

partnership.



find it here.

Up to \$25,000 FREE advertising dollars to grow your destination/business!

2021 OHIO. FIND IT HERE. CO-OP ADVERTISING PROGRAM

The Ohio. Find It Here. Co-Op Advertising Program is available to any Ohio organization that contributes to a healthy tourism economy - from CVBs to destinations, lodging, restaurants, attractions, festivals and more.

PROGRAM BENEFITS

- + Dollar-for-dollar match up to \$25,000
- + Easily reserve matching funds
- + Variety of media channels offered at all budget levels
- + Specify target audience and flight dates
- + Campaign set-up, execution, optimization, and measurement against industry benchmarks by Marcus Thomas media experts
- + Commitment by TourismOhio to use partner content creation assets in core advertising
- + TourismOhio will pay 75% of storytelling, photography and videography cost (in recognition of the new COVID consumer landscape. Historically TourismOhio paid 50% and partner paid 50%)



2021 KEY DATES

- + Program presentation mid-January
 - + Presentation dates announced in BuckeyeLine late 2020
- + Advertising selection closes mid-February
- + Program begins in April



Testimonials

"I appreciate the opportunities the Co-Op Program provides us in extending our marketing dollars! Thanks to all of your work on behalf of the Ohio tourism industry!"

- Beth Carmichael, Executive Director
Trumbull County Tourism Bureau



"Three years ago, we worked with our partners at Cedar Point and the Rock & Roll Hall of Fame to create a combo pass that includes tickets to each of our attractions. Collectively we used the Ohio. Find It Here. Co-Op Program to leverage their reach and double our advertising spend for this initiative. As a result, we have seen year-over-year growth in sales of the combo pass. I would definitely recommend utilizing the Ohio. Find It Here. Co-Op Program whether you have a small or large advertising budget."

- Brock Richards, Vice President
Sales & Marketing Pro Football Hall of Fame



2021 ADVERTISING & CONTENT CREATION OPPORTUNITIES

- + **NEW! TravelZoo storytelling** travel itineraries highlight the destination to inspire visitation and bookings
- + **Paid search** reaches consumers when they are actively searching key words relevant to a partner's offering
- + **iHeart radio** reaches audiences on the go in key markets. :15-second partner spot runs alongside Ohio. Find It Here. spot
- + **Storytelling + Influencer + Photography** produces all assets needed to run a targeted campaign
- + **Custom video** content creation that can be used for social or digital advertising as well as website
- + **Print (NEW! Ohio Travel Guide)**



- + **Digital** (display, native, video) customizable cross-device campaigns to create awareness among targeted behavior segments



- + **Travel Spike eBlasts** sent weekly to hundreds of thousands of opt-ins who have requested travel related messaging

- + **Custom photography** content creation for use in social, digital, storytelling, print etc.

- + **Facebook** (single image, carousel, event promotion, lead generation) customizable campaigns that allow engagement with targeted audience

