

FY2021

Cooperative Marketing Program

Marketing **M**atching **G**rant Media & Markets List



INTRODUCTION

The Missouri Division of Tourism (MDT) partners with Destination Marketing Organizations (DMOs) all over the state to advertise and promote Missouri's vast array of tourism assets. The Division's Cooperative Marketing Program invests 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 the programs are aligned with MDT's overall strategic goals. Funds are distributed among three separate matching programs, the Marketing Matching Grant, the Marketing Platform Development Grant and the Search Engine Marketing Partnership.

The 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.

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 be met. If the market is not used by MDT, then at least one of the last three criteria must be met.

Following are the criteria for selecting markets for the Marketing Matching Grant (MMG):

- Geographic markets utilized by the 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 County Tourism Levels (CTLs) 5-8, a minimum of 50 percent of ad placements 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 %	Out-of-State %
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%

(Note: Markets are listed as Nielsen television DMAs.)

The DMAs listed below fall within the 11 states identified as the core geography from which Missouri draws visitors and are considered either 100 percent in-state (I) or 100 percent out-of-state (O):

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

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

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:

- Circulation Criteria
 - Majority (51 percent 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 percent 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.

Approved Consumer Magazines

Missouri Publications

- *417 Magazine*
- *Columbia Business Times*
- *Como Living*
- *Jefferson City*
- *KC Magazine*
- *Missouri Life (Including Guides and Special Sections produced by Missouri Life and distributed 50+ miles from destination)*
- *Missouri Business*
- *Outdoor Guide*
- *Rural Missouri Magazine*
- *St. Louis Magazine*
- *Show Me Missouri*

Local Publications

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

Women's Publications

- *Better Homes & Gardens*
- *Country Living*
- *Every Day with Rachel Ray*
- *Family Circle*
- *Family Fun*
- *Good Housekeeping*
- *Martha Stewart Living*
- *Midwest Living*
- *More*
- *O, Oprah*
- *Parents*
- *People*
- *Real Simple*
- *Redbook*
- *Southern Living*
- *Woman's Day*

Travel Publications

- *AAA Home & Away*
- *AAA Journeys*
- *AAA Living*
- *AAA Midwest Traveler*
- *AAA Southern Traveler*
- *AAA Tour Book (AR/KS/MO/OK Edition)*
- *AAA World*
- *American Road*
- *Endless Vacation*
- *Travel 50 & Beyond*

Cultural Interest Publications

- *America's Civil War Magazine*
- *Civil War Courier*
- *Civil War Times*
- *Preservation Magazine*
- *True West*
- *ROUTE Magazine*

Outdoor Publications

- *Good Sam RV Travel and Savings Guide*

Golf Publications

- *Golf Chicago*
- *Golf Oklahoma*
- *Tee Times*

Other General Interest Publications

- *Parade*
- *Reader's Digest*

African American

- *Ebony*

Trade Publications (Group Tour & Affinity Groups)

Following are the criteria for selecting trade publications:

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

Approved Trade Publications

- *Select Traveler* (selecttraveler.com)
- *Courier* (ntaservicesinc.com)
- *Destinations* (buses.org)
- *Groups Today* (serendipity-media.com)
- *Leisure Group Travel* (leisuregrouptravel.com)
- *Group Tour* (grouptour.com)
- *Group Travel Leader* (grouptravelleader.com)
- *Student Group Tour* (grouptour.com)
- *Teach & Travel* (serendipity-media.com)
- *Missouri Tour Guide* (leisuregrouptravel.com)
- *Sports Event Planning* – this publication can be approved on a case-by-case basis

Consumer Newspapers

Following are the criteria for selecting newspapers and criteria must be met to be eligible for the program:

- Newspapers within approved markets
- Must have 90%+ paid circulation. Those papers that are 100% non-paid circulation are not eligible for MMG reimbursement.
- Advertising must be placed on outlets licensed and located a minimum of 50 miles from the project being advertised

Approved Newspaper Inserts

- Missouri Vacation Guide Newspaper Inserts (Madden Media)

Billboards

- Billboards must be physically located a minimum of 50 miles away from the location of the destination advertised
- Billboards are considered 100 percent in-state or 100 percent out-of-state

Broadcast

Following are the criteria for Broadcast advertising and all criteria must be met to be eligible for reimbursement:

- Demographically targeted to adult audiences, but may be gender specific (i.e., Women 25-54 or Men 35-64)
- Radio stations must be rated by Nielsen
- Television stations and Cable systems must be rated by Nielsen
 - Local market broadcast/cable in pre-approved markets only
- National network, cable or syndicated broadcast only in programming that is appropriate
- Image-appropriate/non-controversial programming
- Advertising must be placed on outlets licensed and located a minimum of 50 miles from the destination being advertised

Approved Broadcast Media

- Missouri Broadcasters Association - in-state
- Learfield Radio Networks - in-state
- Kansas Network Radio - out-of-state
- Fox Sports Midwest – 30 percent in-state
- Kansas City Chiefs Radio Network – 50 percent in-state
- St. Louis Cardinals Radio Network – 30 percent in-state
- Kansas City Royals Radio Network – 30 percent in-state

Digital Marketing

Following are the criteria for digital marketing. All appropriate criteria must be met to be eligible for reimbursement:

- Advertising environment must be image-appropriate and non-controversial.
- 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 Nielsen 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 web sites and placements 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 if they are eligible for purchase.
- **We strongly encourage you to make sure that invoices are generated by online vendors using third-party ad serving reports.**

MDT Approved Third-party Ad servers

The use of a third-party ad server is **strongly** encouraged, but not required. 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 who 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 Verification/Viewability to guard against fraud and know that the impressions served were viewable. 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) [Ad Verification and Viewability]
- Moat (moat.com) [Viewability]

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 eighteen years old; but could also be 25-54; 25-64; 18-49; etc.
- Geographic Targeting
 - MDT geography strongly preferred
 - States of AR, IA, IL, IN, KS, KY, MO, NE, OH, OK, and TN
 - Designated Market Areas (DMAs): See approved list of markets
- Contextual Targeting
 - With contextual targeting, individuals are served ads based upon 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
- Behavioral Targeting
 - With behavioral targeting, individuals are served ads based upon information collected from an individual's web-browsing behavior (e.g., the pages that they have visited or the searches they have conducted). Behaviors should be travel focused and may include, but are not limited to, things like:
 - Searching for airfare, hotels or car rentals
 - Searching for/purchasing luggage
- Prospecting and Re-Targeting (or Re-Marketing)
 - Prospecting targets consumers who visited a competitive site (like EnjoyIllinois.com) while Re-targeting/Re-marketing allows advertisers to send messages targeted to consumers based on their previous visitation to your web site.
 - Vendors who have re-targeting/re-marketing 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 that 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.

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

Key Performance Indicators (KPI)

While it is up to each DMO to set its own KPIs, MDT strongly recommends that click-through rates (CTR) 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.

Invoicing Requirements

- Preferred method: Vendors should use third-party ad server reports for invoicing.
 - Exceptions for this include video that is not served by a third-party and paid social media posts. Both self-report and must provide notarized letters as detailed below.

Invoicing Requirements, continued

- Impressions on the invoice must be broken out by placement, so if you pay two different costs-per-thousand, then the invoice should show each placement, the number of impressions, the CPM and the total cost.
- Vendors must provide screenshots with computer generated dates for each calendar month that the campaign runs. Screenshots should be representative of the different placements/sizes run.
 - Screenshots for mobile placements are usually not available with computer generated dates, so vendors must submit a notarized letter (see below).
- Vendors should submit a notarized letter on letterhead that states something to the effect of “the screenshots presented here are representative of the campaign run for [DMO] for the month/year of _____.” It should be signed and notarized, although a raised seal is not required.

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 percent 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 (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 if they are eligible for purchase.

I-Brochures

- May be included in the FY21 MMG application
- Expenses may only be submitted for reimbursement during 4th quarter. Refer to the MMG Program & Reports Guide for required supporting documentation

Social Media

At this time, advertising on social networks is limited to Facebook and Instagram, as they represent the largest audience share and opportunity for any and all DMOs. Advertising opportunities on social platforms will be re-evaluated annually to ensure opportunities are in place that have the greatest potential to provide value for all DMOs.

SEM

- Pure keyword SEM is eligible for reimbursement under the MMG program
- DMOs must use MDT-named partner to manage SEM campaign
- Partners with a minimum annual spend of \$50K on pure keyword SEM will get their own Google Analytics
- Partners with annual spends less than \$50K on pure keyword SEM will not get their own Google Analytics
- SEM is considered 100 percent out-of-state

MDT Logo Requirements

The official Missouri Tourism logo is required on all advertising, including any and all printed, online and broadcast materials funded through the MMG. The Style Guide is available at [FY2021 Program Information](#) on Industry.VisitMO.com.