



discover  
**DOWNSTATE**  
**ILLINOIS**  
SURPRISES AWAIT



# Membership and Marketing OPPORTUNITIES





DEE MCCOMB

# About Discover Downstate IL

Welcome to Downstate Illinois! Discover Downstate Illinois covers more ground than any other Convention and Visitors Bureau in the State of Illinois. We represent 21 counties that stretch from the Mississippi River east of St. Louis, MO to the Wabash River west of Vincennes, IN. We are both rural and urban, allowing guests to enjoy both big city life and simple, country treasures - all at once!

Visitors to the region love our family friendly attractions, historic sites and outdoor recreational opportunities. While you are here, be sure to stay in one of our many hotels, lodges or quaint B&Bs. Visit the attractions, check out the shopping destinations, cozy wineries and great local cuisine. We look forward to seeing you soon!

## Who We Are and What We Do

Discover Downstate Illinois is your marketing team. We take care of everything from the planning, designing, placing and we even pay some of the bill for our members!

We can help with your marketing projects. Below are some of the projects we have helped our tourism partners with:

- Billboards
- Radio Commercials
- TV Commercials
- Social Media Advertising
- Video Production
- Rack Cards & Brochures
- Magazine & Newspaper Ads
- Logo Creation
- Branding
- And More!!!



- Areas We Cover:**
- Bond County
  - Clark County
  - Clay County
  - Clinton County
  - Crawford County
  - Cumberland County
  - Edwards County
  - Fayette County
  - Hamilton County
  - City of Highland
  - Jasper County
  - Lawrence County
  - Marion County
  - Monroe County
  - City of Paris
  - Perry County
  - Randolph County
  - Richland County
  - St. Clair County
  - Wabash County
  - Washington County
  - Wayne County
  - White County

# Membership Opportunities

From newspaper and radio ads, to billboards and brochures, Discover Downstate Illinois can help you create a marketing plan, develop content and reach the perfect audience for your attraction, facility or event. Our membership levels range from \$225 to \$35,000 based on your intended annual marketing spend. For more information on what level would be best for your organization, please contact us today.

## Media Buy Discounts

Our team can help produce promotional materials, including videos, billboards, print, radio and television ads, brochures, rack cards, etc. Pricing is based on the size and scope of the project. We offer a bid service for design, printing and production. Our leverage buy discounts are passed along to you, as well as financial assistance, creating maximum savings for your advertising projects.

## Leads & Referrals

Leads from trade shows, regional advertising, Illinois Office of Tourism and other sources are shared with members. We refer visitors for lodging, entertainment, eateries, meeting and sports facilities

## Additional Benefits

- Marketing Consultation
- Design Services
- Press Release Distribution

From design to distribution, the Bureau guided us through the entire process, and we couldn't be more pleased with the results!

-Sue Spargo  
Former Community Relations  
& Tourism Coordinator City of  
Columbia

Membership Levels	Advertising Discounts		Annual Spending	Membership Fee
	Visitors Guide	Tourism Times		
<b>Brass</b>	10%	5%	Up to \$3,000	\$225
<b>Copper</b>	20%	7%	\$3,000-\$7,000	\$500
<b>Silver</b>	30%	10%	\$7,000-\$10,000	\$700
<b>Gold</b>	40%	15%	\$10,000-\$20,000	\$1,500
<b>Ruby</b>	50%	20%	\$20,000-\$40,000	\$2,500
<b>Diamond</b>	60%	25%	\$40,000-\$75,000	\$4,000
<b>Platinum</b>	60%	30%	\$75,000-\$150,000	\$7,000
<b>Emerald</b>	80%	35%	\$150,000-\$400,000	\$15,000
<b>Black Opal</b>	90%	40%	\$400,000+	\$35,000





# Marketing Opportunities

## Contact Us

Interested in learning more about us or working with us to help promote your tourism attraction? Contact us today!



**Christine Orr**

SALES & MARKETING DIRECTOR  
corr@downstateil.org



**Jordan Jackovich**

SALES & MARKETING MANAGER  
jjackovich@downstateil.org





# Visitors Guide



**70,000 Copies Printed\***

## Promote your business, organization or community!

The Visitors Guide is distributed throughout the year at Tourist Information Centers, area Visitor Centers, lodging facilities, trade shows, attractions, community centers, SAFB and beyond.

*\*Quantities Subject to Change.*

## Advertising Rates

Digital ad campaign included in advertising rates. A portion of the price will go towards a Digital Ad Campaign that will be distributed through multiple platforms throughout the year.

1/4 Page 3.605" x 4.7942"	1/2V Page 3.605" x 9.75"	1/2H Page 7.375" x 4.7872"	Full Page 7.357" x 9.75"	Back Cover 7.6" x 7"
\$1,950	\$3,175	\$3,175	\$5,500	\$11,500

## INTERESTED IN BUNDLING?

Purchase 2 or more ads in our Tourism Times publication for an additional 5% off each ad.

Purchase a minimum of 1 Tourism Times ad and an ad in the Visitors Guide for an additional 10% off each ad.

*\*Invoicing will be done per publication.*



## Advertising Deadlines

**Space Deadline:** October  
**Copy Deadline:** November  
**Publication Date:** January

## Membership Exclusives

All members receive a discount on the mentioned rates as well as FREE design services for your ad.

**FREE DESIGN**  
 Includes up to 3 revisions  
 Additional revisions - \$50 each





# Tourism Times

The **Tourism Times** is an award winning newsletter promoting events and attractions in the 21 counties of Downstate Illinois.

It's distributed via direct mail, tourist information centers, visitors centers, St. Louis hotels and attractions, Scott Air Force Base, regional hotels and motels, attractions, restaurants and shops.

## Advertising Rates

**Digital ad campaign included in advertising rates.** A portion of the price will go towards a Digital Ad Campaign that will be distributed through multiple platforms throughout the season.

1/4 Page	Square	1/2 Page (H or V)	Full Page*	Back Cover
3 5/8" x 4 3/4"	4 3/4" x 4 3/4"	7 1/2" x 4 3/4" (H) or 3 5/8" x 9 3/4" (V)	7 3/4" x 9 7/8"	7 3/4" x 7 3/4"
<b>\$650</b>	<b>\$750</b>	<b>\$1,000</b>	<b>\$2,000</b>	<b>\$2,600</b>

\*Full bleed size includes a .125" bleed for an overall size of 8 3/4" x 11 1/8". A 1/4" safe zone is required from the edge of the page.

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### SPRING/SUMMER

30,000 Copies Printed

**Event Calendar:**

May - August

**Copy Deadline:** Early March



### FALL/WINTER

27,000 Copies Printed

**Event Calendar:**

September - December

**Copy Deadline:** Mid July

*Quantities Subject to Change.*

# f Facebook Advertising

## Let us advertise on Facebook for you!

You tell us what you want to advertise and we take care of all the details including placement, planning and ad design. After the campaign runs we will send a results breakdown so you can see what you get for your investment.

## Campaign Components

Each Facebook ad campaign consists of a variety of components. First, the creative can feature a single image, a carousel of 2-10 scrollable images, or a video. Campaigns can also be customized to focus on reaching as many people as possible, or they can be tailored around link clicks, which drive visitors to a website.

Our team helps with creative placement, ad verbiage, campaign cost and length, as well as demographic selection. Depending on the demographics selected, a \$250 investment could reach anywhere from 65,000 to 85,000 people – as a point of reference.

### Campaign Pricing:

The cost for a Facebook ad campaign varies depending on the length of the campaign, and the budget that you would like to put towards it. Each campaign requires a \$30 setup fee.

#### \$500 Campaign Package

Average Reach 100,000 - 150,000\*

#### \$150 Campaign Package

Average Reach 50,000 - 75,000\*

#### \$300 Campaign Package

Average Reach 75,000 - 100,000\*

Other amounts are available, please contact us for pricing. \*Actual results may vary.

## Why Advertise on Facebook?

### People spend a lot of time on Facebook

The average person spends 144 minutes, or two hours and twenty-four minutes, on social media daily.

### Organic Reach is Limited

If you don't pay for a post, Facebook is making it so your intended audience won't see it.

### Ads Increase Overall Reach

When people share or comment on ads, people on their timeline see it. This is free advertising for you so creating quality ads with strategic planning is important.

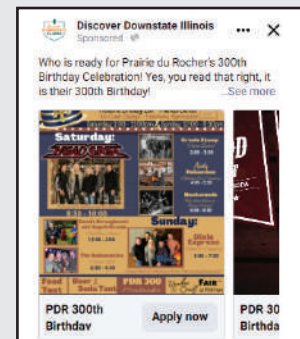
### Targeting Options

Ads can be targeted by location, demographics, age, gender, interests, behavior and connections.

## Types of Facebook Ads

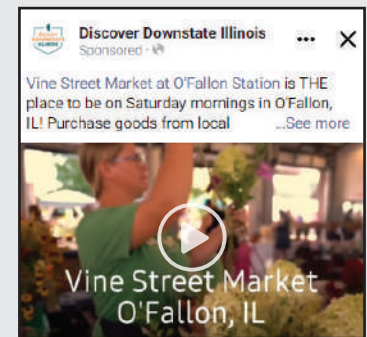


Single Image



Carousel

2-10 Scrollable Images



Video

15-30 seconds

### Turn Facebook Fans into Travelers

Facebook ads allows you to target people interested in your offerings, people who recently searched for you or your competitor's offerings, and those who could potentially be interested in your offerings. All of these methods allow us to select an ad audience that are the most likely to interact with your message.



# Design Services

Let us create something for your next project. Don't go with a cookie cutter design, let us help!

## What's Included:

- Members receive two design options
- Guaranteed compliance with the Illinois Office of Tourism and Discover Downstate Illinois logo guidelines
- Three free revisions to any design  
*(Additional revisions will be priced at \$50 each)*

## Logo Creation - \$500

**Make an idea into a brand with our logo creating.** Use your customized logo on all marketing pieces for a cohesive look. Logo design includes:

- Rough sketches of 3 concepts
- After selection of one of the concepts, we will make a detailed sketch of the design with your requested changes (two proofs are included. Additional proofs are \$50 each.)
- Once the design is approved by you, we will complete a vector art version of the logo.
- We will send you full color, black, and white versions of your logo as EPS, JPEG and PNG file types



## Marketing Collateral

Here is a list of products that we can design and create for you!

- Billboard
- Brochures
- Digital Ads
- Flyers
- Rack Cards
- Social Media Ads and Graphics
- Tourism Times & Visitors Guides Ads



**Jessica Haar**  
GRAPHIC DESIGNER  
jhaar@downstateil.org

Turnaround time depends on the timeliness on the return of proofs on the customers end. Times may vary. Need something sooner? Let us know and we will try to accommodate your request.





# Video Production

## Promote your business, organization, event, or community with video!

Connect with the ever-growing social and digital media consumer with videos! Online video consumption increases year after year, and Discover Downstate Illinois is here to help keep up with the trend. Our video production services include script writing, as well as video shooting and editing – to deliver a memorable message to the online audience.

### One Shoot Location

#### (1) One Video

- 30-60 seconds
- 3 hour shoot
- 4 hours of post-production

**\$20/Edited Sec + Travel Time**

### Multiple Shoot Location

Max 3 Locations

#### (1) One Video

- 30-60 seconds
- 6 hour shoot
- 4 hours of post-production

**\$22/Edited Sec + Travel Time**

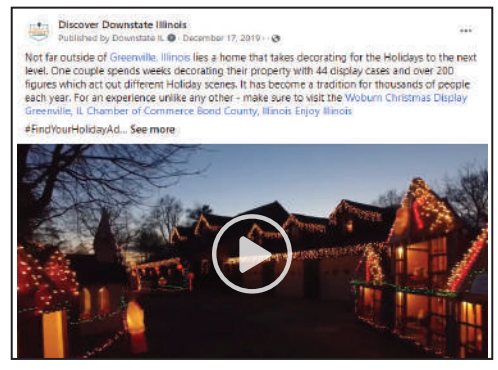
### Drone Footage

- Indoor flights available upon request

**\$75 per hour**

### Additional Fees

- Custom packages available upon request
- Travel Charge: \$30/HR (one hour minimum)
- Weekend Event Charge: Additional \$100 per package
- Non-Member Rates: Additional \$250 per package
- Two (2) rounds of revision at no cost
  - \$50 per additional round of revisions
  - \$50 per hour for full re-edit



### Feature Story Woburn Christmas Display

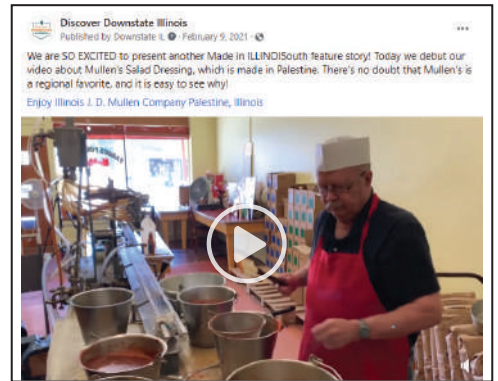


**258,395**  
People Reached



**14,183**  
Engagements

**409,875**  
Impressions



### Feature Story Mullen's Salad Dressing Palestine, IL



**132,524**  
People Reached



**18,565**  
Engagements



**Tyler Pletsch**  
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