- **PRINT**
- **DIGITAL FLIPBOOK**
- **OFFICIAL IDAHO STATE TRAVEL GUIDE APP**

Taken together, these integrated solutions will be:

- Used to promote Idaho as an annual vacation destination of choice
- Integrated into VisitIdaho.org for easy online ordering & access
- Distributed statewide, nationally and internationally for worldwide reach
- Cross-promoted in advertising and marketing efforts including media buys, email campaigns, social media engagement, etc
- Offered with a variety of premium and display sizes
 - Premium ads are inside front cover, inside first page, inside back cover and back cover
 - Display ads are 1/3 page, 1/2 page, 2/3 page, Full page and Full page bleed
- Offered with several advertising rate discounts
 - 3% discount if paid in full by materials due date (Oct 5)
 - Rate discount based on bundling 2 guides
 - Rate discount based on bundling 3 guides

Print

The print travel guide will be reformatted to function as a statewide inspiration resource instead of a comprehensive planning tool. The revised print guide will have limited listings and advertising, but will retain its same shape and use of high-quality paper. Page count will be limited to 40-60 total and it is estimated that 70-90,000 will be printed for distribution.

Digital Flipbook

A Flash-based digital flipbook will be created as a companion piece to the print guide and will be hosted on VisitIdaho.org. It is an exact replica of the print piece and will serve on-the-go travelers who want instant information, but not a mobile app.

Official Idaho State Travel Guide App

2013 will be the first year Idaho Tourism releases and promotes the Official Idaho State Travel Guide app. The app will support several platforms including iPad tablets as well as Apple and Android smartphones and will allow feature-rich content including virtual tours, QR codes, photo galleries and videos.

DEADLINES & SPECIFICATIONS:

Space Deadline: September 17, 2012

Materials Deadline: October 5, 2012



For more information please contact:
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