

IOWA TRAVEL GUIDE

Iowa's official travel publication

travel
IOWA



The perfect blend of print and digital advertising to reach your target audience with guaranteed measurable results!



SHOWCASE YOUR BUSINESS THROUGH PRINT

Attract travelers to your business by placing an ad in the Iowa Travel guide

Capture an audience of travelers ready to explore Iowa by taking part in the 2025 Iowa Travel Guide, which showcases Iowa's beauty, activities, attractions and entertainment, lodging, dining, shopping and more. This comprehensive guide provides an ideal way to reach your target audience and elevate your business.

Benefits of Print Advertising

Research shows that 72.8% of adults in the United States read a magazine in the past 6 months*, a powerful indicator of the continued relevance of print magazines as a popular source of information and entertainment for a large portion of the population.

- The Iowa Tourism Office will **distribute 125,000** printed Iowa Travel Guides.
- The digital Iowa Travel Guide will be available at **traveliowa.com** with direct links from your ad to your website.
- The Iowa Travel Guide is distributed throughout the state at rest areas, welcome centers, hotels, attractions, restaurants and more.

* Source: ibisworld.com

LET YOUR BUSINESS SHINE IN YOUR DESIGNATED TRAVEL AREA

- **Lakes & Land**
- **Loess Hills & Beyond**
- **Driftless Area**
- **Capital Country**
- **Storied & Scenic**

AMPLIFY YOUR REACH WITH THIS PROGRAMMATIC ADVERTISING OPPORTUNITY

Expand your audience with new digital advertising opportunities

Our digital display advertising solutions are tailor-made to elevate your brand presence and engage with your target audience effectively. Through competitive display advertising, we provide the ideal platform for businesses seeking to connect with their desired market, anytime and anywhere. With seamless integration across major data exchanges, our programmatic display offers unparalleled access to your target audience, including content, behavioral, and site retargeting.

Studies reveal that 27% of consumers conduct a business search after viewing a display ad, leading to a 59% increase in conversion when related searches are performed.

Benefits of Display Advertising

Display advertising is a powerful strategy that offers several key advantages for businesses aiming to enhance brand visibility and connect with their audience.

- **Brand Identity:** Create and expand your brand identity through thousands of impressions each month.
- **Initial Interest & Brand Awareness:** Generate initial interest and boost brand awareness among your target audience.
- **Precise Audience Targeting:** Reach your preferred audience segments with targeted key word search catered to your business goals.
- **Retargeting Opportunities:** Re-engage previous customers by retargeting them with your display ads.
- **Measurable Success:** Track the success of your campaigns through measurable metrics.
- **Cost-Effectiveness:** Achieve powerful results at a cost-effective investment.

Guaranteed Exposure:
40,000 Impressions per month

bpc

IOWA TRAVEL GUIDE

Don't miss out on the opportunity to connect with your target audience through a combined investment in the proven print guide plus our highly effective and targeted digital display advertising solution. Contact us today to book your advertising space and experience the power of Travel Iowa's print and programmatic advertising.

DEADLINES

Space Reservation Deadline
October 14, 2024

Approval Deadline
December 11, 2024

Artwork Due
October 21, 2024

Publish Date
January 22, 2025 (to IEDA)
January 24, 2025 (to CDS for distribution)

PRINT SPECS

- Camera-ready ads must be made to exact size of space reserved.
- The camera-ready discount will be reversed if the ad file is not received by the camera-ready deadline, or after more than two files are submitted incorrectly.
- Ads need to be exported as a high resolution (300 dpi) PDF in CMYK using the PDF/X-1a:2001 preset.
- All photos (raster images) used in your ad must be CMYK and 300 dpi placed at 100% or less in the original document you're exporting from.
- All logos within your original document must be vector art. Full-page ads with bleed must have .125" of bleed and crop marks.
- Live matter requirements: All bleed ads - KEEP live matter a minimum of 1/4" inside the trim edges at top, bottom and 1/2" from both sides.

If any of these requirements are not met, BPC has the right to charge for an ad build. Any questions regarding electronic requirements for emailed ads should be directed to your BPC representative at 515.288.3336. High-resolution PDF files should be emailed to your BPC representative or submitted through our portal.

BPC MAGAZINES CAMERA READY AD CHECKLIST:

- Resolution: 300 dpi
- Size: refer to rate card
- Color: CMYK (do not include color profiles)
- For full-page bleed ads: Make sure bleed is .125" and your ad meets the live area requirements (listed above)

Any time BPC receives an advertisement that is not sent according to our specifications, the client will be notified as to why it is not a printable document. In regards to color space and files that come in that are RGB and/or have a color profile attached to it, BPC will convert those files to CMYK and/or strip the embedded color profile from the document. The client will be notified and asked to approve the revised ad. BPC will not guarantee the results of any color shifting that may occur.

YOLANDA CHRYSTAL
515-689-4436
yolandachrystal@bpcdm.com

ALEXIS DAVIS
515-288-0927
alexisdavis@bpcdm.com

REBECCA ZOET
515-306-5217
rebeccazoet@bpcdm.com

SAMMY KUHN
507-990-0343
sammykuhn@bpcdm.com

ALEX KELLY
641-856-7880
alexandrakelly@bpcdm.com

LYNNE BELKNAP
515-321-4439
lynnebelknap@bpcdm.com

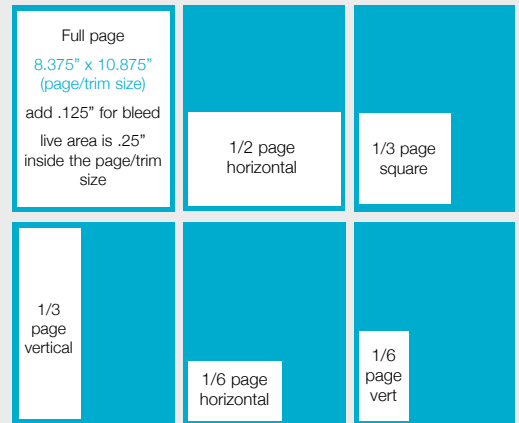
PRINT

AD RATES

FULL COLOR	2025 RATES
Gatefold	\$15,800
Premium	\$7,400
Section Opener	\$6,700
Full Page	\$6,125
Half Page	\$3,525
Third Page	\$2,425
Sixth Page	\$1,150
Mini-ad	\$375

- Premium positions include but not limited to back cover, inside back cover, inside front cover, pages 3, 5, 7.
- All space rates are gross and per issue.
- Ad design is available at no additional cost.
- A 15% Agency discount is available to advertisers who provide an electronic ad with no changes necessary by BPC.
- Publisher has the right, in its sole and absolute discretion, to reject any advertisement or portion thereof, whether or not the advertisement has previously been published.
- Right of first refusal for premium spaces is 90 days after contract end.

AD DIMENSIONS



Full Page Non-Bleed	7.625" x 10.125"
Full Page w/ 0.125" Bleed	8.625" x 11.125"
1/2 Page Horizontal	7.625" x 5"
1/3 Page Square	5" x 4.875"
1/3 Page Vertical	2.4375" x 10"
1/6 Page Horizontal5" x 3"
1/6 Page Vertical	2.4375" x 4.875"

DIGITAL/PROGRAMMATIC

AD RATES

	2025 RATES
12 months	\$500 per month
9 months	\$550 per month
6 months	\$600 per month
3 months	\$650 per month

AD DIMENSIONS

160x600, 300x250, 728x90, 300x600, 300x50, 320x50, 336x280, 1024x768, 768x1024

*Animated programmatic design in all required spec sizes with 2 revisions
\$150