



Brand USA / Idaho Tourism Co-op



Brand USA

Inspiration Guide

- Brand USA's Signature Piece.
 - 8 languages
 - 13 editions
 - Distributed in 21 countries.
- 575,000 printed copies
- 30+ million digital banner impressions.
- Idaho partner investment: **\$3,135** for the last quarter page.

WEST IDAHO

YELLOWSTONE TETON TERRITORY
With its incredible mountains, deep canyons, lush meadows and glacial rivers, this region deserves a spot on every nature lover's bucket list. Explore nearly 2,000 square miles in western Idaho, adjacent to Grand Teton and Yellowstone national parks. idaho.visitusa.com

RAFT IDAHO
Whether you prefer a thrilling white water expedition or a relaxing float in a scenic urban setting, Idaho's rivers were made for water enthusiasts. Here you can enjoy both white sand beaches, crystal-clear water, abundant wildlife, natural hot springs, amazing food and even a history lesson or two. idaho.visitusa.com

SOUTHWEST IDAHO
Enjoy the best of rolling mountains and winding river rivers of Southwest Idaho. Go white-water rafting or take a fall boat tour on the Snake River through Hells Canyon, the deepest gorge in North America. Keep an eye out for bald eagles. Explore gateway city Boise's walkable downtown. idaho.visitusa.com

BOISE
Relax and recharge. Boise impresses visitors with its energy. The city is filled with entertainment options, from its bustling downtown filled with shops, restaurants and nightlife. Also enjoy a mild four-season climate and easy access to mountains, rivers and lakes. idaho.visitusa.com

IDAHO
Thrill TIME
Craving adventure? Find it here.

No matter what type of adventure you crave - from white-water rafting to zip lining, paddling on serene lakes, getting in alpine settings or taking of the world-renowned Sun Valley - Idaho offers it all at a budget-friendly price. Explore the scenic communities of Camas, Blaine and Sandpoint, nestled in northern Idaho's lush forests. Discover waterfalls, sand dunes and wildlife in western Idaho's Columbia River Gorge National Scenic Area. Explore some Idaho's legendary hot springs in clear mountain streams, or mountain biking trails in a state with Boise, Idaho's capital city, for vibrant culture, an urban white-water park and delicious local fare including craft beers, wines and spirits.

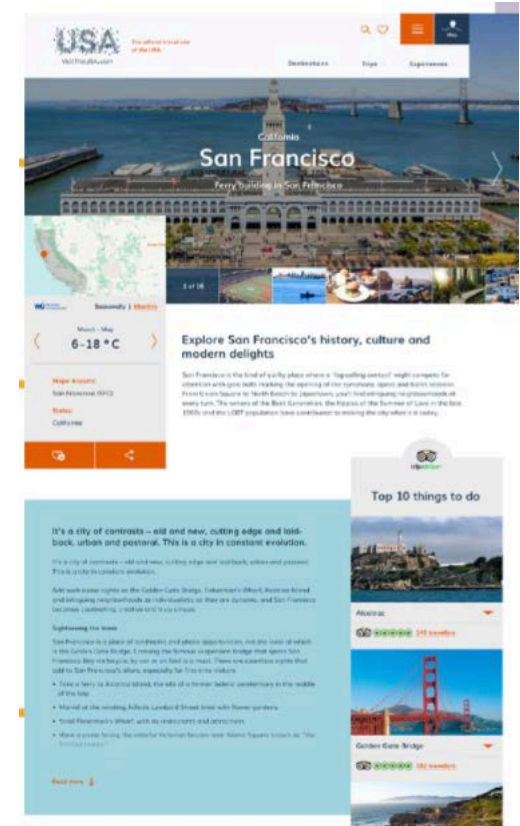
Photos clockwise from above: mountain biking, Sun Valley, Schweitzer Mountain Resort, Sandpoint, urban kayaking, Snake River Park

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Enhanced City or Experience Page

- VisittheUSA.com new look
- 13 language websites.
- Content with translations, images and video module on all sites.
- Traffic generation:
 - 1500 guaranteed clicks through Outbrain or Taboola.
- Idaho partner investment: **\$3,500 for the New Package**



Trips with Video

- Itinerary Based Content - translated into 8 languages.
- Designed to encourage long-staying, high-spending international visitors to take road trips around Idaho.
- Each stop/destination receives a :45 second Destination at a Glance Video specifically about their destination. A :30 overview video including all destinations as a whole is also included.
- Rocket Fuel will use the overview video to leverage traffic back to the Trips itinerary page.
- All partners will own the content created (video, b-roll, images) to use for your own marketing purposes.
- Idaho partner Investment (3 partners): TBD depending on interest.

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Questions or comments, please contact:

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