

The Iowa Travel Guide

Iowa's premier travel publication

#THISISIOWA

Attract Travelers to Your Business by Placing an Ad in the Iowa Travel Guide

- In 2018, the Iowa Tourism Office will distribute approximately 125,000 printed Travel Guides. These requests are qualified leads from those considering or planning to travel Iowa.
- The Iowa Travel Guide comes in both printed and electronic versions, giving travelers more ways to explore Iowa.
- The printed Iowa Travel Guide is available at no charge to travelers who request it by phone, online or at Welcome Centers across Iowa that serve more than 500,000 travelers each year.
- The Digital Iowa Travel Guide is a virtual magazine at traveliowa.com, with direct links from your ad to your website.
- The Iowa Travel Guide is supported through a multi-media campaign.

Get Your Destination Photo Ready!

The Iowa Travel Guide includes more than 100 color photos to inspire travelers. This gives your business the opportunity to be seen as one of Iowa's featured destinations. Simply purchase a spot and provide us with a photo.

- Photos must be a minimum of eight inches wide and 300 dpi.
- Images will be used in the destination's travel area.
- The name of the location, website and a photographer credit will be listed with each photo.
- In the digital guide, the photo and website will be live links to your website.
- The Iowa Tourism Office reserves the right to decline the use of any photo based on photo quality, content or geographic diversity.



TRAVEL GUIDE COST

1/6 page vertical 2.25" x 4.5": \$900

1/3 page square 4.625" x 4.5": \$1,800

1/2 page horizontal 7" x 4.5": \$2,650

Full page: 8" x 10.5": \$5,250
(Include a .125" bleed / 7.5" x 10" live area)

Inside front or back full page: \$7,500

Photo (only with ad purchase): \$300

**RESERVE YOUR SPACE BY
SEPTEMBER 1ST
ARTWORK DUE SEPTEMBER 30TH**

Participation is limited — reserve your 2018 space today!

To sign up, visit: traveliowa.com/coop