



Print & Digital Capabilities



Jeff Polley
Regional Account Manager
520-232-2677 (direct)
520-904-4844 (mobile)
jpolley@maddenmedia.com



Digital Solutions

Madden Media is the leader in digital marketing programs for DMOs across the country. Our team of experts handles the day-to-day details, allowing you to focus on the bigger picture. Programs include:

Amplified Storytelling

Inspire new visitors and reward loyal travelers through transformative storytelling and our audience development network.

Search Engine Marketing

Use SEM to send your audience to the right place on your site at a time that it's making travel decisions.

Site Prospecting and Retargeting Banner Ads

Brand your destination and re-engage recent users with highly targeted banner ads to your key audience.

Video Marketing

Capture the attention of an immense audience via targeted in-stream and in-display video ads.

Rich Media Banners

Beat travel benchmarks for expansions, interaction, and traffic with customized rich media banner ads on a mix of top websites.

Facebook Marketing

Secure your social media presence with targeted Facebook promotion focused on audience growth and/or lead generation.

VacationFun.com Lead Generator

Use the power of VacationFun.com to build your marketing database and start an ongoing dialogue with engaged prospects.



Digital Success



As the digital marketing agency for Amarillo COC/CVC, we've managed multiple digital campaigns, from Facebook Marketing to Amplified Storytelling.

We recently embarked on another annual campaign for Amarillo. Here are some of our results at the mid-point of the campaign:

Search Engine Marketing

56,695 clicks

2.3 million+ impressions

Banner Ads

6,081 clicks

2.8 million+ impressions

Amplified Storytelling

35,951 clicks

9.7 million+ impressions

Facebook Marketing

5,461 fans generated

6,376 clicks

5.56% CTR



Print Solutions

With nearly 40 years in the publishing industry, Madden Media is a leader in print. Since we published our first visitors guide 38 years ago, we have produced more than 150 guides for destination marketing organizations across the country and in Canada. We constantly evaluate trends so that we don't just keep up with them – we stay ahead of them. Print programs include:

Official Visitors Guides

Choose us to be your full-service publisher and experience award-winning creative and content, seamless digital integration, and effective sales for an unsurpassed consumer-style magazine.

Custom Integrated Newspaper Inserts

Geo-target audiences in our customized integrated newspaper insert campaigns, ensuring your message reaches your key markets.

O, The Oprah Magazine Regional Travel Sections

Reach Oprah's coveted audience through highly targeted regional travel sections: Midwest, Northeast, and Southeast.

Best of American Travel

Canada is currently the #1 international market for U.S. travel –target this lucrative audience through an integrated newspaper campaign.

Print insert programs deliver thousands of leads to participants, on average.



Expertise in Co-op Creation and Delivery



Madden Media knows better than any other company how to unite partners under a singular brand –**all of the programs we offer can be turned into cooperative opportunities.** For almost 40 years, we've brought partners of all sizes and budgets together in cooperative programs that **benefit all participants.**

How? We do it all. From research and sales to execution and reporting, we are with partners every step of the way.

Through our years of experience and industry knowledge, we know how to build effective programs. We **talk to partners** and find out what their needs are. Then, we evaluate our programs, **research the industry**, and assemble packages that are cost-effective and will deliver maximum ROI to all participants.

Our account management team will handle all sales efforts, our creative team manages the execution of the campaigns, and our digital team masterfully optimizes and oversees all implementation. You focus on the big picture while we mind the day-to-day details.

Some programs require investment by a sponsoring agency, while others need only an endorsement or logo placement. That's the hallmark of a Madden Media cooperative program...**flexibility.**

