

Be one of the first to:

Expand your reach to thousands interested in travel.

Capture the attention of visitors on the Region website.

Take advantage of bonuses and discounts.

Lead this regional marketing effort.

New & Improved regional website visitwesterniowa.com to be online & advertised to 515,000 Midwestern households in April, 2010.

Google Analytics tells us that:

- ◇ 1,367 people viewed 4,036 pages in January 2010.
- ◇ 51.50% are new visitors to our site.
- ◇ 69.28% are direct traffic.
- ◇ 19.17% were referring sites.
- ◇ Most visitors are from the United States.
- ◇ 17,841 people viewed the Regional site in the past year.

Region members to receive first right of refusal on ad space through February.

Ads will be sold for 6 months (\$400 for July-December and January—June) and 12 months (\$800 for July 1, 2010—June 30th, 2011).

First advertisers will receive a three month bonus of April, May and June 2010 for both six month and annual ad space.

Advertisers in the Regional advertising insert to receive a 10% discount on website ad. (6 Months-\$360) (Full year—\$720)

Deadline: March 15, 2010

Ad Requirements

The organization will need to provide WITR the file in standard format; jpeg, gif, or tif. that will be placed on the website. Contact the office for more information

New site examples below:

