MISSOURI

marketing matching grant

FY2023 Cooperative Marketing Program & Reports Guide

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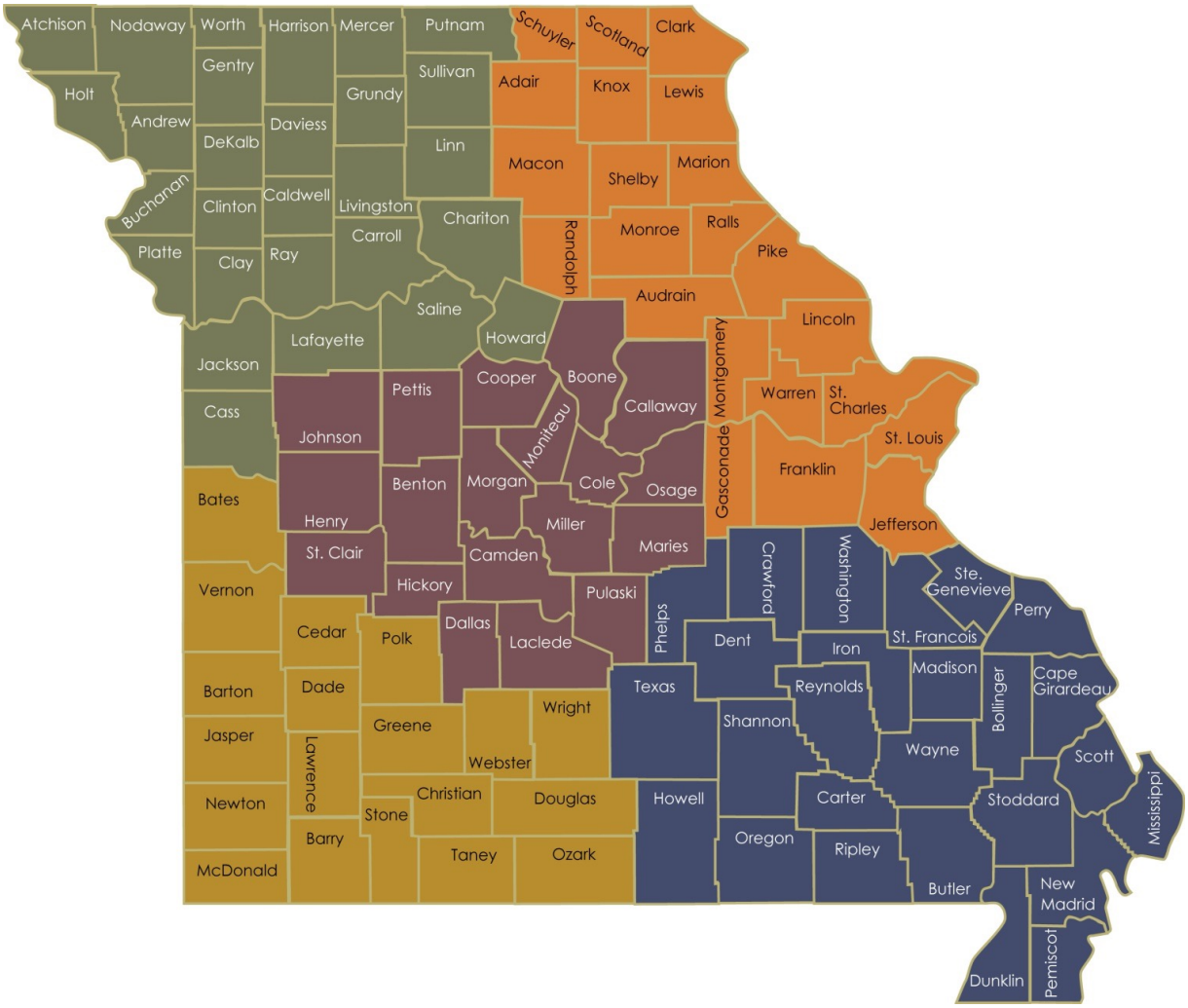
Missouri Tourism Regions



The Missouri Division of Tourism (MDT) partners with Destination Marketing Organizations (DMOs) across the state to advertise and promote Missouri's vast array of tourism assets. The Division's Cooperative Marketing Programs invest in projects that are specifically designed to increase visitation and visitor spending throughout the state.

In order to reach the goals established in the MDT strategic plan, the goals and executions of Cooperative Marketing are aligned with MDT's overall strategic goals. Funds are distributed among separate matching grant programs and MDT will fund qualified advertising and marketing projects to achieve the following objectives:

- Support and further MDT's overall annual marketing strategy as outlined in the annual marketing plan and position Missouri to compete more effectively for travel and tourism market share during the next decade.
- Create programs based on the common marketing goals of MDT and the DMO, thereby creating mutually beneficial marketing executions.
- Create a program that is efficient to implement for both MDT and its partners.

Marketing Matching Grant Overview

The Marketing Matching Grant (MMG) is designed to primarily target the leisure, sports or convention traveler and reimburse up to 50 percent of a DMO's approved media project. The match of state funds provides a meaningful financial incentive to participants and a significant economic benefit to the State of Missouri.

ADMINISTRATION

MDT administers the Cooperative Marketing Programs on behalf of the Missouri Tourism Commission, which reserves the right to make all final decisions.

Cooperative Marketing Program Advisory Committee (CMPAC) – The advisory committee is comprised of 10 tourism industry professionals representing each of the five regions of the state, providing valuable customer input about design and administration of the program.

Appeal process – The participating certified DMO may file an appeal to the CMPAC regarding issues of eligibility and compliance. Appeals must be directed to the MDT Cooperative Marketing Program in writing and must contain an explanation of the basis for the appeal. With recommendations from the CMPAC, MDT will review the appeal and provide a ruling. Guideline requirements may not be appealed.

Address: Missouri Division of Tourism
Cooperative Marketing
301 W. High St., Room 290
Jefferson City, MO 65101

Phone number: 573-751-4133
Email: MDTCoop@ded.mo.gov
Website: Industry.VisitMO.com

DISCLOSURES

- The State of Missouri reserves the right to review/audit participant's contract records for a period of five years after the close of the contract period.
- MDT may terminate any contract upon discovery of a violation of any terms and/or requirements of the contract committed by the participant.
- Failure to complete an approved project may result in a one-year disqualification from participation in the programs. In some situations, partial completion of a project or the completion of a project vastly altered from the approved project may result in the withholding of approved funds.
- Failure to complete a project as agreed to will be a consideration in the evaluation of future applications.
- The Missouri Tourism Commission reserves the right to make all final decisions concerning the administration of this program.

MMG Participation

DMO ELIGIBILITY

MMG is available to all MDT-certified DMOs. See the DMO guidelines for additional information. The DMO certification application and required documentation are available on the website.

All DMOs to be reimbursed by the MMG must be registered as a vendor through the State of Missouri's Statewide eProcurement System. An electronic funds transfer is required. For more information, or to sign up, visit https://missouribuys.mo.gov.

PROGRAM APPLICATION

Completed program applications and project budget grids are due by the dates and times listed on the fiscal year program calendar. All applications must be completed on the Submittable website. MDT reviews the MMG applications on a pass/fail basis for completeness and program compliance. Applications, budget grids and instructions are available on the website.

BIDS – Follow your internal procurement policy.

E-VERIFY – DMOs participating in the MMG program are subject to section 285.530, RSMo, which states:

1. No business entity or employer shall knowingly employ, hire for employment, or continue to employ an unauthorized alien to perform work within the state of Missouri.

2. As a condition for the award of any contract or grant in excess of five-thousand dollars by the state or by any political subdivision of the state to a business entity, or for any business entity receiving a state-administered or subsidized tax credit, tax abatement, or loan from the state, the business entity shall, by sworn affidavit and provision of documentation, affirm its enrollment and participation in a federal work authorization program with respect to the employees working in connection with the contracted services. Every such business entity shall sign an affidavit affirming that it does not knowingly employ any person who is an unauthorized alien in connection with the contracted services. Any entity contracting with the state or any political subdivision of the state shall only be required to provide the affidavits required in this subsection to the state and any political subdivision of the state with which it contracts on an annual basis. During or immediately after an emergency, the requirements of this subsection that a business entity enroll and participate in a federal work authorization program shall be suspended for fifteen working days. As used in this subsection, "emergency" includes the following natural and manmade disasters: major snow and ice storms, floods, tornadoes, severe weather, earthquakes, hazardous material incidents, nuclear power plant accidents, other radiological hazards, and major mechanical failures of a public utility facility.

3. All public employers shall enroll and actively participate in a federal work authorization program.

4. An employer may enroll and participate in a federal work authorization program and shall verify the employment eligibility of every employee in the employer's hire whose employment commences after the employer enrolls in a federal work authorization program. The employer shall retain a copy of the dated verification report received from the federal government. Any business entity that participates in such program shall have an affirmative defense that such business entity has not violated subsection 1 of this section.

5. A general contractor or subcontractor of any tier shall not be liable under sections 285.525 to 285.550 when such general contractor or subcontractor contracts with its direct subcontractor who violates subsection 1 of this section, if the contract binding the contractor and subcontractor affirmatively states that the direct subcontractor is not knowingly in violation of subsection 1 of this section and shall not henceforth be in such violation and the contractor or subcontractor receives a sworn affidavit under the penalty of perjury attesting to the fact that the direct subcontractor's employees are lawfully present in the United States.

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MMG Participation CONTINUED

AFFIDAVIT OF WORK AUTHORIZATION AND DOCUMENTATION

Pursuant to section 285.530, RSMo, if the contractor meets the section 285.525, RSMo, definition of a "business entity," the contractor must affirm the contractor's enrollment and participation in the E-Verify federal work authorization program with respect to the employees hired after enrollment in the program who are proposed to work in connection with the services requested herein. The contractor should complete applicable portions of the Business Entity Certification, Enrollment Documentation, and Affidavit of Work Authorization Exhibit. The applicable portions of Exhibit must be submitted prior to an award of a contract.

CONTRACTOR'S PERSONNEL

The contractor shall only employ personnel authorized to work in the United States in accordance with applicable federal and state laws. This includes but is not limited to the Illegal Immigration Reform and Immigrant Responsibility Act (IIRIRA) and INA Section 274A.

If the contractor is found to be in violation of this requirement or the applicable state, federal and local laws and regulations, and if the State of Missouri has reasonable cause to believe that the contractor has knowingly employed individuals who are not eligible to work in the United States, the state shall have the right to cancel the contract immediately without penalty or recourse and suspend or debar the contractor from doing business with the state. The state may also withhold up to 25 percent of the total amount due to the contractor.

The contractor shall agree to fully cooperate with any audit or investigation from federal, state or local law enforcement agencies.

If the contractor meets the definition of a business entity as defined in section 285.525, RSMo, pertaining to section 285.530, RSMo, the contractor shall maintain enrollment and participation in the E-Verify federal work authorization program with respect to the employees hired after enrollment in the program who are proposed to work in connection with the contracted services included herein. If the contractor's business status changes during the life of the contract to become a business entity as defined in section 285.525, RSMo, pertaining to section 285.530, RSMo, then the contractor shall, prior to the performance of any services as a business entity under the contract:

1. Enroll and participate in the E-Verify federal work authorization program with respect to the employees hired after enrollment in the program who are proposed to work in connection with the services required herein; AND

2. Provide to the Missouri Division of Tourism the Memorandum of Understanding (with business name and appropriate signatures).

In accordance with subsection 2 of section 285.530, RSMo, the contractor should renew their Affidavit of Work Authorization annually. A valid Affidavit of Work Authorization is necessary to award any new contracts.

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MMG Participation CONTINUED

SUBCONTRACTORS

Any subcontracts for the products/services described herein must include appropriate provisions and contractual obligations to ensure the successful fulfillment of all contractual obligations agreed to by the contractor and the State of Missouri and to ensure that the State of Missouri is indemnified, saved and held harmless from and against any and all claims of damage, loss and cost (including attorney fees) of any kind related to a subcontract in those matters described in the contract between the State of Missouri and the contractor. The contractor shall expressly understand and agree that he/she shall assume and be solely responsible for all legal and financial responsibilities related to the execution of a subcontract. The contractor shall agree and understand that utilization of a subcontractor to provide any of the products/services in the contract shall in no way relieve the contractor of the responsibility for providing the products/services as described and set forth herein.

Pursuant to subsection 1 of section 285.530, RSMo, no contractor or subcontractor shall knowingly employ, hire for employment or continue to employ an unauthorized alien to perform work within the state of Missouri. In accordance with sections 285.525 to 285.550, RSMo, a general contractor or subcontractor of any tier shall not be liable when such contractor or subcontractor contracts with its direct subcontractor who violates subsection 1 of section 285.530, RSMo, if the contract binding the contractor and subcontractor affirmatively states that

a. the direct subcontractor is not knowingly in violation of subsection 1 of section 285.530, RSMo, and

b. shall not henceforth be in such violation and

c. the contractor or subcontractor receives a sworn affidavit under the penalty of perjury attesting to the fact that the direct subcontractor's employees are lawfully present in the United States.

PARTNERSHIPS

A certified DMO is responsible for working with tourism organizations and businesses to promote tourism on a countywide basis. Although MDT is the primary partner of the DMO for the MMG program, the Division also supports additional financial partnerships. Upon entering into a financial agreement(s), it is recommended the participating certified DMO share MMG guidelines, requirements and updates with their partner(s) to ensure program compliance and foster transparency.

MDT will not be communicating with the partners of the certified DMO concerning the project. All project communication (media, ads, policy, etc.) must be between MDT and the participating, certified DMO. The DMO must provide one primary contact, referred to as the "Project Director." However, it is important that the DMO provide both the President/CEO and the Project Director's contact information and that must be two different individuals. Any change to the DMO's President/CEO or the Project Director requires completion of a Key Personnel Change Form. It is imperative that MDT has the most current contact information at all times. You may complete this form on the Submittable website.

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MMG Participation CONTINUED

AWARDS

Award notification letters are emailed to the DMO President/CEO and DMO Project Director (listed on the application) prior to the beginning of the project period.

The Cooperative Marketing budget amounts are tied to the annual funding MDT receives from the General Assembly. Therefore, the allocations may change from the original estimate if MDT's budget is changed at any time and for any reason prior to or during the fiscal year in which the DMO is participating in the program. The number of certified DMOs and the County Tourism Levels (CTLs) also have an impact on the maximum funding amounts and may cause budgets to change. While MDT makes every effort to ensure DMOs are awarded the proposed funding, those levels may be modified at a later date.

COUNTY TOURISM LEVEL

Grant allocations are awarded based on the CTL calculated for each Missouri county. The CTL formula considers tourism expenditures, tourism jobs, marketing information and more. CTLs are updated annually to reflect changes in the economic position of the county and all data are collected from third parties.

MMG Requirements

PROJECT MODIFICATIONS

Any change to the approved media plan requires a new budget grid be submitted and approved by MDT. If changes to the project exceed the total grant award, the DMO must incur those excess expenses.

MARKETING ACTIVITY REQUIREMENTS

For eligibility, all marketing activities and components are subject to the following program requirements:

- All funded marketing activities must run between July 1 and June 30 of the fiscal year. Products that fall outside the established fiscal year will not be reimbursed.
- Media advertising may only be placed in MDT-approved markets and media outlets (see Approved Media Markets section)
- All ads must promote the destination(s). The only logos or website information allowed are those of a DMO and MDT.
- The distribution of products funded through the Cooperative Marketing Program must have a reach that extends beyond 50 miles of the advertised destination. Websites that represent local TV, radio, newspapers and magazines are considered part of the same Destination Marketing Area (DMA) as their physical counterparts.
- If the ad has a call to action, it must include DMO information only. Additional web links and/or phone numbers may not be used.
- Funds from other Missouri state sources may not be used to satisfy the DMO's local matching funds obligation.
- Marketing activities must be completed as approved in the contract or a subsequently approved revision.

ELIGIBLE PRODUCTS

- Advertising placement in the following: print, out of home, TV, radio, digital and SEM.
- Ad agency fees up to 15 percent of the incurred gross charge.
- Limited ad serving and ad monitoring costs may be included as a portion of online advertising placement. This includes the cost for serving standard banner ads up to 10 cents per thousand impressions, the cost for serving larger HTML five banner ads and rich media up to 90 cents per thousand impressions, the cost for serving video ads up the $1 per thousand impressions and the cost of ad monitoring fees up to 15 cents per thousand impressions. MDT highly encourages all DMOs to use a third party ad server.

INELIGIBLE PRODUCTS

- Production costs associated with media, with the exception of billboard production.
- Administrative costs (salaries, food, beverages, travel costs, promotional gifts, awards, web hosting, memberships, and entertainment).
- Training registration fees.
- Familiarization tours (FAMS).
- Expenses incurred or commitments made prior to the grant award.
- Tangible personal property.
- Scholarships.
- Contests.
- Consumer and/or trade shows.
- Operating costs.
- Non-budgeted expenses

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MMG Requirements CONTINUED

ADVERTISING PRE-APPROVAL

Artwork for ads placed with funding from the MMG program must receive approval from MDT prior to placement each program year. This process requires up to five business days after the submission of the final and/or revised ad. For rich media, both the playable ad and screenshots of all frames need to be submitted. MDT must have access to the ad for up to five years for auditing purposes.

Only finalized ads should be submitted for approval; incomplete ads will not be reviewed. If no changes have been made, an ad placed in numerous media requires approval only once each program year. However, each ad must be approved in a new program year as policies and guidelines may change.

MDT reserves the right to deny approval on ads considered offensive, profane or inappropriate in any way and those that do not represent the program's intent. The pre-approval forms can be found on Submittable.

IN-STATE/OUT-OF-STATE REQUIREMENTS

For CTLs 5-8 only, a minimum of 50 percent of ad placements must target out-of-state markets.

AGENCY COMMISSIONS

If the participating DCO elects to place ads through an ad agency, agency commissions above 15 percent of the incurred gross charge will not be reimbursed. Although it is not required, MDT encourages CTLs 5-8 only to use MDT's ad agency. No fees or commissions will be assessed for these placement services. If MDT's ad agency is used to place 100% of the DMO's media, no quarterly reimbursement request is required. This service does not include trafficking. MDT's agency will work to negotiate favorable media rates and will provide media buying and stewardship services. Additional information on the media buying provided by the agency can be found on the website.

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MMG Requirements CONTINUED

QUALIFIED MEDIA/MARKETS

Advertising funded through the MMG program must be selected from an approved list of media in approved markets. Participants requesting additions to the list must do so in writing for the next fiscal year. It is the responsibility of the participant to place advertising in only those media and markets approved by MDT. Eligible markets and publications on the pre-approved list are the ONLY allowable markets and publications that will be reimbursed.

MARKETS

MMG is not intended for international markets. The market must be in the United States to qualify for reimbursement. If MDT uses the market, then the other three criteria do not need to be met. If the market is not used by MDT, then at least one of the criteria must be met. Following are the criteria for selecting markets for the MMG:

- Geographic markets utilized by MDT
- Historically strong feeder markets
- Good track record of advertising activity results – number of inquiries, cost per inquiry and conversion percentage
- Reasonable proximity (typically less than a day's drive) to Missouri – within adjacent state or direct access via interstate highway

In-State Marketing Limitation

- For CTLs 5-8, a minimum of 50% of ad placement must target out-of-state markets
- Distribution must have a reach that extends beyond 50 miles of the advertised destination

APPROVED MARKETS

Use the percentages below for approved Destination Marketing Areas (DMAs) within Missouri that cover two or more states:

DMA	IN-STATE PERCENT	OUT-OF-STATE PERCENT
Joplin-Pittsburg	57%	43%
Kansas City	60%	40%
Ottumwa-Kirksville	45%	55%
Paducah-Cape Girardeau-Harrisburg	35%	65%
Quincy-Hannibal-Keokuk	29%	71%
Springfield	86%	14%
St. Joseph	94%	6%
St. Louis	74%	26%

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MMG Requirements CONTINUED

APPROVED MARKETS

The DMAs listed below fall within the 10 states identified as the core geography from which Missouri draws visitors and are considered either 100% in-state (I) or 100% out-of-state (O). (Note: Markets are listed as Nielsen television DMAs.)

O	Bowling Green, KY	O	Little Rock-Pine Bluff, AR
O	Cedar Rapids-Waterloo & Dubuque, IA	O	Louisville, KY
O	Champaign & Springfield-Decatur, IL	O	Memphis, TN
O	Chattanooga, TN	O	Nashville, TN
O	Chicago, IL	O	North Platte, NE
I	Columbia-Jefferson City, MO	O	Oklahoma City, OK
O	Des Moines-Ames, IA	O	Omaha, NE
O	Evansville, IN	O	Peoria-Bloomington, IL
O	Ft. Smith-Fay-Sprngdl-Rgrs, AR	O	Quad Cities (Davenport-R.Island-Moline), IA
O	Ft. Wayne, IN	O	Rockford, IL
O	Indianapolis, IN	O	Sioux City, IA
O	Jackson, TN	O	South Bend-Elkhart, IN
O	Jonesboro, AR	O	Terre Haute, IN
O	Knoxville, TN	O	Topeka, KS
O	Lafayette, IN	O	Tri Cities, TN
O	Lexington, KY	O	Tulsa, OK
O	Lincoln & Hastings-Kearney, NE	O	Wichita-Hutchinson Plus, KS

Using Knoxville and Lexington as the furthest distance (about 500 miles) – below is a list of additional approved markets:

O	Sioux Falls, SD	O	Monroe-El Dorado, LA
O	Minneapolis-St. Paul, MN	O	Shreveport, LA
O	Milwaukee, WI	O	Jackson, MS
O	La-Crosse-Eau Claire, WI	O	Greenwood-Greenville, MS
O	Madison, WI	O	Columbus-Tupelo-Westpoint-Houston, MS
O	Green Bay-Appleton, WI	O	Dayton, OH
O	Mankato, MN	O	Cincinnati, OH
O	Rochester-Mason City-Austin, MN	O	Huntsville, AL
O	Sherman Ada, OK	O	Birmingham, AL
O	Wichita Falls-Lawton, TX		

I = In-State Market; O = Out-of-State Market

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MMG Requirements CONTINUED

MEDIA

Consumer Print
If MDT uses the publication, then no other criteria must be met. If MDT does not use the publication, then one of the two circulation criteria must be met for geographically appropriate titles AND the title must have a successful record of generating leads or conversions.

Following are the criteria for selecting consumer print publications, all criteria must be met to receive reimbursement:

- Majority (51% or higher) of circulation is paid
- Circulation is audited by Alliance for Audited Media (or other AAAA certified organization) OR publication can provide USPS-verified circulation — Form 3526 Statement of Ownership, Management, and Circulation
- Geographically targeted/available in geographically targeted editions
- Demographically targeted
- Editorially targeted (i.e., travel)
- Supports MDT brand message (image appropriate)
- Successful record of generating inquiries — both a large number of inquiries and at a low cost per inquiry
- Good conversion record
- Minimum of 85% of the advertising is delivered at least 50 miles from the location of the destination advertised

NOTE: While the following publications are allowed, not all will be appropriate for everyone. An analysis of the circulation (to determine where they distribute) and the cost per thousand should be done to understand the efficiency of each title. If you want to advertise in a publication that is not listed, contact MDT.

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MMG Requirements CONTINUED

APPROVED CONSUMER MAGAZINES

Missouri Publications

- 417 Magazine
- Columbia Business Times
- Como Living
- FEAST Magazine
- Jefferson City
- KC Magazine
- Missouri Life
- Missouri Business
- Mizzou Alumni Magazine
- Outdoor Guide
- Rural Missouri Magazine
- Show Me Missouri

Travel Publications

- AAA Home & Away
- AAA Journeys
- AAA Living
- AAA Midwest Traveler
- AAA Southern Traveler
- AAA Tour Book
- AAA World
- American Road
- Best of the Midwest Guide
- Endless Vacation
- Terrain Magazine
- Travel 50 & Beyond

Local Publications

- Arkansas Living
- AY Magazine
- Chicago Life Magazine
- Chicago Magazine
- Chicago Tribune (Sundays)
- Cincinnati Magazine
- Cleveland Magazine
- Columbus Monthly
- Indianapolis Monthly
- The Iowan
- KC Business Journal
- Kentucky Monthly
- Louisville Magazine
- Nashville Lifestyles
- Omaha Magazine
- St. Louis Magazine
- St. Louis Business Journal
- Wichita Magazine

Cultural Interest Publications

- America's Civil War
- Civil War Courier
- Civil War Time
- Preservation Magazine
- Roadrunner Motorcycle Touring & Travel
- ROUTE Magazine
- True West

Other General Interest Publications

- Missouri Vacation Guide
- Parade
- Reader's Digest

Women's Publications

- Better Homes & Gardens
- Country Living
- Family Fun
- Good Housekeeping
- Martha Stewart Living
- Midwest Living
- O, Oprah
- People
- Family Fun
- Rachel Ray in Season
- Real Simple
- Southern Living
- Women's Day

Outdoor Publications

- Good Sam RV Travel

African American Publications

- Ebony

Golf Publications

- Golf Chicago
- Golf Oklahoma
- Tee Times

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MMG Requirements CONTINUED

Trade Publications (Group Tour and Affinity Groups)

Following are the criteria for selecting trade publications, all criteria must be met to receive reimbursement:

- Appropriate editorial content
- Minimum of 85% of the advertising is delivered at least 50 miles from the location of the product advertised

Approved Trade Publications (Group Tour & Affinity Groups)

- Select Traveler (selecttraveler.com)
- Courier (ntaservicesinc.com)
- Destinations (buses.org)
- Group Today (serendipity-media.com)
- Leisure Group Travel (leisuregrouptravel.com)
- Northstar - Conventions
- Group Tour (grouptour.com)
- Group Travel Leader (grouptravelleader.com)
- Student Group Tour (grouptour.com)
- Teach & Travel (serendipity-media.com)
- Missouri Tour Guide (leisuregrouptravel.com)

Consumer Newspapers

Following are the criteria for selecting consumer newspapers, all criteria must be met to receive reimbursement:

- Within approved markets
- Must have 90% + paid circulation
- Must be in outlets licensed and located a minimum of 50 miles from the product advertised

Newspaper Inserts

Approved inserts:

- Missouri Vacation Guide (Madden Media)

Out of Home

Following are the criteria for selection out of home marketing, all criteria must be met to receive reimbursement:

- Within approved markets
- Must be located a minimum of 50 miles from the product advertised
- Out-of-Home marketing is considered 100% in-state or 100% out-of-state

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MMG Requirements CONTINUED

Broadcast

Following are the criteria for selection of broadcast, all criteria must be met to receive reimbursement:

- Local market broadcast/cable within approved markets
- National network, cable or syndicated broadcast only in programming that is appropriate (image-appropriate/noncontroversial programming)
- Demographically targeted to adult audiences, but may be gender specific
- Radio stations, television stations and cable systems must be rated by Neilsen

Approved Broadcast Media

Missouri Broadcasters Association	100% In-State
Learfield Radio Networks	100% In-State
Kansas Network Radio	100% Out-of-State
Fox Sports Midwest	30% In-State
Kansas City Chiefs Radio Network	50% In-State
St. Louis Cardinals Radio Network	30% In-State
Kansas City Royals Radio Network	30% In-State
Gray Destination Marketing	30% In-State

Digital Marketing

Following are the criteria for digital marketing (including video like: OTT, OLV, CTV), all criteria must be met to receive reimbursement:

- Advertising environment must be image-appropriate and noncontroversial.
- If purchasing a website directly, the vendor must be affiliated with an accredited online or offline media organization or company. In order to be accredited, they should be listed in Neilsen Net Ratings or Comscore, and/or audited by an IAB approved audit firm.
- If using an ad network or a private marketplace, ad placement should be transparent (meaning the exact websites and placement are known to the advertiser).
- If using ad exchanges or programmatic/RTB (real time buying), all vendors must be willing to accept third-party ad serving and should be TAG (Trustworthy Accountability Group) Inventory certified for brand safety OR TAG certified against fraud. Programmatic/RTB vendors should abide by IAB standards called OpenRTB API Specification. The current version as of 12/2016 is version 2.5. Ask the Programmatic/RTB vendor if they abide by the OpenRTB API Specification, version 2.5, in order to confirm they are eligible.

We strongly encourage you to make sure that invoices are generated by online vendors using third-party ad-serving reports.

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MMG Requirements CONTINUED

Approved Third-Party Ad Servers

The use of a third-party ad server is strongly encouraged, but not required. A third-party ad server is used by advertisers and ad agencies to store and manage advertising code, as well as to deliver, track and analyze ad campaigns run on multiple publishers' websites. It helps advertisers to verify the validity of data provided by publishers for impressions and clicks they delivered.

If the digital campaign is managed through OBP Agency, Sizmek will be used as the adserver.

The following list is not exhaustive. Any third-party ad server should be IAB certified (www.iab.com). Check with each server to determine minimum spending requirements and whether that fits with your budget. We do not recommend that you use an ad server that is also buying advertising for you.

- Adform (adform.com)
- Adtech (adtech.com)
- Conversant Media (conversantmedia.com)
- Doubleclick (doubleclick.com)
- Sizmek (sizmek.com)
- Smart Adserver (smartadserver.com

Ad Verification/Viewability

While not required, we encourage you to use Ad Verificaiton/Viewability to guard against fraud and know that the impressions served were seen by humans. Ad verification monitors viewability, protects against invalid traffic, and ensures brand safety.

Ad viewability refers to how visible ads on a website or mobile app are to users. For an ad to be considered "viewed," at least 50% of the creative must display on-screen for more than one second.

Invalid traffic is any activity that doesn't come from a real user, such as a robot.

Following is a non-exhaustive list of vendors who are IAB certified:

Adform (adform.com)	Viewability
Adloox (adloox.com)	Viewability
Double Verify (doubleverify.com)	Viewability
Integral Ad Science (integralads.com)	Viewability and Ad Verification
Moat (moat.com)	Viewability

If the digital campaign is managed through OBP Agency, Integral Ad Science (IAS) will be used as the ad verification partner.

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MMG Requirements CONTINUED

Benchmarks

Viewability: 60%-65% Invalid Traffic: 5% Brand Safety: 95%

Targeting

Online advertising (including banners, rich media and video) should be targeted. Following are the acceptable targeting methods:

Demographic targeting to adult travel decision-makers

- Male/Female/Adults
- At least 18 years old, but could be older

Geographic Targeting

- Strongly preferred: AR, IA, IL, IN, KS, KY, MO, NE, OH, OK, TN

Contextual Targeting

- With contextual targeting, individuals are served ads based on what they are reading. The system scans a website for keywords. Contextual targeting topics (keywords) should be travel focused and may include, but are not limited to, keywords such as:

Vacation	Lake	Resorts	Attractions
Road Trips	Spas	Hotels	Get Away

Behavioral Targeting

- With behavioral targeting, individuals are served ads based on information collected from an individual's web-browsing behavior (e.g., the pages they have visited or the searches they have conducted). Behaviors should be travel focused and may include, but are not limited to:
  - Searching for airfare, hotels or car rentals
  - Searching for or purchasing luggage

Prospecting

- Prospecting helps attract new audiences who are likely to convert. This is an upper-funnel tactic.
- An example of a prospecting tactic is targeting consumers who visited a competitive site (like EnjoyIllinois.com)

Re-Targeting (or Re-Marketing)

- Re-targeting allows advertisers to send messages targeted to consumers based on their previous visitation to your website.
- By resending your re-targeting display ads to visitors, you are gaining brand exposure and becoming more recognizable to your target audience, raising trust and making them more likely to convert. Re-targeting ads have much higher CTRs and conversion rates than typical display ads
  - Vendors who have re-targeting capabilities will typically need to place a tracking pixel on your website and may need to put tracking pixels on multiple pages.

Geographic Fencing

- This type of marketing allows individuals who are in certain markets to be served specific ads and draws a virtual barrier around a specific location using IP addresses (for example, in-market consumers only).

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MMG Requirements CONTINUED

Travel Platforms

Two vendors employ travel-heavy data in their targeting capabilities and are approved by MDT. Note that both vendors rely heavily on airline data (not including Southwest Airlines).

- Adara (adara.com)
- Sojern (sojern.com)

Key Performance Indicators (KPIs)

While it is up to each DMO to set its own KPIs, MDT strongly recommends that click-through rates (CTRs) not be used. MDT encourages using post-click, post-impression conversions (specifically email sign-ups and travel guide requests) as the KPI. Another KPI could be time spent on-site.

Measurement Goals by Objective:

Awareness	Interest	Conversion
Viewability: 70%	Time On-Site: > :30	Email Sign-Up
Invalid Traffic: <2%	Avg Page View per Session: >2 pages	Travel Guide Request
Brand Safety: 95%		

Website-Specific Criteria

- Online vendor must be affiliated with an accredited online or offline media organization/company (accredited = listed in Nielsen Net Ratings or Comscore and/or audited by a third-party online audit firm)
- Vendor should be willing to accept third-party ad serving

Approved Online Media

- The use of ad networks is acceptable where the ad placement is 100% transparent
- Local TV station, radio station and newspaper websites are subject to the 50-mile rule
- Websites associated with all approved consumer and trade publications
- Websites that contain travel content and meet general and website criteria listed above
- If using ad exchanges or programmatic/RTB, all vendors must be willing to accept third-party ad serving and should be TAG Inventory certified for brand safety or TAG certified against fraud. Programmatic/RTB vendors should abide by IAB standards call Open RTB API Specification. The current version as of 12/2016 is version 2.5. Ask the Programmatic/RTB vendor if they abide by the Open RTB API Specification, version 2.5, in order to confirm if they are eligible for purchase.

Social Media

Advertising opportunities on social platforms will be reevaluated annually to ensure opportunities are in place that have the greatest potential to provide value. A DMO may not be reimbursed for a platform they have not previously used, without approval from MDT.

Search Engine Marketing (SEM)

- Pure keyword SEM is eligible for reimbursement
- DMO must use MDT-named partner to manage SEM campaign
- SEM is considered 100% out-of-state

Logo Usage

The visual identity for Missouri Tourism positions the state as a thriving, ever-changing destination with much to offer. A classic font and vibrant color palette reinforces this positioning. The multicolored petals of the kaleidoscope complement the typeface and speak to the many facets of the Missouri experience. The overall design intentionally marks a departure from the way consumers have viewed our state in the past, thereby inviting them to rethink what a visit to the Show-Me State can be.

General rules for the use of the logotype include, but are not limited to:

- The logo should never be redrawn, proportioned or modified in any way.
- Additional elements, including boxes around the logo or variations in color, are not allowed.
- The logo (all options) can be requested via email.

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Logo Usage CONTINUED

The logo can be reproduced in four ways:

Option #1: 4-color process with 100% black word mark

Option #2: 4-color process with 100% white word mark

Option #3: 2-color (black & white) with 100% white word mark

Option #4: 2-color (black & white) with 100% black word mark

RGB for web use only

The logo often overlays an image.

1. If the image is light, use logo Option #1 with the black word mark
2. If the image is dark, use logo Option #2 with the white word mark
3. For use on solid-colored backgrounds (not including black, white or gray) or instances in which the logo mark would blend into the background, use the appropriate 2-color logo, either Option #3 or Option #4
4. For use on solid-colored backgrounds, ensure enough contrast between background color and 4-color logo like Option #5

DO:

- Use the white on a dark background
- Use the black on a light background
- Edit the photo to make the background separate from the logo mark or place on a different area of the photo

DON'T:

- Use the black on a dark background
- Use the white on a light background
- Place the logo on a background that is the same color as the logo mark

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Logo Usage CONTINUED

LOGO SIZE & USAGE REQUIREMENTS

The Division of Tourism reserves the right to determine the acceptability and value of all written, graphic and visual materials as to its content and appropriateness for the public and for the state's effort to promote tourism. Pre-approval by the Division of Tourism is required for all co-op advertising.

Optimum Size

Minimum Size

Print Advertising

The official Missouri Tourism logo is required on all print advertising funded through the Co-op Program. The MDT logo must be in a size equal to or commensurate with the participant's logo. MDT will determine if a logo is commensurate.

Optimum size for logos is 2" for a full page ad and 1.25" for ½ page or less. If the ad is less than ¼ page, the MDT logo may be smaller; however, it must still be legible and commensurate with the DMO logo.

Specific exceptions will be made where several co-op participants will be present or where the MDT logo will appear multiple times. An example of this includes the Missouri Travel Guide (produced by Madden Media). Exceptions will be made on a case-by-case basis, and participants will be notified that the logo is not required.

Video Advertising

These products must display the official Missouri Tourism logo for a minimum of five seconds (a *full* five seconds) for a 30-second ad and a minimum of two seconds (a *full* two seconds) for a 15-second ad. The logo must be clearly legible and prominently displayed. Generally, the MDT logo should be commensurate with the size of the DMO's logo.

This applies to both TV advertising and social media videos.

Radio Advertising

Radio ads must contain the credit line, "Produced in cooperation with Visit Missouri," typically at the conclusion of the ad.

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Logo Usage CONTINUED

LOGO SIZE & USAGE REQUIREMENTS

Out-of-Home and Billboard Advertising
Billboards and "wraps" must contain the official MDT logo at a width of at least 1/8th (or 12.5%) of the billboard or wrapped item's width so as to be clearly readable to the passing motorist.

Digital Advertising
All landing pages and/or websites where the consumer is first directed by the advertisement must include the MDT logo that links to the MDT website (VisitMO.com). The consumer must be able to reach the Division's website with one click. This link must be placed in the footer using the required code below.

By incorporating the code below, the MDT logo will automatically link to the VisitMO.com homepage.

> **

Approval for all electronic advertising is required before going live.

As digital and social media is constantly changing, it is important that a DMO requests permission BEFORE using a new social media platform for the first time or using a new type of digital ad for the first time. MDT will evaluate the appropriateness of the new platform or ad type (to the co-op program) and made a decision at that time as to if it is a reimbursable expense.

Banner/Mobile Advertising
Display banners should include the Missouri logo only, without the VisitMo.com tagline. The logo is not required for smaller standard sizes (728x90, 300x50, 320x50). All other sizes require the logo to be present at a legible size. Final determination will be made by the Division of Tourism.

Banner advertising may link directly to the cooperative marketing partner's own DMO destination; however, that destination must include the Missouri logo in the footer and link directly to VisitMo.com.

E-mail marketing & E-newsletters
For email marketing/newsletters, etc., the logo should always be commensurate with the DMO logo and scale responsively if so designed.

Social Media
When advertising on social media, at least one of the following is required in the text of a post or within the imagery attached to a post:

A. The hashtag #ThatsMyMO in the content

B. The tag @VisitMO in the content

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Logo Usage CONTINUED

LOGO CLEARANCE
To ensure there is enough clear space around the logo at any size, use the letter “I” from “Missouri” as a measuring tool.

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Logo Usage CONTINUED

UNACCEPTABLE TREATMENTS

The logo colors may not be changed.

The logo may not be used in the form of outlines.

The logo mark should not appear in front of the word mark.

The kerning between the word mark and the logo mark may not be changed.

The logo may not be redrawn, reproportioned or recreated in any way (e.g., moving tagline, knocking out “o”).

The logo may not be used with any effects (e.g., motion blur, drop shadow).

MMG Reimbursement Requirements

Quarterly Reimbursement and Reporting

Quarterly reporting of marketing activities is required for all MMG contracts with the submission of the Quarterly Reimbursement Request form. The exception is a destination using MDT's ad agency for 100% of the MMG advertising and are therefore, not requesting a reimbursement. This form is due each quarter to request reimbursement of project expenses; however, the form must be submitted even when no expenses were incurred. It must be filed within 60 days following the end of each fiscal quarter. All certified DMOs with an approved MMG contract will receive reimbursements through electronic funds transfers. Grant funds and the DMO match must be used in accordance with the itemized budget grid submitted in the approved application. Forms are available on the Submittable website.

If MDT's Advertising Agency is used

- No quarterly reimbursement requests required.
- MDT's agency will provide a detailed invoice to the participant for either 50 percent or 100 percent of the cost of qualified ads, in accordance with the agreement entered into between the participant and the agency.
- If the participant elects to be invoiced for 50 percent, they will provide a detailed invoice to both the participant and MDT for 50 percent of the cost of qualified ads.
- As a part of their billing, the agency will provide the invoices from the media vendor, as well as the appropriate proof of performance.
- The participant must remit payment in full to the agency upon receipt of the completed billing document.
- MDT will remit its share in full upon receipt/approval of the complete billing document from the agency.

Basic Requirements for Reimbursement

The participating DMO must first incur the approved expense and pay at least one-half of each invoice amount prior to submitting the expense to MDT for reimbursement. Invoices submitted for reimbursement must be for expenses approved in the most recent version of the DMO's MMG Budget Grid.

A properly completed Quarterly Reimbursement Request, along with the reimbursement paperwork for expenses incurred, must be completed by the deadlines indicated on the Program Calendar

All reimbursements must include a proof of expense, proof of payment and proof of performance.

Proof of expense (invoice) is required for each ad placed.

- The invoice must show the participant as the "bill to" organization, contain the name and address of the vendor providing the service, provide an itemized detail of the service provided (including dates of service or date cost incurred), and include the total cost.
- When services are provided through an advertising agency, an invoice is required from the vendor to the ad agency AND an invoice from the ad agency to the participant for each expense.

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MMG Reimbursement Requirements CONTINUED

Basic Requirements for Reimbursement (continued)

Proof of the participant's payment is required.

- Checks must be written from the participants' account for at least 50 percent of the charge for the service invoiced. If the check covers more than one expense, include a copy of the check detail.
- Credit card payments must include a copy of the credit card statement detailing the reimbursable expense. All other expenses must be redacted from the statement.
- When services are provided through an advertising agency, proof of payment from the participant to the ad agency AND proof of payment from the ad agency to the vendor must be submitted.

Proof of performance documentation can differ depending on the expense. Here is a simple list of examples:

Print

- Original tear sheet, if tear sheet contains publication name and issue date
- Front cover of publication and tear sheet, if the tear sheet does not have required information

Billboard/Out-of-Home

- Vendor report showing a picture of billboard, bus wrap, etc., with a location indicated and the dates the advertising was in market. Sometimes called a Proof of Play.

Television

- Script and Log Report (w/We Warrant statement) with dates the advertising was in market

Radio

- Script and Log Report (w/We Warrant statement) with dates the advertising was in market

Digital

- Statement of distribution (e-blast or newsletter) with dates the advertising was in market
- Facebook post with dates the advertising was in market
- Screen shot of content story with dates the advertising was in market
- **All digital must have a statement of working order for the time period with the project director's signature on letterhead**

SEM

- Madden Media report and screenshot of website with MDT logo in the footer

MMG Reporting Requirements

Project Assessment

All program applicants are required to submit the Project Assessment Report assessing the success of the funded MMG project. Failure to provide the required reports may result in the participant's suspension from the program. Applications for future funding will not be accepted from DMOs with an outstanding or untimely assessment report. The Project Assessment Report will be sent out to all participating destinations after the program year has ended.

Contract Review

Following the receipt of the Project Assessment Report, each contract is reviewed for completeness. Participants are required to provide a written explanation detailing the circumstances surrounding the unsuccessful project completion if:

- The usage of awarded funds falls below 85 percent.
- Less than 85 percent of the approved marketing activities were completed.
- The Project Assessment Report was not completed and received by the deadline.

Failure to complete contract requirements could result in one of the following actions:

- A written warning.
- A one-year suspension from participation in the MMG Program.
- Revocation of certification.