2020 Ohio. Find It Here. Co-Op Program

October 1, 2019
Agenda

- Ohio. Find It Here. Co-Op Advertising Program Overview
- New Offerings for 2020
- Returning Offerings for 2020
- Partner Responsibilities
- Questions
Overview

• Co-Op Program is available to any Ohio organization that contributes to a healthy tourism economy

• Program benefits:
  – Dollar-for-dollar match, up to $25,000*
  – Ohio. Find It Here. matches 50% of media costs, allowing partners to maximize the value of their campaigns
    • 100% of partner investment funds media placement
  – Variety of media tactics offered at all budget levels
  – Specify target audience and pick flight dates
  – Campaign setup, execution and reporting provided by Marcus Thomas media team

*May request additional matching funds if they are available
Overview

• *Ohio. Find It Here.* is planning to invest up to $1.5 million to support Ohio’s tourism industry partners in 2020

• Commitment by *Ohio. Find It Here.* to use assets produced from Co-Op in our 2020 advertising
2019 Co-Op Program Results

- 89 partner participants
- Results to date:
  - Impressions: 89M
  - Clicks to partner websites: 452K
2019 Co-Op Program Participation

- CVBs and Chambers, Nature and Recreational Activities account for the greatest number of Co-Op participants
2019 Co-Op Participation by Channel

- Most popular advertising channels include paid social, eBlasts and paid search
- Paid social, eBlasts and storytelling had the greatest participation growth in 2019

<table>
<thead>
<tr>
<th>Media</th>
<th># of Participants</th>
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<tbody>
<tr>
<td></td>
<td>2018</td>
</tr>
<tr>
<td>Social Media</td>
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<tr>
<td>eBlasts</td>
<td>33</td>
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<tr>
<td>SEM</td>
<td>37</td>
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<tr>
<td>Print</td>
<td>30</td>
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<tr>
<td>Digital</td>
<td>19</td>
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<tr>
<td>Storytelling</td>
<td>9</td>
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<tr>
<td>Video</td>
<td>4</td>
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<tr>
<td>Pandora</td>
<td>13</td>
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<tr>
<td>Photo</td>
<td>2</td>
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Key Dates

• Co-Op Presentation Dates
  – Webinar
    • Tuesday, October 1 at 10 a.m.
  – In-person meeting at the Columbus Metropolitan Library (96 S. Grant Avenue)
    • Friday, October 4 at 1:00 p.m.

• Advertising Selection Period
  – October 1 - December 13
    • Create account, select advertising and submit plan via tocoop.mtllc.com

• 2020 Co-Op Program Begins
  – January 2
2020 CO-OP ADVERTISING PROGRAM
# 2020 Targeting Options

<table>
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<tr>
<th>Audiences</th>
<th>DMAs</th>
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<tbody>
<tr>
<td>• Culture Buffs/Event Goers</td>
<td>In-state</td>
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<tr>
<td>• Family Fun</td>
<td>• Cleveland</td>
</tr>
<tr>
<td>• Nature Lovers</td>
<td>• Cincinnati</td>
</tr>
<tr>
<td>• Thrill Seekers/Adventurers</td>
<td>• Columbus</td>
</tr>
<tr>
<td>• City Lovers</td>
<td>• Dayton</td>
</tr>
<tr>
<td>• Foodies/Drinkies</td>
<td>• Lima</td>
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<td></td>
<td>• Toledo</td>
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<td></td>
<td>• Youngstown</td>
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<td></td>
<td>• Zanesville</td>
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<td></td>
<td>Out-of-state</td>
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<td></td>
<td>• Indianapolis</td>
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<td>• Detroit</td>
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<td>• Ft. Wayne</td>
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<td>• Charleston</td>
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<td>• Lansing</td>
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<td>• Wheeling</td>
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<td></td>
<td>• Parkersburg</td>
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<td></td>
<td>• Pittsburgh</td>
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NEW for 2020

- Partnership Program
  - IPW trade show
  - Broadcast radio
  - Cinema media
  - Marcom package
NEW IPW Trade Show

• Takes place May 30-June 3, 2020; Las Vegas, Nevada

• U.S Travel Association IPW is a trade show where travel exhibitors connect with travel buyers and media from more than 70 countries

• Partnership will allow for up to three partners to share a booth with Ohio. Find It Here. at the 2020 IPW Conference

• Booth eligible for up to 44 appointments
IPW Trade Show – Details and Pricing

• Single, Shared Booth
  > Measures 10' x 10'
  > Appointments: 44
  > Maximum of four delegates
  > $1,995 per partner, subject to change depending on number of partners

*Costs do not include travel, lodging or food
New Broadcast Radio

• Partnership with iHeartRadio

• Reach on-the-go audience in select target markets

• :15 partner spot will be paired with :15 Ohio. Find It Here. spot

• iHeartRadio will record spots as added value, as needed

• Why broadcast radio?
  > No ad skipping
  > High recall
Broadcast Radio – Details and Pricing

- Offered in top markets across Ohio and surrounding states
  - In-state: Cleveland, Columbus, Cincinnati, Dayton, Toledo
  - Out-of-state: Detroit, Indianapolis, Louisville, Pittsburgh/Erie, Charleston/Parkersburg, Wheeling
- Four-week flights
- Pricing is based off rates in market DMAs, plus number of spots
  - Will be offered as a package by market, and up to two partners can split a package together
New Cinema Advertising

• Partnership with NCM (National CineMedia)
• Target moviegoers across local theaters in select target markets
• :15 partner spot will be paired with :15 Ohio. Find It Here. spot during preshow in select theaters
• Why advertise in a movie theater?
  > Large screen, captive audience, no ad skipping
  > High engagement and recall levels
Cinema – Details and Pricing

- Offered in top markets across Ohio and surrounding states
  - In-state: Cleveland, Columbus, Cincinnati, Dayton, Toledo
  - Out-of-state: Detroit, Lansing, Indianapolis, Ft. Wayne, Louisville, Pittsburgh/Erie, Charleston/Parkersburg
- Theaters selected have the highest attendance
- Four-week flights; flights begin on a Friday and run through Thursday

- Pricing is based off rates in market DMAs, plus number of screens in each theater
  - Will be offered as a package by market, and up to two partners can split a package together
New Marcom Package

- Two-day photo shoot with up to five locations in your area
- Access to five to ten photos
- Custom story
- Custom landing page to be hosted on your website
- Paid social ads and media placements to promote your landing page
- Influencer blog post and Instagram Story
- Inclusion in the *Midwest Living* Road Trip issue insert, July/August
- Your story in *Ohio Magazine*, print and digital versions
- Your story in *LongWeekends* magazine
2020 Updates

• Paid social and digital programs will be offered throughout the entire year

• Multiple ad placements for paid social may be selected at a time

• Storytelling – addition of photography
Offerings Returning in 2020

• Print
  – Midwest Living
  – Parents
  – Group Tour
  – Student Group Tour

• eBlasts
• Digital
• Paid social
• Paid search
• Photography
• Video
• Storytelling
## When to Select Which Medium

<table>
<thead>
<tr>
<th>Medium</th>
<th>Features</th>
</tr>
</thead>
</table>
| **Digital** | • Generate brand awareness  
• Increase traffic to landing page   |
| **Paid Social** | • Generate brand awareness  
• Generate brand engagement – opportunity to interact with consumers  
• Increase traffic to landing page   |
| **Print**   | • Generate brand awareness  
• Reach consumers when they are consuming travel content   |
| **eBlasts** | • Event-based promotions  
• Generate awareness about event and increase traffic to landing page  
• Opt-in lists provide a less-invasive form of advertising   |
| **Paid Search** | • Get on first page of Google  
• Increase website traffic  
• Lead generation  
• Online sales   |

### Storytelling
- • Generate content  
- • Use of custom landing page and professional photography for future marketing efforts

### Video/Photo
- • Use of professional photography and videos to promote your destination  
- • Can utilize these assets in future marketing efforts and in Co-Op program

### Cinema
- • Reach highly engaged audience to promote and increase awareness on your brand/destination

### Broadcast Radio
- • Generate brand awareness  
- • Reach audience on the go
PROGRAM OFFERINGS
Paid Search

- Drive site traffic through paid search listings on Google
- Reach consumers when they are actively searching on keywords relevant to a partner’s service or offerings
- Effective tactic for partners with on-site goals such as sales, leads or website traffic
- Cost: minimum $250/month
2019 Paid Search Case Study

Click-through rate
16.53%
Outperformed benchmark of 4.10%

Average cost-per-click
$0.44
Outperformed benchmark of $2.00
2019 Paid Search Case Study

With the state match, Castaway Bay achieved a cost-per-reservation of $15.04, outperforming their goal of $75.
Digital

- Customizable campaigns to help achieve your objectives
- Display, native, video
- Cross-device
  - Desktop, mobile, tablet
- Cost range $5,000-$25,000
eBlasts

- 425,000 emails per blast
- 300+ partner travel publishers
- Sent on weekly basis
- Cost $475/eBlast
Facebook Paid Social

- Customizable campaigns to help achieve your objectives
- Ability to engage with audience
- Cost range $250-$1,000

2019 Campaign Performance
- Impressions: 162,782
- Link Clicks: 5,332
- CTR: 3.28%

*The primary benchmark for paid social is a click-through rate (CTR) of 0.90%, the secondary benchmark is an engagement rate of 0.47%
Print

Multipage Ohio. Find It Here. branded inserts in all print media

• 12-page, 8-page, 6-page or 4-page insert, depending on media vehicle and timing

• Layouts will be customized per media vehicle and Co-Op partner participation

• Cost range $225-$10,000
Print
Content Offerings

• Storytelling, photography, video

• Generating content is key in promoting your destination
Storytelling + Photography + Influencer

- Turnkey program that produces all the assets needed to run a targeted campaign promoting a destination, attraction or event
  - Custom story written by GLP and presented via a landing page hosted on your website that reflects your brand
  - New! Photography included, one-day shoot with access to three to five photos
Storytelling + Photography + Influencer

• Supported by a paid social campaign that delivers qualified traffic to your storytelling page
  – Facebook ad based on your landing page
    • Four weeks paid media on Facebook
  – Influencer visit, blog post and Instagram Story
    • Four weeks paid media on Instagram
• Cost range $4,250-$9,250

LESI Results:
Impressions: 400K
Clicks: 4,800
CTR: 1.22% (benchmark 0.22%)
Photography

• Allows participants to buy into high-quality photography

• You will work with professional, Ohio-based photographer. GLP will provide art direction

• Price range $2,000-$4,000
Video

- Allows participants to buy into quality video production that can be used for social, digital, etc.
- Price range $925-$4,750
CO-OP PARTICIPATION
RESPONSIBILITIES
Setting up Your Account
Submitting Your Plan

You must submit your plan selections before any plan elements go into effect.

Submit Plan
Preparing Media Assets

Creative Specifications

We appreciate your participation in this year's Destination Plus program. The downloadable specification documents for each of the advertising opportunities are located below:

- Creative Brief Practices
- Magazine Specifications
- Email Specifications
- Facebook Media Specifications
- Digital Advertising Specifications
- Print Order Specifications

All creative materials should be submitted via the Upload Files page.

Under My Account, select Due Date Calendar for deadline information about your chosen advertising.

Failure to submit creative materials by the deadlines will result in cancellation of advertising campaigns.

If you have any questions, please don't hesitate to contact us via the Help page or through email at [DestinationPlus@email.com](mailto:DestinationPlus@email.com)
Submitting Media Assets
Checking Monthly Reports

Please follow the link(s) below to access your 2019 media reports.
2019 Media Link

**Metric Reports**
Please find below your metrics report for your 2019 advertising programs.

TourismOH_COOP_WickliffMe_Forever_July_PROOFED_20180817.pdf

If you have any questions regarding your metrics reports, please contact us via the Help page.
Receiving Invoices

mtadvan@marcushomasllc.com

Marcus Thomas LLC
487 Richmond Road
Cleveland, Ohio 44128

Please remit payment to:
Marcus Thomas LLC
PO Box 76694
Cleveland, OH
44101-0002

INTERNET INVOICE
Invoice Number: 079125
Date: 8/15/2019
Page: 1 of 1

Co-op Partner Name
Address
Attn:

Vendor: Google Inc.
Order: 6032482 - TOUROH_CoOp_2019_SEM

<table>
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<tr>
<th>Start Date</th>
<th>End Date</th>
<th>Bill Amount</th>
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<tbody>
<tr>
<td>7/1/2019</td>
<td>7/31/2019</td>
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Total $232.32
NEXT STEPS
Next Steps

• Log in and begin to make advertising selections through Friday, December 13:
  – http://tocoop.mtllc.com/

• Questions about any of the information presented today?
  – Contact Lauren Seckel, lauren.seckel@development.ohio.gov
Five Ways TourismOhio Can Help You Grow
Supporting You is Our Mission

1. **Promote Your Event or Destination**
   Create a Free Listing on Ohio.org
   Visit [www.ohio.org/industry/database](http://www.ohio.org/industry/database)

2. **Join Our Co-Op and Double Your Advertising Funds**
   Seize Opportunities You Never Thought You Could Afford
   Visit [www.ohio.org/industry/advertising-co-ops](http://www.ohio.org/industry/advertising-co-ops)

3. **Get the Word Out**
   Our Team Can Help Promote Your Biggest Events
   Email Juliana.Khusid@development.ohio.gov

4. **Stay In The Know**
   Sign Up for BuckeyeLine, Our Monthly Industry e-Newsletter
   Visit [www.ohio.org/industry/buckeyeline](http://www.ohio.org/industry/buckeyeline)

5. **Boost Your Social Presence**
   Connect With Us

Did you know Ohio.org had more than 8 million visitors in 2018?
Questions?
## Digital

<table>
<thead>
<tr>
<th>TIER I</th>
<th>TIER II</th>
<th>TIER III</th>
<th>TIER IV</th>
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<tbody>
<tr>
<td>$25,000</td>
<td>$18,750</td>
<td>$12,500</td>
<td>$5,000</td>
</tr>
<tr>
<td>Recommended for no more than <strong>six</strong> months.</td>
<td>Recommended for no more than <strong>four to five</strong> months.</td>
<td>Recommended for no more than <strong>three to four</strong> months.</td>
<td>Recommended for no more than <strong>two</strong> months.</td>
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## Paid Social

<table>
<thead>
<tr>
<th>TIER I</th>
<th>TIER II</th>
<th>TIER III</th>
<th>TIER IV</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,000</td>
<td>$750</td>
<td>$500</td>
<td>$250</td>
</tr>
</tbody>
</table>

- **TIER I**: $1,000
  - Recommended for no more than **three** 4-week flights.
  - Select

- **TIER II**: $750
  - Recommended for no more than **two** 4-week flights.
  - Select

- **TIER III**: $500
  - Recommended for no more than **one** 4-week flight.
  - Select

- **TIER IV**: $250
  - Recommended for no more than **one** 2-week flight.
  - Select

*All social offerings are available at all tier levels.*
<table>
<thead>
<tr>
<th>TIER I</th>
<th>TIER II</th>
<th>TIER III</th>
<th>TIER IV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equivalent to a full-page ad.</td>
<td>Equivalent to half-page ad.</td>
<td>Equivalent to quarter-page ad.</td>
<td>Equivalent to sixth-page ad.</td>
</tr>
<tr>
<td>Three to five images.</td>
<td>Two to three images.</td>
<td>One image.</td>
<td>One image.</td>
</tr>
<tr>
<td>200 words of copy, plus website address and phone number.</td>
<td>100 words of copy, plus website address and phone number.</td>
<td>60 words copy, plus website address and phone number.</td>
<td>50 words of copy, plus website address and phone number.</td>
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<tr>
<td>Partner Logo</td>
<td>Partner Logo</td>
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## Print – Midwest Living Magazine

Circulation: 386,200  
Distribution: OH, IN, KY, MI, WV, VA, PA and IL

<table>
<thead>
<tr>
<th>Issue</th>
<th>Due Date</th>
<th>Tier I: $10,000</th>
<th>Tier II: $6,000</th>
<th>Tier III: $4,500</th>
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</thead>
<tbody>
<tr>
<td>May/June Issue</td>
<td>January 3, 2020</td>
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<tr>
<td>July/August, Road Rally Issue</td>
<td>March 2, 2020</td>
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<tr>
<td>September/October Issue</td>
<td>April 29, 2020</td>
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</table>
Print – *Parents* Magazine

Circulation: 220,500
Distribution: OH, IN, KY, MI, WV, VA, PA, and IL

**June Issue**

Materials Due to Marcus Thomas: January 20, 2020

- Tier I: $7,500
- Tier II: $4,000
- Tier III: $2,800

**September Issue**

Materials Due to Marcus Thomas: April 17, 2020

- Tier I: $7,500
- Tier II: $4,000
- Tier III: $2,800
Print – *Group Tour* Magazine

Circulation: 15,000  
Distribution: Group tour leaders and operators actively looking for and planning group trips.

**March Issue**

Materials Due to Marcus Thomas: December 13, 2019

- Tier II: $650
- Tier III: $400
- Tier IV: $225

**June Issue**

Materials Due to Marcus Thomas: March 5, 2020

- Tier II: $650
- Tier III: $400
- Tier IV: $225

**September Issue**

Materials Due to Marcus Thomas: June 5, 2020

- Tier II: $650
- Tier III: $400
- Tier IV: $225
Print – **Student Group Tour Magazine**

Circulation: 30,000  
Distribution: Group tour leaders and operators actively looking for and planning group trips.

**April Issue**  
Materials Due to Marcus Thomas: January 3, 2020  
- Tier II: $725  
- Tier III: $500  
- Tier IV: $300

**August Issue**  
Materials Due to Marcus Thomas: May 5, 2020  
- Tier II: $725  
- Tier III: $500  
- Tier IV: $300
eBlasts

- $475 per eBlast
- Choose the number of eBlasts for each month you would like to send (up to three per month)
# Paid Search

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<tbody>
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<td>Premium</td>
<td>$250-$500</td>
<td>$250-$500</td>
<td>$500-$1000</td>
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<td>$1100-$2000</td>
<td>Google</td>
<td>✔️</td>
<td>748-1,360</td>
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*Includes industry average of $1.47 CPC; actual CPCs may come in above or below industry average

**Based on industry average conversion rate of 1.45%