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Midland Visitors Bureau



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June 17, 2014

## PRESS RELEASE

For Immediate Release

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## MIDLAND CVB PARTNERS WITH MADDEN MEDIA ON TTIA-SANCTIONED COOPERATIVE SEARCH CAMPAIGN TO PROMOTE THE WEST TEXAS DESTINATION

Midland, Texas will reach a highly targeted audience with a new search engine marketing campaign designed to increase awareness among summer travelers

*Midland, Texas (June 16, 2014)* — The [Midland Convention & Visitors Bureau \(CVB\)](#) proudly announces the launch of a cooperative search engine marketing (SEM) campaign sanctioned by the [Texas Travel Industry Association \(TTIA\)](#) with national tourism marketing leader, [Madden Media](#).

The four-month campaign, launched in May, informs potential Texas visitors that Midland is the perfect destination to visit during a West Texas road trip, tour of the Big Bend region, or while hosting a meeting, sporting event, or family reunion. Madden Media's Google AdWords certified professionals monitor the campaign daily to ensure optimum performance and relevance.

"We are thrilled to be partnering with Madden Media on this endeavor," said Midland Convention & Visitors Bureau Tourism & Public Relations Manager Brenda Kissko. "Their expertise in the area of SEM ensures us that people are finding out about Midland and will hopefully make us a part of their summer travels. It's an investment that will benefit Midland for years to come."

"Search Engine Marketing continues to be one of the most effective media platforms for destination marketing organizations since search drives 45 to 65 percent of traffic to travel websites," explains Daryl Whitworth, Madden Media Regional Account Manager, who is facilitating the execution of the SEM campaign. "When an organization like Midland CVB can participate in a state-sanctioned cooperative program, the return on investment is even greater because cooperation ensures high traffic at a lower cost for everyone involved."

### About Madden Media

Madden Media, founded in 1982, is one of the nation's leading providers of custom and cooperative destination marketing solutions. The multi-award winning publisher of official visitor's guides' client list includes many of the United States' premiere convention and visitors bureaus such as Visit Tucson, Missouri Division of Tourism, VISIT FLORIDA, and Monterey County Convention and Visitors Bureau. Additionally, the company boasts an expert digital marketing division. Madden Media is headquartered in Tucson, Arizona.

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Check out other products and publications produced by Madden Media at [MaddenMedia.com/galleries](http://MaddenMedia.com/galleries).

**About Midland Convention and Visitors Bureau**

The mission of the Midland Convention & Visitors Bureau is to encourage economic growth by developing, promoting, enhancing and supporting Midland as a vibrant visitor destination.

For more information on the Midland Convention & Visitors Bureau or to request a free Midland Experience Guide and Map, call (800) 624-6435 or visit [www.visitmidlandtexas.com/Guides-and-Brochures](http://www.visitmidlandtexas.com/Guides-and-Brochures).

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