

# 2018 Marketing Opportunities

KANSAS DEPARTMENT OF WILDLIFE, PARKS & TOURISM



There's No Place Like  
**Kansas**  
TravelKS.com

# TABLE OF CONTENTS

## **3 Overview, How to Use this Booklet and Contact**

### **Online: Marketing Opportunities by Industry**

- Branding and Marketing 101, see TravelKS.com
- Website Analysis, see TravelKS.com
- Quick Start Guide, see TravelKS.com
- Marketing Opportunities by Industry, see TravelKS.com

### **4-51 Specifications - Deadlines, costs, contacts, etc.**

4	Research and Graphic Design
5-25	Digital Opportunities
26	Television Opportunities
27-31	KDWPT Publications
32-36	Regional and National Publications
37	Casey's General Stores Advertising
38	Rack Card Program
39-41	Travel and Outdoor Shows
42-44	Travel Information Centers
45	Public Relations
46-47	2017 PR Co-op Opportunities
48-51	International Marketing

### **52-56 Planning Worksheet**

### **58-60 Co-Op Calendar**

# 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](http://TravelKSIndustry.com) or contact Logan Hildebrand at (785) 296-6292 or [Logan.Hildebrand@ks.gov](mailto:Logan.Hildebrand@ks.gov)

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## How to Use this Booklet

- First, begin with the Branding and Marketing 101 section at [TravelKS.com](http://TravelKS.com). 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 at [TravelKS.com](http://TravelKS.com). 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 Logan Hildebrand at (785) 296-6292 or [Logan.Hildebrand@ks.gov](mailto:Logan.Hildebrand@ks.gov)

# 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 us today for an estimate.

**Contact:**

Jennifer Anderson  
(785) 228-0900  
JAnderson@jhPAdv.com

# Graphic Design



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 will:

- Meet with you (in person or through conference call) to discuss your brand and ideal target audience and provide an estimate for design services.
- 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:**

Jennifer Anderson  
(785) 228-0900  
JAnderson@jhPAdv.com

# Digital Opportunities

Whether you're looking for hunters planning their next upland game adventure or a leisure traveler who is exploring Kansas communities in search of the best slice of pie we can help. Make sure potential visitors see your brand as they plan 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. Jennifer Anderson 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 KDWPT's Co-op Program within your budget – no matter the size!
3. Provide a 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.)



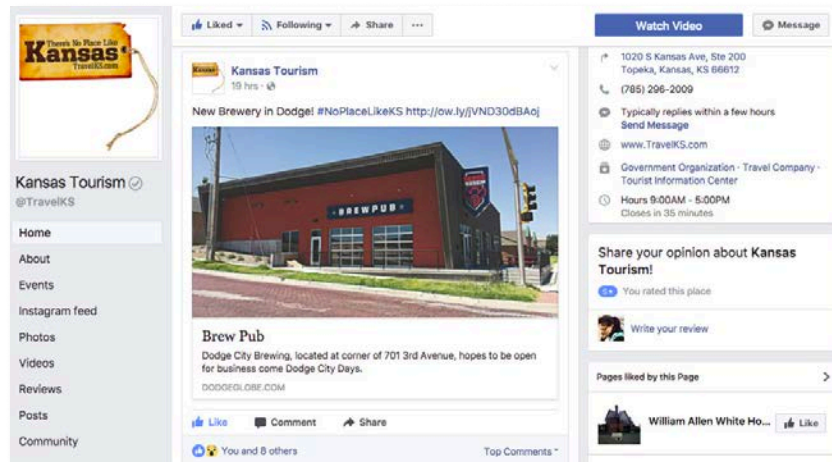
## Details:

- 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 tailor them to specific states, cities or ZIP codes.
- Creative costs are not included for all of these programs. Ask Jennifer for details during your free consultation.

DIGITAL

NEW

Social Posts



Reach TravelKS's growing audience on Facebook, Twitter, or Instagram. Pick the market that best fits your demographics, the time you would like the post to go out, and what you want to show off.

**Event Specific Post:**

- Event post linked to your event on TravelKS.com (Must be listed)
- One sentence of text to keep short and engaging
- Incorporate your hashtag and "#NoPlaceLikeKS"
- Include image choice

**Feature Post:**

- Featured post on your community
- Can be a blog, weblink, new attraction, etc.
- One sentence of text to keep short and engaging
- Incorporate your hashtag and "#NoPlaceLikeKS"
- Include image choice

**Contact:**

Logan Hildebrand  
(785) 296-6292  
Logan.Hildebrand@ks.gov

**Available:**

TravelKS.com, Kansas!, The Flint Hills, Kansas Byways

**Deadline:**

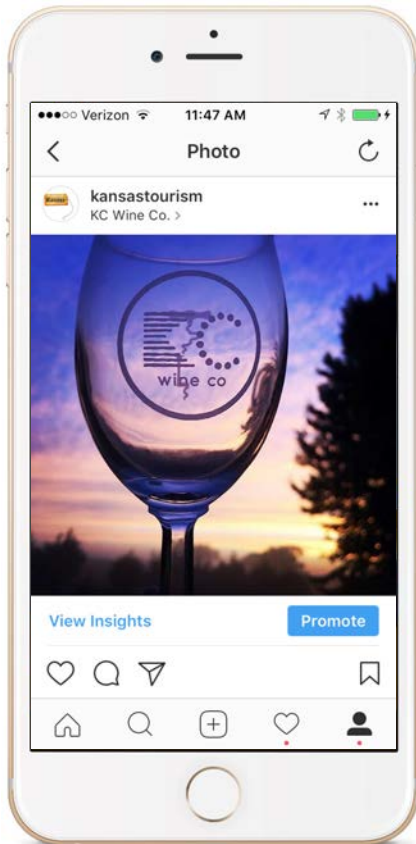
2 weeks before the date you want posted

**Cost:**

\$25/Event Specific post  
\$25/Feature post

**Limit:**

8 per month and only 2 per week out of the 8 (If purchasing a social media week for the month, only Instagram can be utilized)

**NEW****Instagram Takeover**

Show Instagrammers the beauty of your location, attraction, event, etc through captivating images on Instagram. Post hidden gems, attractions off the beaten path, and/or feature unique businesses/food/events through custom Instagram posts. Use hashtags both specific and generic to reach an audience as well as add to your Instagram following as users find your account tagged in the image. Available through Kansas Tourism and Kansas! magazine!

**Single post:**

- Must be quality image and look like a real post (no ad style text)
- Copy and hashtags
- Your account tagged in image
- Location tag

**Full Day 3-post:**

- Must be quality images and look like real posts (no ad style text)
- Copy and hashtags for each
- Link in bio for day
- Your account tagged in images
- Location tags

**Contact:**

Logan Hildebrand  
 (785) 296-6292  
 Logan.Hildebrand@ks.gov

**Deadline:**

2 weeks before the date you want posted

**Cost:**

\$25/post  
 \$100 for a full day feature (3 posts)

**Limit:**

Single Posts: 8 per month and only 2 per week  
 Full Day Feature: 2 per month

DIGITAL

NEW

FREE

OnceThere



Your listing will be transformed into an easy to book option allowing consumers to purchase tickets, packages, and/or book with your destination on the spot. OnceThere works with providers using reservation management software, point-of-sale systems, and even providers with no booking or ticketing system.

**Contact:**

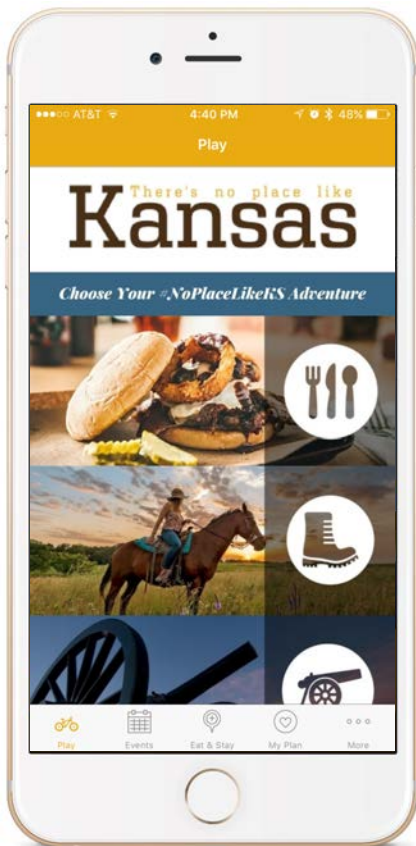
Angie Philips  
Angie@OnceThere.com

**Cost:**

FREE

NEW

App Push Notifications



Reach the TravelKS App's growing audience as they plan their road trips, look for attractions/events/ coupons that are nearby, and search for places to eat and stay along the way. Promote an event to a specific area, push an attraction to one of our personas, or send a coupon to travelers.

**Production Requirements:**

- Short title, message copy, link/phone/e-mail/map options
- Audience can be persona based, event based, coupon/ deal based, or geographically region based

**Contact:**

Logan Hildebrand  
(785) 296-6292  
Logan.Hildebrand@ks.gov

**Deadline:**

2 weeks before notification needs to go out

**Cost:**

\$75/message

**Limit:**

2/week  
6/month



**NEW** **FREE**  
**Re-blog on TravelKS.com**



Get more exposure for your blog posts by cross-posting your community’s blog post on TravelKS.com’s blog.

**Production Requirements:**

- Must be Kansas and tourism related.
- Your blog will contain your images, copy, and author.
- Links can be added as well.
- Subject to review by Kansas Tourism before approval
- Social post if fitting to current marketing calendar

**Contact:**

Kelli Hilliard  
 (785) 296-4922  
 Kelli.Hilliard@ks.gov

**Cost:**

FREE

**NEW**  
**Mobile Display Geo-fencing**



Take advantage of GPS technology to reach a defined geographic location and display your ads on mobile devices within that geo-fenced area. Fence in events with similar themes, trade shows that cater to a specific interest, or even the locations of your closest competitors to ensure you are reaching the audience interested in your brand. Devices “captured” in the geo-fenced area can then be retargeted at a later time to ensure your ad is being seen with enough frequency to make a real impact.

**Contact:**

Jennifer Anderson  
 (785) 228-0900  
 JAnderson@jhpAdv.com

**Cost:**

Varies

DIGITAL

**FREE**

### Digital Concierge Service:



Buying digital media can be confusing. It is also a challenge to keep up with trends and 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:**

Jennifer Anderson  
(785) 228-0900  
JAnderson@jhPAdv.com

**Cost:**

FREE

**FREE**

### TravelKS.com Event & Web Listing:

An event listing for the Abilene &amp; Smoky Valley Railroad Excursion Train. On the left, there is a green starburst with the word "FREE" inside. Below it, the text "JULY 20" is displayed between two green leaf-like icons. To the right of this is a photograph of a black steam locomotive pulling a train through a wooded area, with a yellow heart icon in the top right corner of the photo. Further right, the title "Abilene &amp; Smoky Valley Railroad Excursion Train" is written in orange. Below the title, the text "DATES VARY BETWEEN MAY 6, 2017 - OCTOBER 29, 2017 • ABILENE" is shown, followed by a yellow location pin icon and the text "MAP IT". At the bottom, a short description reads: "Located in historic Abilene, Kansas, the Abilene &amp; Smoky Valley Railroad offers a unique chance to experience early..." and a "Learn more" link in orange.

Promote your destination and events through a free listing on the *new* TravelKS.com!

**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. Must include an image and fit criteria.

**Deadline for Participation:**

Two weeks prior to each event date

**Contact:**

Logan Hildebrand  
(785) 296-6292  
Logan.Hildebrand@ks.gov

**Cost:**

FREE

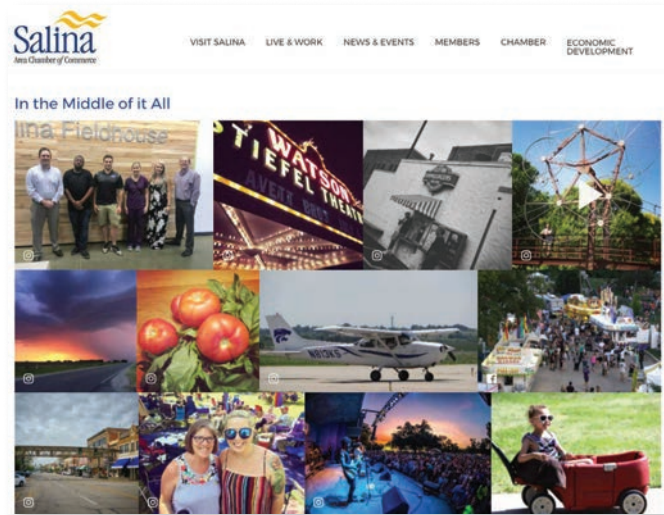
### CrowdRiff Social Content:

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 queue for the KDWPT 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.

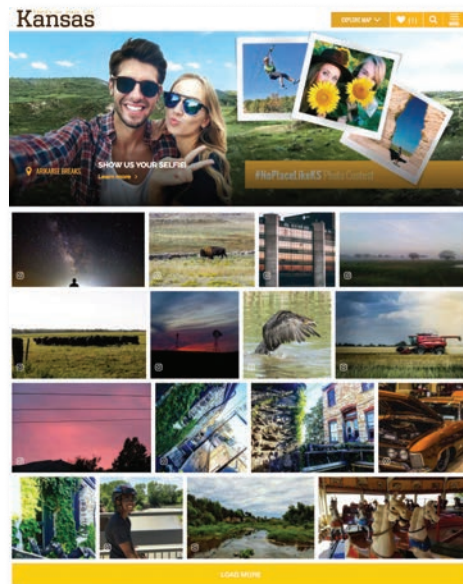
Simply provide two hashtags that you’d like for us to track (for example, #KCKSelfie, #topcity), drop a bit of code onto your website and voilà! You now have a gallery of fully moderated and approved images and videos posted by others pulling into your website for the rest of the year. (See [TravelKS.com/noplacelikeKS](http://TravelKS.com/noplacelikeKS) for an example of how this gallery could look on your website.)

**Contact:**  
 Jennifer Anderson  
 (785) 228-0900  
 JAnderson@jhPAdv.com



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

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



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

This includes setup costs and moderation for one image/video gallery for two hashtags for one year.

### Facebook Carousel Ad:

Be a featured destination on Kansas Department of Wildlife, Parks & Tourism’s Facebook Carousel Ad campaign. Each destination featured will have the opportunity to include a photo or video, headline and a small copy blurb, plus a link to their website or Facebook Page.

Each ad unit will run for three weeks in coordination with the State’s other digital marketing efforts for that theme (for example, a Family-friendly Kansas attractions ad would run at the same time our family traveler ads are running).

#### Ad themes:

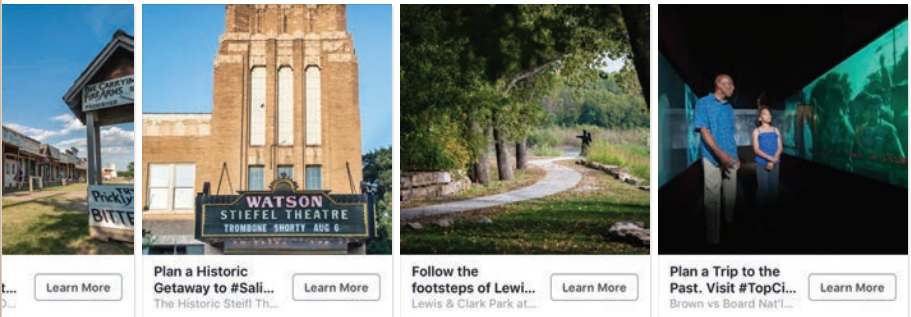
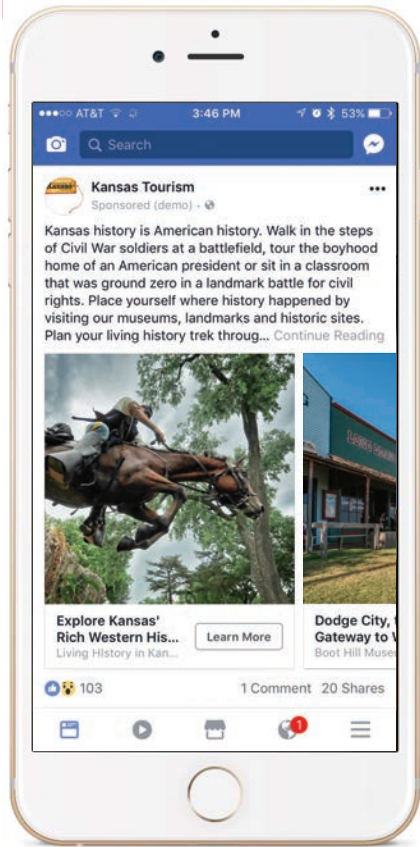
- Family-friendly Kansas attractions
- Best Kansas roadtrips
- Get active outdoors in Kansas
- Best Kansas hunting destinations
- Historic Kansas sites

#### Contact:

Jennifer Anderson  
(785) 228-0900  
JAnderson@jhPAdv.com

#### Cost:

\$575



**TRAVELGUIDESFREE**

Home West Northwest Midwest South Central Southeast Northeast Cruise & Tours All Guides

You Have 0 Brochures In Your Cart [View Your Brochures](#) [Check Out Now](#)

**Kansas Free Travel Guides**

Get your FREE, full-color travel brochures now. Many include bonus discounts, special hotel packages, and even the chance to win free getaways!

**TravelGuidesFree.com**

- ✓ Largest selection of brochures online
- ✓ Over 1 million brochures delivered
- ✓ Serving travelers since 2006

**Kansas Free Brochures**

[Select All Kansas Brochures](#)

[Add Brochure to Cart](#)

[Add Brochure to Cart](#)

[Add Brochure to Cart](#)

## TravelGuidesFree.com:

Join other Kansas communities by placing your destination's travel guide on TravelGuidesFree.com for 12 months in the Kansas section and generate leads for your database.

On TravelGuidesFree.com visitors select travel guides they'd like to receive (these can be provided by mail or as digital downloads) while providing their contact information, email address, gender, household income and expected travel dates.

All addresses have been checked with real-time physical address verification

to ensure you're getting clean addresses for your database. Everyone requesting a travel guide will land on a confirmation page after submitting their request and will receive a confirmation email with links to your destination's website.

### Contact:

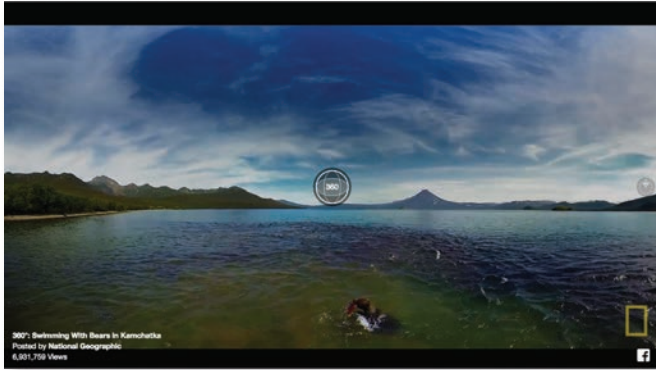
Marisa Lawson  
 Marisa@TravelGuidesFree.com

### Cost:

You're only charged for the leads generated through the program at a cost of \$0.99/lead for a maximum monthly spend of \$400. Any additional leads generated beyond that point (410 leads a month) are free.

## DIGITAL

### 360° Video:



Give potential visitors an opportunity to virtually immerse themselves and experience your destination from their smartphone or desktop computer. We'll produce a short video experience (30 seconds – 1 minute) you can embed on your website or post to your Facebook Page or YouTube channel. As viewers watch, they'll be able to move the screen around to explore your destination from any angle.

**Contact:**

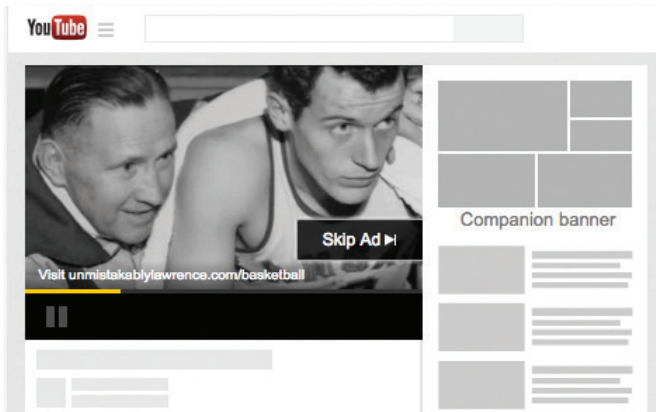
Jennifer Anderson  
(785) 228-0900  
JAnderson@jhPAdv.com

**Cost:**

\$7,575

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### TrueView Video Ads:



Run your video on YouTube with TrueView and you'll only pay when someone chooses to watch your video ad all the way through. Viewers only see videos they're curious about, and you get more views from an audience you know is interested. TrueView ads are opt-in, so you aren't restricted by time limits. With TrueView you can take the time to tell your story. This campaign will generate impressions, views and interaction with your YouTube channel.

**Contact:**

Jennifer Anderson  
(785) 228-0900  
JAnderson@jhPAdv.com

**Cost:**

\$9,250 for 30,000  
guaranteed views

## Content Marketing:



Create buzz for your destination with high-quality web content on the TravelKS Blog that includes links to your destination's website. We'll tap into our blogger network to find the perfect blog influencer to help get the word out about your brand. The post will publish on TravelKS, be promoted by the blogger and have paid promotions through KDWP's social channels.

**Contact:**

Jennifer Anderson  
 (785) 228-0900  
 JAnderson@jhPAdv.com

**Cost:**

Varies

## Quarterly Website/Search Engine Optimization (SEO) Analysis:



Each quarter our digital marketing team will review your website and Google Analytics data to see how visitors are interacting with the site. We'll provide insights and recommend action steps to improve the user experience and help boost your ranking within organic search results. Reports will highlight findings in an easy-to-understand way (while including the supporting data) and equip you with action items that you can turn over to your web service provider for implementation.

**Contact:**

Jennifer Anderson  
 (785) 228-0900  
 JAnderson@jhPAdv.com

**Cost:**

\$1,500/year

## Snapchat Temporary Geo-Filters:



Get in the snap of things with a temporary geo-filter on Snapchat. Even if your brand is not officially on Snapchat, you can tap into this fast-growing user base, which skews young – think Millennials and younger. We'll help give your brand exposure through an event-specific filter that users can select among the other location-specific filters. This feature is widely used and shared by Snapchat users!

These filters are only available for use during the event (a couple of hours or days, depending on your event) and will pop up as an option only if the Snapchatter is geographically located in the event area.

**Contact:**

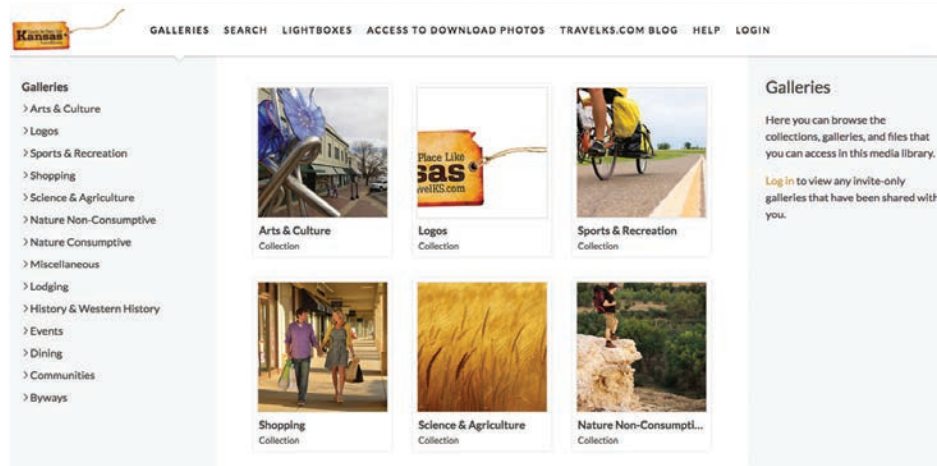
Jennifer Anderson  
(785) 228-0900  
JAnderson@jhPAdv.com

**Cost:**

Placement: \$350  
Filter design: \$575



## Libris Photo and Video Hosting



To keep up with the need for content at every touchpoint, community partners must work faster and smarter, ensure that content conveys a consistent message, that it's legally acquired, and accessible to distributed teams who need it to get their jobs done.

Upload all your organization's photos and videos categorized by topics and keywords with powerful search capabilities to effortlessly find what you need, when you need it. Your photos will be linked to the Kansas Tourism Libris Photo Library.

Provide secure access to stakeholders, streamlining workflows, controlling permissions and offering the ability to upload and download visual assets from anywhere.

Get the most out of your images and video with the ability to simply access and distribute them directly via Libris or weave them into your marketing channels.

### Contact:

Kevin Davis  
(212) 206-0808  
KDavis@PhotoShelter.com

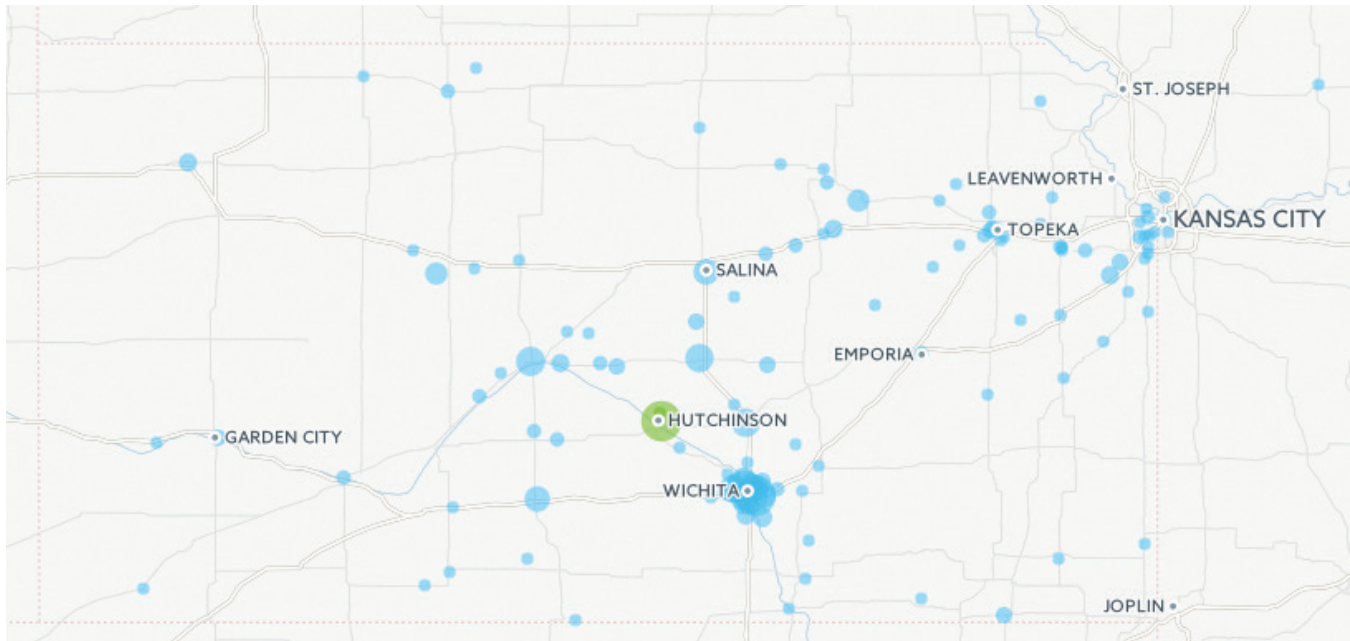
### Cost:

1. Basic – 2 Library Staff Seats - 1 TB of storage - \$4,999 / year
2. Professional – 5 Library Staff Seats – 5 TB of storage - \$9,499 / year
3. Custom – Contact the rep for custom options.

10% industry partner discount will be offered off of the cost listed above.

**Libris**  
By  **PHOTOSHELTER**

## 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 arrive in market, and then be able to determine the return of your investment in digital marketing.

Incorporate tracking pixels on your 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 of your campaign.

**Contact:**

Jennifer Anderson  
(785) 228-0900  
JAnderson@jhPAdv.com

**Cost:**

\$1.25/CPM impressions tracked

**FREE****TravelKS.com Coupons:**

## Save Up To 50% Off At Great Wolf Lodge During The Solar Eclipse

GREAT WOLF LODGE • [MAP IT](#)

[Visit Website](#)

Valid: August 17, 2017 - August 24, 2017

Categories: Places to Stay, Northwest

Stay at Great Wolf Lodge during the 2017 Solar Eclipse in Kansas City, KS! Save up to 40% off one night or up to 50% off two... [Learn more](#)

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. Materials are needed two weeks prior the coupon start date. Savings to customer must be 10% or more.

### **Contact:**

Logan Hildebrand  
(785) 296-6292  
Logan.Hildebrand@ks.gov

### **Deadline:**

2 weeks prior

### **Cost:**

FREE

### Event Listing in Leisure e-blast:

The screenshot shows an e-blast with the heading "Don't miss these events". It features two event listings side-by-side. The first listing is for the "32nd Annual Tulip Time Festival" held from April 8-10th in Belle Plaine, with a photo of colorful tulips. The second listing is for the "Midwest Open Geocaching Adventure" held from April 20-23rd in Manhattan, with a logo for "HOME ON THE RANGE" and "MOGA 2017". Each listing includes a brief description of activities and a "Learn More" button.

Promote your event in a monthly e-blast. Event e-blasts are sent around the first of each month to around 40,000 Kansas residents (subscribers to TravelKS.com). Events must be listed on TravelKS.com.

**Production Requirements:**

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:**

Logan Hildebrand  
(785) 296-6292  
Logan.Hildebrand@ks.gov

**Cost:**

\$200



### Coupon listing in Leisure e-blast

Promote your discount offer in a monthly e-blast. Event e-blasts are sent around the first of each month to around 40,000 Kansas residents (subscribers to TravelKS.com). Coupons must be listed on TravelKS.com.

**Production Requirements:**

Please provide a photo/logo and up to 400 characters of copy and a weblink. Offer must be 10% or more of a deal.

**Contact:**

Logan Hildebrand  
(785) 296-6292  
Logan.Hildebrand@ks.gov

**Deadline:**

15th of the month before coupon begins

**Cost:**

\$100

## KDWPT Monthly Hunting/Fishing e-blast:



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 web link.

### Deadline for Participation:

15th of month before you want to be featured

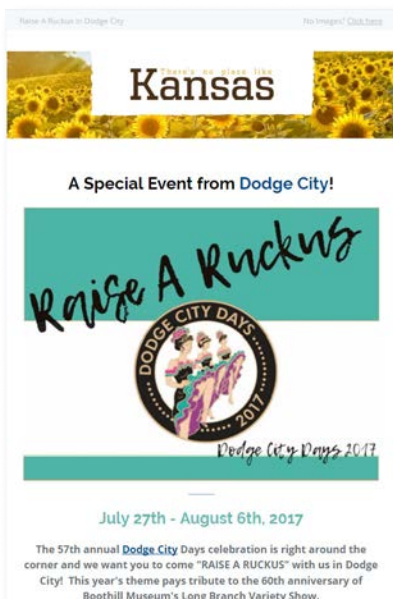
### Contact:

Ryan Spellman  
 (614) 327-8691  
 Ryan.Spellman@ACTIVEnetwork.com

### Cost:

\$400 per e-blast

## Exclusive Email Blasts:



Put your brand in the inboxes of folks who've already expressed interest in Kansas by taking advantage of the email database at KDWPT. Target travelers in specific Kansas regions, towns, and/or specific areas.

### Contact:

Logan Hildebrand  
 (785) 296-6292  
 Logan.Hildebrand@ks.gov

### 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:**

Logan Hildebrand  
(785) 296-6292  
Logan.Hildebrand@ks.gov

**Production Requirement:**

Account and current listing on TravelKS.com

**Deadline:**

1 month prior

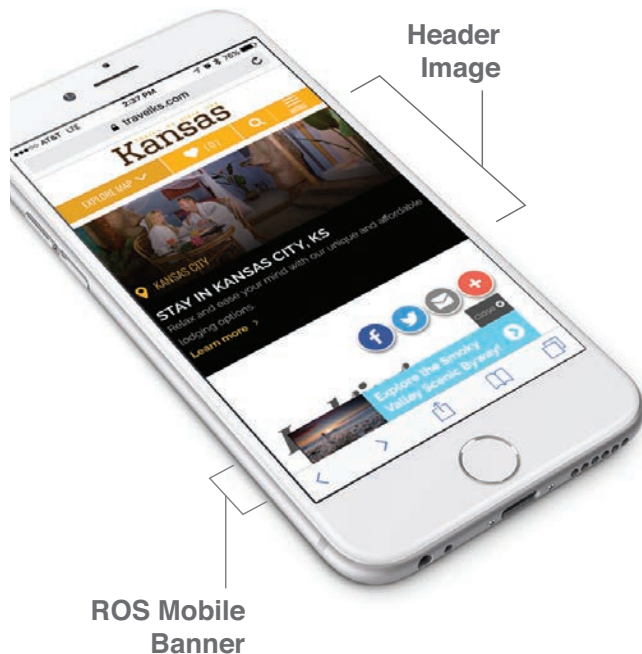
**Cost:**

\$200

---

## Display Ads on the NEW TravelKS.com

Benefit from the state's targeted advertising campaigns by placing your ads in the place where all our efforts lead – TravelKS.com!



**Contact:**

Andy Ankney  
Destination Travel Network  
(520) 382-0582  
AAnkney@destinationtravelnetwork.com

**Cost:**

Call contact listed above for a full sales sheet with product details.

**Featured Listings:** \$65-\$150/month

**“Spotlight” Text Links:** \$100/month

**Page Sponsorships:** (690x180) - \$50-\$200/month

**Run-of-Site Banner:** (330x230 pixels) - \$200/month

**Mobile Banner:** (100x50 pixels) - \$175/month

**Header Images:** (1800x680 pixels) - \$85-\$125/month

## Search (Pay-Per-Click) Ads:

**Kansas – Kansas Dodge City Days – Top Events USA**  
[www.topeventsusa.com/Kansas-Dodge-City-Days.html](http://www.topeventsusa.com/Kansas-Dodge-City-Days.html) ▾  
 Highlighting a time when Dodge City was considered the “Wickedest Little City in the West. ... This popular event, Dodge City Days, is a 10-day celebration in one of the country’s last remaining Wild West towns, Dodge City ... Annual Craft Expo

**Dodge City Events Calendar - Find Events, Festivals and Fairs**  
**Ad** [www.visitdodgecity.org/DodgeCityEvents](http://www.visitdodgecity.org/DodgeCityEvents) ▾  
 Explore Our Online Calendar Today!  
 You visited visitdodgecity.org 3 days ago.

**Searches related to dodge city annual events**

- dodge city arena events
- dodge city kansas visitors guide
- dodge city events
- circus in dodge city ks
- xtreme air at western state bank expo center western state bank expo center february 21
- shrine circus dodge city ks 2016
- dodge city kansas attractions
- dodge city kansas upcoming events

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:**

Jennifer Anderson  
 (785) 228-0900  
 JAnderson@jhPAdv.com

## Online Video Ads:



Place your brand online through/with 15- or 30-second pre-roll video. Similar to a TV buy, this exposure reaches out to an untapped audience and a simple click drives them to your website.

**Cost:**

\$7,650 for 500,000 impressions

**Contact:**

Jennifer Anderson  
 (785) 228-0900  
 JAnderson@jhPAdv.com

## DIGITAL

### Mobile Display 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:**

Jennifer Anderson  
(785) 228-0900  
JAnderson@jhPAdv.com

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### Display Ads:



Whether animated or rich media interactive, these ads will get your brand in front of your target audience as they read 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:**

Jennifer Anderson  
(785) 228-0900  
JAnderson@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

**Tourism Economics**

TOURISM  
 ECONOMICS

AN OXFORD ECONOMICS COMPANY

By monitoring tourism's economic impact, organizations and policy makers can make informed decisions regarding the funding and prioritization of tourism development. You will receive a comprehensive study of tourism-generated sales, production, employment, growth, visitor spending and taxes. Custom report for county and city.\*

**Cost:**

County Analysis  
 \$2,500

City Analysis  
 \$5,500

**Contact:**

Division of Tourism  
 785-296-8478

*\*The State will provide county by county and region study based on 2015 data.*

# Television Opportunities



If TV Advertising is in your budget, we invite you to contact jones huyett Partners to develop a TV strategy to best fit your marketing proposal. Whether you're targeting general leisure tourism audiences or niche enthusiasts, we can help you build a proposal 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.

## jhP Video Production

### Budget

1 day of shooting (does not include travel expenses).....	\$3780
12 - 15 hours editing .....	\$1,380 - 1725
6 - 12 hours of script development .....	\$690 - 1380
TOTAL.....	\$5850 - 6885

### Contact:

Jennifer Anderson, jones huyett Partners  
 (785) 228-0900  
 JAnderson@jhPAdv.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:**

30,000

**Issues:**

Any – quarterly publication

**Placement Deadlines:**

Spring – December  
Summer – March  
Fall – June  
Winter – September

**In-Home Dates:**

Spring – February  
Summer – May  
Fall – August  
Winter – November

**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 Travel Guide



Attractions, restaurants, lodging, campsites, shopping, parks and byways – find all this and more in the Kansas Travel Guide.

**Targets:**

Leisure Tourists

**Issue:**

Published annually in November

**Placement and Materials Deadline:**

Annually in June

**Circulation:**

Free distribution; 400,000 copies printed

**Cost:**

Varies

**Contact:**

Andrea Etzel  
(785) 296-7091  
Andrea.Etzel@ks.gov

## 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, 125,000 copies printed

**Issues:**

Published annually in December

**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

## Kansas State Parks Guide



**Targets:**

Anglers, Outdoor Adventure Travelers

**Circulation:**

Free distribution, 125,000 copies printed

**Issue:**

Published bi-annually in January  
Next publishing - January 2018

**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

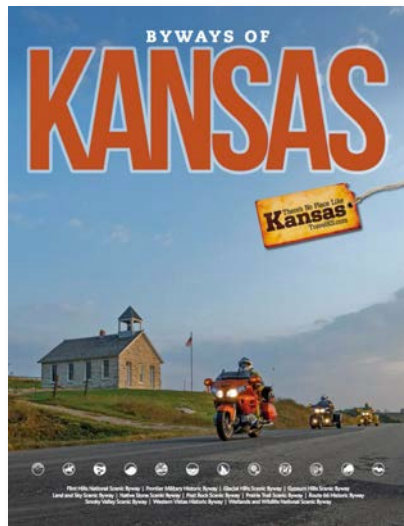
**Provide media contact with:**

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

**Contact:**

Joanne Morgan  
(785) 832-7264  
JMorgan@SunflowerPub.com

## Kansas Byways Guide



The official guide to Kansas' 12 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 in July  
Next publishing - Summer 2018

**Placement Deadline:**

Every two years in May

**Distributed:**

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 ad rep for multiple publications/multiple insertion discounts in KANSAS! Magazine, Kansas Outdoors and Kansas State Parks Guide.

**Contact:**

Joanne Morgan  
(785) 832-7264  
jmorgan@sunflowerpub.com

## 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

**Circulation:**

Free distribution, 295,000 copies printed

**Issue:**

Published annually in late August

**Placement Deadline:**

Annually in early 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 – \$6,600

2/3 page – \$5,024

1/2 page – \$3,812

1/3 page – \$2,600

1/4 page – \$1,064

1/6 page – \$1,328

1/8 page – \$982

Little Giant – \$810

**Tourism Section Cost:**

Please call rep for pricing

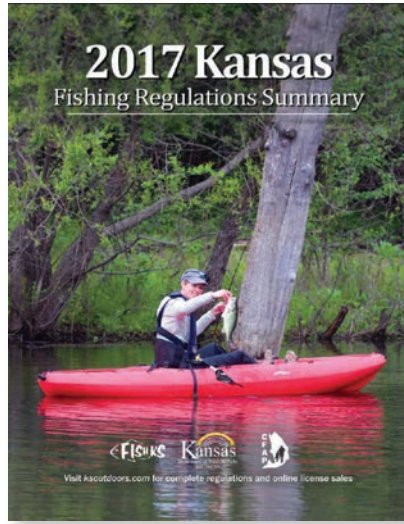
*The guide features a special section where destination marketing organizations such as CVBs and chambers of commerce can market their community's assets.*

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

**Contact:**

Eric Steele  
(888) 895-7913  
Eric.Steele@ValleyOffset.com

## 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 mid-November

**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:**

Please call rep for pricing

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

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

**Contact:**

Eric Steele  
(888) 895-7913  
Eric.Steele@ValleyOffset.com

# 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.

**World (Kansas)**  
**World (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: 50  
 HHI: \$91,265  
 Have children: 33.17%

**Circulation & Region:**  
 World (Kansas): 94,500  
 World (Oklahoma): 237,000  
 Living (Iowa): 152,146  
 Living (Nebraska): 110,819  
 Midwest Traveler (Eastern Kansas, Missouri, Southern Illinois, Southwest Indiana): 602,740  
 Encompass (Colorado): 390,000

**Issues:**  
 March/April 2018  
 September/October 2018

**Placement Deadlines:**  
 March/April Issue – December 22, 2017  
 September/October Issue – June 20, 2018

**In-Home Dates:**  
 March/April Issue – February 23 - March 5, 2018  
 September/October Issue – August 28 - September 2, 2018

**Ad Sizes:**  
 1/4 page – 3.4375 x 4.1875  
 1/8 page – 3.4375 x 2

**Cost:**  
**World (Kansas)**  
 1/4 page – \$631/insertion  
 1/8 page – \$315/insertion  
**World (Oklahoma)**  
 1/4 page – \$1,288/insertion  
 1/8 page – \$644/insertion

**Living (Iowa)**  
 1/4 page – \$885/insertion  
 1/8 page – \$442/insertion

**Living (Nebraska)**  
 1/4 page – \$633/insertion  
 1/8 page – \$316/insertion

**Midwest Traveler**  
 1/4 page – \$3,409/insertion  
 1/8 page – \$1,704/insertion

**Encompass (Colorado)**  
 1/4 page – \$2,608/insertion  
 1/8 page – \$1,304/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](http://EventsandDestinations.com)

**Contact:**  
 Jenni Mitten  
 (402) 384-4718  
[JMitten@HAMediaGroup.com](mailto:JMitten@HAMediaGroup.com)



## American Road



### Targets:

Leisure Travel, Nature-Based  
Non-Consumptive

### Demographic:

57% female; 43% male  
Average age: 40-60  
HHI: \$60,000  
Have children: 38%  
Live within day's drive of Kansas: 40%

### Circulation:

23,880 National

### Issues:

Spring 2018  
Fall 2018

### Placement Deadlines:

Spring Issue – February 1, 2018  
Fall Issue – August 1, 2018

### In-Home Dates:

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

### Ad Size:

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

### Cost:

1/4 page: \$879/insertion  
1/6 page: \$581/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

## PUBLICATIONS

### Rider

**Targets:**

Motorcyclists

**Demographic:**

Average age: 51

HHI: \$109,279

75% of readers travel each year

**Circulation:**

128,482 National

(Sent to members of Honda Gold Wing Road Riders Association)

**Issues:**

April 2018

September 2018

October 2018

**Placement Deadlines:**

April Issue – December 28, 2017

May Issue – January 26, 2018

**Ad Size:**

1/6 page – 2.125 x 4.75

**Cost:**

\$500/insertion

(based on 3x placement)

**Contact:**

Jodi Lipson

(800) 843-9460 x231

JLipson@GWRRA.org

### Living Bird

**Targets:**

Bird Watchers

**Demographic:**

Average age: 64

HHI: \$50,000+

84% travel to enjoy wildlife/nature, 85%

travel to public lands/refuges, 85%

travel to another state/province

**Circulation:**

55,000 National

**Issues:**

Spring 2018

Autumn 2018

**Placement Deadlines:**

Spring Issue – January 25, 2017

Autumn Issue – July 25, 2017

**In-Home Dates:**

Spring Issue – April 1, 2017

Autumn Issue – October 1, 2017

**Ad Size:**

1/6 page – 2.1875 x 4.625

**Cost:**

1/6 page: \$481.95/insertion

**Contact:**

Susanna Lawson

(434) 983-1771

SVL22@Cornell.edu

## Midwest Living



**Targets:**

General Leisure Travelers

**Demographic:**

Average age: 57  
 HHI: \$72,103  
 Homeowner: 83%

**Circulation:**

950,000 National

**Issues:**

March/April 2018  
 September/October 2018

**Placement Deadlines:**

March/April Issue –  
 January 9, 2018  
 September/October Issue –  
 July 3, 2018

**In-Home Dates:**

March/April Issue – March 6, 2018  
 September/October Issue –  
 August 28, 2018

**Ad Size:**

4" single ad – 2.25 x 4

**Cost:**

4" single – \$5,000

**Added Value:**

- Reader Service Listing
- Reader service listing and link on MidwestLiving.com for 2 months

**Contact:**

Katy Hildman  
 (515) 284-3808  
 Katy.Hildman@Meredith.com

## Best of the Midwest



**Targets:**

General Leisure Travelers

**Circulation:**

Newsstand

**Issue:**

March 2018

**Placement Deadline:**

January 30, 2018

**On Newsstands:**

March 27, 2018

**Ad Size:**

4" single ad – 2.25 x 4

**Cost:**

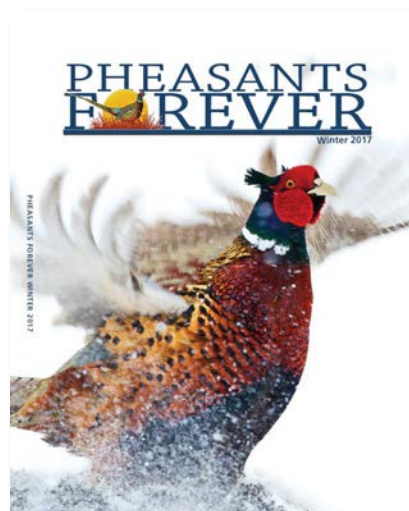
\$1,140

**Contact:**

Katy Hildman  
 (515) 284-3808  
 Katy.Hildman@Meredith.com

## PUBLICATIONS

### Pheasants Forever

**Targets:**

Hunters

**Demographic:**

Average age: 52

HHI: \$118,000

**Circulation:**

122,000 National

**Issues:**

Fall 2018

Fall Hunting Preview 2018

Winter 2018

**Placement Deadlines:**

Fall 2017 - June 3, 2017

Fall Hunting Preview 2017 -

July 3, 2017

Winter 2018 - September 23, 2018

**In-Home Dates:**

Fall - July 24, 2018

Fall Hunting Preview 2018 -

September 9, 2018

Winter 2018 - November 9, 2018

**Ad Size:**

1/6 page - 2.25 x 4.625

**Cost:**

\$900/insertion (based on

2X placement)

**Contact:**

Scott Cherek

(307) 635-8899

CherekGroup@Bresnan.net

### Quail Forever

**Targets:**

Hunters

**Circulation:**

16,810 National

**In-Home Dates:**

Fall - August 10, 2018

Winter 2018 - November 28, 2018

**Ad Size:**

1/6 page - 2.25 x 4.625

**Cost:**

\$425/insertion (based on

2X placement)

**Contact:**

Scott Cherek

(307) 635-8899

CherekGroup@Bresnan.net

# 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
<b>Counter Mat</b> (16.5" x 10.5")	\$100.00	\$40.00/month per location
<b>Single-Sided Pump Topper</b> (14" x 11")	\$160.00	\$90.00/month per location
<b>Double-Sided Pump Topper</b> (13" x 10")	\$190.00	\$115.00/month per location
<b>Hose Sign</b> (4.4" x 6.4")	\$190.00	\$115.00/month per location
<b>Door Cling</b> (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 No. 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.

## Contact:

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

Central Brochure Distribution  
(Services central Kansas)  
Ruben Schuckman  
785-635-3953  
KSCBD@Outlook.com

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

## Cost:

Price varies

# Travel and Outdoor Shows

Join KDWP 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 11-14, 2018

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, 2017

### Brochure Contact:

Andrea Etzel

(785) 296-7091

Andrea.Etzel@ks.gov

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:

Royce Garren

(360) 397-0219

RGarren@SportsExpos.com

## TRAVEL AND OUTDOOR SHOWS



### **National Pheasant Fest and Quail Classic**

February 16-18, 2018

Denny Sanford PREMIER Center

Sioux Falls, SD

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 2018 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 Etzel

(785) 296-7091

Andrea.Etzel@ks.gov





**Kansas State Fair**

September 7-16, 2018  
 Kansas State Fairgrounds,  
 Pride of Kansas Building, Hutchinson, KS  
[www.KansasStateFair.com](http://www.KansasStateFair.com)

**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 (Or until each day is reserved. Space is reserved on a first-come, first-served basis. This opportunity available to DMOs only.)

**Contact:**

Andrea Etzel  
 (785) 296-7091  
[Andrea.Etzel@ks.gov](mailto:Andrea.Etzel@ks.gov)

# 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](http://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.

## TRAVEL INFORMATION CENTERS

**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:**

FREE

**Contact:**

Mona Carver  
(785) 899-6695  
Mona.Carver@ks.gov

Enrollment form available on [TravelKSIndustry.com](http://TravelKSIndustry.com)

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### 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  
Mona.Carver@ks.gov

Enrollment form available on [TravelKSIndustry.com](http://TravelKSIndustry.com)

## TRAVEL INFORMATION CENTERS

### 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  
Mona.Carver@ks.gov

Enrollment form available on [TravelKSIndustry.com](http://TravelKSIndustry.com)

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### 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  
Mona.Carver@ks.gov

Enrollment form available on [TravelKSIndustry.com](http://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.

**Contact:**

Kelli Hilliard  
(785) 296-4922  
Kelli.Hilliard@ks.gov

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.

# PR Co-op Opportunities

## PR Newswire Partner

Be a part of our four press releases to be distributed via PR Newswire. A maximum of six communities/DMOs will be included in each of the releases; each submitting a maximum of 150 words. Wire service releases are distributed nationally, reaching thousands of media outlets, as well as to more than 5,400 websites and online databases.

**Production Requirements:**

Participation forms will be posted to [TravelKS.com/Industry/public-relations](http://TravelKS.com/Industry/public-relations) and will be accepted on a first-come, first-served basis. This program is open to communities/DMOs only.

**Release Dates:**

October, January, April, July

**Placement Deadline:**

Content is due by the 1st of the prior month.

**Cost:**

\$250/press release

**Contact:**

Kelli Hilliard  
(785) 296-4922  
[Kelli.Hilliard@ks.gov](mailto:Kelli.Hilliard@ks.gov)

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## Kansas Media Event

On April 3-4, 2018, KDWPT will host an intimate media event with Meredith Corporation in NYC. Story concepts will incorporate the diversity of Kansas from outdoor recreation to big city “chic.” Event details will be announced in January 2018.

**Production Requirements:**

First priority will be given to Meredith advertisers and then other requests will be accepted on a first-come first-served basis. This program is open to communities/DMOs only.

**Cost:**

\$500 plus travel expenses. Additional costs may be incurred to provide small media gifts or packages from your destination.

**Contact:**

Kelli Hilliard  
(785) 296-4922  
[Kelli.Hilliard@ks.gov](mailto:Kelli.Hilliard@ks.gov)

## Domestic Travel Writer Press Trips

Host journalists in your community as opportunities arise with media press trips throughout the year. As story destinations are identified for carefully vetted journalists, preferably on assignments, you will be contacted for hosting opportunities.

**Cost:**

Expenses associated with hosting journalists (transportation, food, lodging, etc.) See the guidelines for hosting journalists on [TravelKSIndustry.com](http://TravelKSIndustry.com). Some funding assistance MAY be available from KDWPT and will be assessed on a case-by-case basis.

**Contact:**

Kelli Hilliard  
(785) 296-4922  
[Kelli.Hilliard@ks.gov](mailto:Kelli.Hilliard@ks.gov)



## FREE Kansas Journals

Contribute your PR story for possible inclusion in the monthly distribution of Kansas Journals (story tips for journalists) to national media.

**Placement Deadline:**

Content is due by the first of the prior month.

**Cost:**

FREE

**Contact:**

Kelli Hilliard  
(785) 296-4922  
[Kelli.Hilliard@ks.gov](mailto:Kelli.Hilliard@ks.gov)



## FREE Photo Library

Have your photo featured in our next press release! KDWPT encourages you to send us fresh and current images of your community attractions. These photos should be photographer-rights released so that journalists are free to use them in stories. Contact Kelli for login access to upload your photos.

**Cost:**

FREE

**Contact:**

Kelli Hilliard  
(785) 296-4922  
[Kelli.Hilliard@ks.gov](mailto:Kelli.Hilliard@ks.gov)



## FREE Media Leads & Requests

KDWPT will distribute media leads as they are generated in communications with journalists. Watch your in-box for the "Pertinent PR Leads" e-blasts from KDWPT.

**Cost:**

FREE

**Contact:**

Kelli Hilliard  
(785) 296-4922  
[Kelli.Hilliard@ks.gov](mailto:Kelli.Hilliard@ks.gov)

# International Marketing

The International Travel Marketing Program assists USA 'wholesale' receptive operators, international tour operators, and international 'retail' travel agents in their efforts to create, publish, promote and sell Kansas/Oklahoma as a destination. Our program is also designed to educate the international traveling public on the benefits of traveling in Kansas by generating positive Kansas media coverage from pre-qualified, hosted, international travel journalists.

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 Northern Ireland) and Republic of Ireland.

This program is in partnership with Oklahoma. The Kansas/Oklahoma (KSOK) international marketing program is administered by Destinations by Design, Lisa Weigt.

**Contact:**

Lisa Weigt  
(480) 664-3076  
LisaW@TravelKsOk.com

**IPW**



Reach international wholesale travel trade and travel media by participating in U.S. Travel Association's IPW.  
2018 – Denver, CO – May 19-23: Booth share OPEN  
2019 – Anaheim, CA – June 1-5: Booth share OPEN  
2020 – Las Vegas, NV – May 30 – June 3: Booth share OPEN

Shared booth space within the one KSOK booth is limited to one KS organization, booth share space is allotted on a first-come, first-serve basis, with a first right of refusal offered

to past-year delegate. Please contact Lisa Weigt if you are interested in 2018.

**Deadline:**

Sep 2017

**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 and on assignment international travel journalists in your community. Throughout the year, hosting may be requested of DMO's and/or relevant outfitters and travel experience suppliers (lodging, unique F&B, local guides, attractions, & annual events). This opportunity is available to communities reachable along the published international fly/drive travel routes and/or specific journalist requested communities. Please see currently published fly/drive routes on [www.travelksok.de](http://www.travelksok.de); [www.travelksok.co.uk](http://www.travelksok.co.uk); and [www.travelksok.ie](http://www.travelksok.ie).

**Cost:**

In-kind cost of goods and services

**Dates:**

May through November annually

**Contact:**

Lisa Weigt  
(480) 664-3076  
LisaW@TravelKsOk.com



## **United Kingdom and Ireland Marketing Mission**

September/October, 2018

Appointment and routing details to be advised. Will meet with travel trade and travel media to further expand awareness and published Kansas/Oklahoma travel programs. Sliding scale sponsorship is offered to communities who are 'currently' featured in international published programs [www.travelksok.co.uk](http://www.travelksok.co.uk); and [www.travelksok.ie](http://www.travelksok.ie). Sponsorship supports entertainment travel expenses and hosted client F&B. It is not mandatory for sponsors to travel.

**Dates:**

September/October 2018

**Deadline:**

March 2018

**Cost:**

Sliding scale - \$500 - \$2,000 + travel expenses

**Contact:**

Lisa Weigt  
(480) 664-3076  
[LisaW@TravelKsOk.com](mailto:LisaW@TravelKsOk.com)

## INTERNATIONAL MARKETING

### Essentially America - United Kingdom



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

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

Smaller display placement available upon request

**Dates:**

February 2018 and April 2018

**Deadline:**

60 days prior to publishing date

**Cost:**

\$5,000 per full page

**Contact:**

Larry Cohen (publisher) via Lisa Weigt  
(480) 664-3076

LisaW@TravelKsOk.com

### 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:**

1/2-page 4-c horizontal display

**Dates:**

Jan, Feb, Mar 2018

**Cost:**

\$750 per 1/2 page placement

**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 and online.

**KSOK placement:**

2/3-page 4-c vertical display

**Cost:**

\$1,250 – \$6,000 per placement

**Dates:**

March/April 2018

July/August 2018

September/October 2018

November/December 2018

**Contact:**

Detlef Fox (publisher) via Lisa Weigt

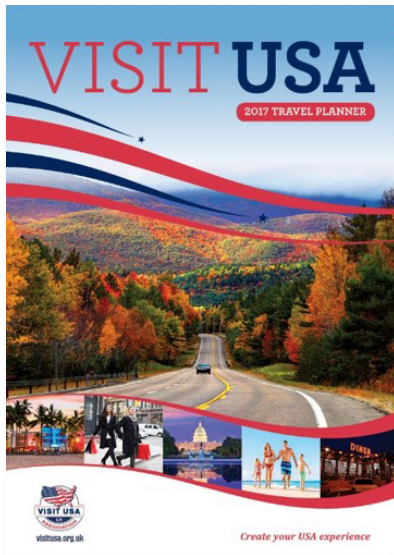
(480) 664-3076

LisaW@TravelKsOk.com

**Deadline:**

60 days prior to publishing date

## Visit USA Travel Planner United Kingdom



Official 68-page USA Travel Planner distributed by the Visit USA Association. Distribution includes key consumer and trade audiences reached through subscribers of National Geographic Traveller magazine; US Embassy, London and US Consulate, Edinburgh; Visit USA e-bulletin subscribers; Destinations, London and Manchester; the Holiday Show Belfast; WTM, London; Meet the Media, London; the Visit USA Road Show; and all Travel professionals via Selling Travel magazine. 50,000 annual print run + online digital edition promoted separately by email. KSOK have secured a one page destination advertorial. Kansas DMO's may place additional advertorial page(s) under the order of KSOK to become privy to the VUSA-UK member discount.

**Dates:**

January 2018 - Annual

**Contact:**

Publisher via Lisa Weigt

(480) 664-3076

LisaW@TravelKsOk.com

**Deadline:**

Sep 2017 for 2018

Sep 2018 for 2019

**Cost:**

¼ page - \$2,925

½ page - \$5,300

Full page - \$9,675

# Planning Worksheet

Digital Opportunities	Price	Number of Times	Total Price
Social Posts	\$25/post	X _____	= _____
Instagram Takeover	\$25/post	X _____	= _____
	\$100/full day	X _____	= _____
OnceThere	FREE		FREE
App Push Notifications	\$75/message	X _____	= _____
Re-blog on TravelKS.com	FREE		FREE
Mobile Display Geo-fencing	Varies - Contact Rep		_____
Digital Concierge	FREE		FREE
TravelKS.com Event & Web Listing	FREE		FREE
CrowdRiff Social Content			
Kansas Partners	\$10,000	X _____	= _____
Co-Op Gallery	\$2,250	X _____	= _____
Facebook Carousel Ad	\$575	X _____	= _____
TravelGuidesFree.com	\$0.99/lead	X _____	= _____
360 Video	\$7,575	X _____	= _____
TrueView Video Ads	\$9,250	X _____	= _____
Content Marketing	Varies - Contact Rep	X _____	= _____
Quarterly Website/Search Engine Optimization (SEO) Analysis	\$1,500/year	X _____	= _____
Snapchat Temporary Geo-Filters			
Placement	\$360	X _____	= _____
Filter Design	\$575	X _____	= _____
Libris Photo and Video Hosting			
Basic - 1TB	\$4,999 / year	X _____	= _____
Professional - 5TB	\$9,499 / year	X _____	= _____
Custom	Varies - Contact Rep		_____
Arrivalist Tracking	\$1.25/CPM	X _____	= _____
TravelKS.com Coupons	FREE		FREE
TravelKS.com Event Listing e-blast	\$200/e-blast	X _____	= _____
Coupon Listing in Leisure e-blast	\$100/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 _____	= _____

**Digital Opportunities, contd.**

	<b>Price</b>	<b>Number of Times</b>	<b>Total Price</b>
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 _____	= _____
Mobile Display Ads	\$2,353/campaign	X _____	= _____
RUF e-Leads Program	\$5,000/campaign		= _____
Display Ads	\$2,353/campaign	X _____	= _____

**Reporting**

Tourism Economics			
County Analysis	\$2,500		_____
City Analysis	\$5,500		_____

**Television Opportunities**

jhP Video Production	Varies - Contact Rep		_____
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**KDWPT Publications**

KANSAS! Magazine			
Full page	TBD	X _____	= _____
1/2 page	TBD	X _____	= _____
1/4 page	TBD	X _____	= _____
Kansas Travel Guide			
Contact rep for details			
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 Hunting and Furharvesting Regulations Summary			
<i>Run of book</i>			
Full page	TBD	X _____	= _____
2/3 page	TBD	X _____	= _____
1/2 page	TBD	X _____	= _____
1/3 page	TBD	X _____	= _____

**PLANNING WORKSHEET**

**KDWPT Publications, cont.**

	<b>Price</b>	<b>Number of Times</b>	<b>Total Price</b>
1/4 page	TBD	X _____	= _____
1/6 page	TBD	X _____	= _____
1/8 page	TBD	X _____	= _____
Little Giant	TBD	X _____	= _____
<i>Tourism Section</i>			
1/4 page	TBD	X _____	= _____
1/6 page	TBD	X _____	= _____
1/8 page	TBD	X _____	= _____
Little Giant	TBD	X _____	= _____
1 inch	TBD	X _____	= _____
Kansas Fishing Regulations Summary			
<i>Run of book</i>			
Full page	TBD	X _____	= _____
2/3 page	TBD	X _____	= _____
1/2 page	TBD	X _____	= _____
1/3 page	TBD	X _____	= _____
1/4 page	TBD	X _____	= _____
1/6 page	TBD	X _____	= _____
1/8 page	TBD	X _____	= _____
Little Giant	TBD	X _____	= _____
<i>Tourism Section</i>			
1/4 page	TBD	X _____	= _____
1/6 page	TBD	X _____	= _____
1/8 page	TBD	X _____	= _____
Little Giant	TBD	X _____	= _____
1 inch	TBD	X _____	= _____

**Regional and National Publications**

**Targeting: General Leisure Tourists**

AAA Magazines

World (Kansas)			= _____
1/4 page	\$631/insertion	X _____	
1/8 page	\$315/insertion	X _____	
World (Oklahoma)			= _____
1/4 page	\$1,288/insertion	X _____	
1/8 page	\$644/insertion	X _____	
Living (Iowa)			= _____
1/4 page	\$885/insertion	X _____	
1/8 page	\$442/insertion	X _____	
Living (Nebraska)			= _____
1/4 page	\$633/insertion	X _____	
1/8 page	\$316/insertion	X _____	
Midwest Traveler			= _____
1/4 page	\$3,409/insertion	X _____	
1/8 page	\$1,704/insertion	X _____	

PLANNING WORKSHEET

**Regional and National Pubs., cont.**

	<b>Price</b>	<b>Number of Times</b>	<b>Total Price</b>
<hr/>			
Encompass (Colorado)			= _____
1/4 page	\$2,608/insertion	X _____	
1/8 page	\$1,304/insertion	X _____	
American Road			
1/4 page	\$879/insertion	X _____	= _____
1/6 page	\$581/insertion	X _____	= _____
Midwest Living			
1X placement	\$5,000/insertion	X _____	= _____
Midwest Living's Best of the Midwest	\$1,140/insertion		= _____

**Targeting: Bird Watchers**

Living Bird	\$481.95/insertion	X _____	= _____
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**Targeting: Hunters**

Pheasants Forever	\$900/2 insertions	X _____	= _____
Quail Forever	\$425/2 insertions	X _____	= _____

**Targeting: Motorcyclists**

Rider			
1/6 page	\$550/insertion	X _____	= _____
1/4 page	\$900/insertion	X _____	= _____

**Additional Marketing Opportunities**

**Casey's General Stores Advertising**

Counter Mats	\$40/month	X _____	= _____
Single-Sided Pump Topper	\$90/month	X _____	= _____
Double-Sided Pump Topper	\$115/month	X _____	= _____
Hose Signs	\$115/month	X _____	= _____
Door Cling	\$35/month	X _____	= _____

**Rack Card Program**

Cost varies; contact rep for details \_\_\_\_\_

**Travel and Outdoor Shows.****Price****Number of Times****Total Price****Travel and Outdoor Shows**

Denver International Sportsmen's Expo

Brochure Co-op

\$200

X \_\_\_\_\_ = \_\_\_\_\_

Booth

\$1,450

X \_\_\_\_\_ = \_\_\_\_\_

Nat'l Pheasant Fest &amp; Quail Classic Booth

\$600-800

X \_\_\_\_\_ = \_\_\_\_\_

Kansas State Fair

FREE

FREE

**Travel Information Centers**

TIC Brochure Distribution

FREE

FREE

TIC Kansas Showcase

\$100/week

X \_\_\_\_\_ = \_\_\_\_\_

TIC Backlit Advertising

Three months

\$600/location

X \_\_\_\_\_ = \_\_\_\_\_

One year

\$1,800/location

X \_\_\_\_\_ = \_\_\_\_\_

TIC Refreshment Host

\$150/month

X \_\_\_\_\_ = \_\_\_\_\_

**Public Relations**

PR Newswire Partner

\$250/press release

X \_\_\_\_\_ = \_\_\_\_\_

Kansas Media Event

\$500 plus travel expenses

X \_\_\_\_\_ = \_\_\_\_\_

Domestic Travel Writer Press Trips

Expenses

X \_\_\_\_\_ = \_\_\_\_\_

Kansas Journals

FREE

FREE

Photo Library

FREE

FREE

Media Leads &amp; Requests

FREE

FREE

**International Marketing**

IPW

\$2,500 plus expenses

= \_\_\_\_\_

International Travel Writer Press Trips

Expenses

= \_\_\_\_\_

Uk and Ireland Marketing Mission

\$500-2,000

X \_\_\_\_\_ = \_\_\_\_\_

Essentially America

\$5,000/insertion

X \_\_\_\_\_ = \_\_\_\_\_

Quarter Horse Journal

\$750/insertion

X \_\_\_\_\_ = \_\_\_\_\_

AMERICA Journal

\$1,250-6,000/insertion

X \_\_\_\_\_ = \_\_\_\_\_

2018 Visit USA Travel Planner

\$2,925-9,675/insertion

X \_\_\_\_\_ = \_\_\_\_\_





# Co-op Calendar

<b>DIGITAL OPPORTUNITIES</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>
Social Posts												
Instagram Takeover												
OnceThere												
App Push Notifications												
Re-blog on TravelKS.com												
Mobile Display Geo-fencing												
Digital Concierge												
TravelKS.com Event & Web Listing												
CrowdRiff Social Content												
Facebook Carousel Ad												
TravelGuidesFree.com												
360 Video												
TrueView Video Ads												
Content Marketing												
Quarterly Website/Search Engine Optimization (SEO) Analysis												
Snapchat Temporary Geo-Filters												
Libris Photo and Video Hosting												
Arrivalist Tracking												
TravelKS.com Coupons												
TravelKS.com Event e-blast												
Coupon listing in Leisure 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												
Mobile Display Ads												
RUF e-Leads Program												
Display Ads												


<b>REPORTING</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>
Tourism Economics: County												
Tourism Economics: City												

<b>TELEVISION OPPORTUNITIES</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>
Statewide, Regional or National TV												
Outdoor Channel												
jhP Video Production												

<b>KDWPT OPPORTUNITIES</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>
KANSAS! Magazine												
Kansas Travel Guide												
Kansas Outdoors												
Kansas State Parks Guide												
Kansas Byways Guide												
Kansas Hunting and Furharvesting Regulations Summary												
Kansas Fishing Regulations Summary												

<b>PRINT OPPORTUNITIES</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>
AAA World (Kansas)												
AAA World (Oklahoma)												
AAA Living (Iowa)												
AAA Living (Nebraska)												
AAA Midwest Traveler												
AAA Encompass (Colorado)												
American Road												
Midwest Living												
Midwest Living's Best of the Midwest												
Living Bird												
Pheasants Forever												
Quail Forever												
Rider												
Casey's General Stores Advertising												
Rack Card Program												

<b>TRAVEL AND OUTDOOR SHOWS</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>
Denver International Sportsmen's Expo												
National Pheasant Fest and Quail Classic												
Kansas State Fair												

 - Indicates the issues, to date, that KDWPT has a scheduled placement. Info is subject to change.

**CO-OP CALENDAR**

**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
PR Newswire Partner												
Kansas Media Event												
Domestic Travel Writer Press Trips												
Kansas Journals												
Photo Library												
Media Leads & Requests												

**INTERNATIONAL MARKETING**

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
IPW												
International Travel Writer Press Trips												
UK and Ireland Marketing Mission												
Essentially America												
Quarter Horse Journal												
AMERICA Journal												
Visit USA Travel Planner												

