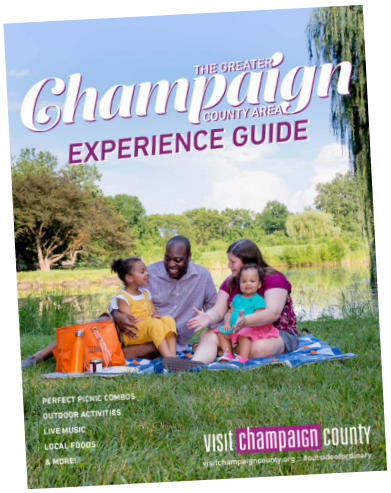
2022 2023 MARKETING OPPORTUNITIES



Official Champaign County Area Experience Guide

VisitChampaignCounty.org

What's Happening e-Newsletter

WHO WE ARE

Visit Champaign County is a private, non-profit organization established in 1982 to promote a welcoming destination experience for visitors to strengthen economic opportunity and enhance the lives of residents. Visit Champaign County's vision is to provide energetic and innovative experiences, attracting visitors and potential residents from around the world.

As the certified destination marketing organization for the Greater Champaign County Area, we strive to promote our community to meeting and event planners, group travel organizers, agricultural researchers, sports planners and leisure travelers.

Through vigorous promotion through industry events, advertising, social media and our website—VisitChampaignCounty.org—the greater Champaign County area has established itself as a unique destination for visitors.

MAJOR EVENTS IN CHAMPAIGN COUNTY

Most events that occur in our community distribute Experience Guides. Below are just some of the events that are regularly hosted in Champaign County:

SPORTS

IHSA State Basketball, Football & Wrestling Championships
GameDay USA Baseball
American Junior Golf Association Tournament
Illinois National Softball Assoc. Tournament
Illinois Middle School Basketball Championships
Steve Stricker Illini Golf Classic
Big Ten & NCAA Championships

MEETINGS

Illinois State Bar Association
Illinois Fire Protection Districts
Illinois Department of Transportation
Associated Beer Distributors of Illinois
Prairie States Conference
Illinois High School Theatre Festival
Illinois PTA Conference
International Starch Technology Conference
International Congress of Qualitative Inquiry
Illinois Association of Chiefs of Police

EVENTS & FESTIVALS

Boneyard Arts Festival | Roger Ebert's Film Festival | Christie Clinic Illinois Marathon | CU Pride Festival

Champaign County Area Restaurant Week | Pygmalion | Arthur Freedom Celebration

I & I Historic Farm Show | Half Century of Farm Progress | ELLNORA Guitar Festival | Matsuril

WHY MARKET YOUR BUSINESS WITH US

With so many advertising opportunities available to you, what makes marketing with Visit Champaign County the right avenue for you?

We'll give you thousands of good reasons.

In addition to driving traffic into the greater Champaign County area, our goal is to educate visitors on the many unique options they have while in our community. In an average year, over 50,000 Experience Guides were distributed annually to visitors, students and new residents..

Through our Experience Guide and our website, visitors discover where to stay, what to eat, where to shop and what to do while in town.

While tourism-related businesses receive a complimentary listing on our website, you have the opportunity to make your business stand out from the crowd in our annual guide.

With over 50,000 guides distributed and over 430,000 web impressions in FY19, using your marketing budget with us is sure to provide you with a return on investment.

AUDIENCE & DISTRIBUTION

Visit Champaign County targets individuals located outside a 50-mile radius of the county, in addition to current and potential residents. The guide is available for free to anyone with significant distribution to business, sports and leisure travelers outside the immediate area, as well as area employers for new hires and recruits.

The Champaign County Area Experience Guide can regularly be picked up in the following locations:

- 13 Travel Information Centers (TICs) along major interstates in Illinois
- Champaign County Welcome Center
- Willard Airport
- Illinois Terminal
- University of Illinois
- Market Place Shopping Center
- Champaign County Hotels and Motels
- Champaign County Restaurants
- Champaign County Chamber of Commerce

Throughout the year, our Experience Guides are also provided with maps to meeting attendees, sports groups, and leisure motorcoaches who travel to the area.

DIGITAL EXPERIENCE GUIDE

In 2020, we launched a new digital version for our Experience Guide. This enhanced digital guide offers users an interactive experience, with added videos and links throughout the guide. The interface allows for two skyscraper ads and two banner ads surrounding the guide. Analytics are also available on readership on clicks.

Left & Right Skyscrapers | 120 x 600 pixels
Top & Bottom Banners | 468 x 60 pixels

VISITCHAMPAIGNCOUNTY.ORG

Our website continues to be THE resource for individuals and groups traveling to the area. With stories, travel inspiration, comprehensive listings of restaurants, hotels, attractions, events and more, visitors can access the information they want to help them in the travels.

In FY22 from July 1–March 15, the website received over **300,000 impressions**. Over 70% of our traffic is from outside Champaign County, with Chicago as our top market.

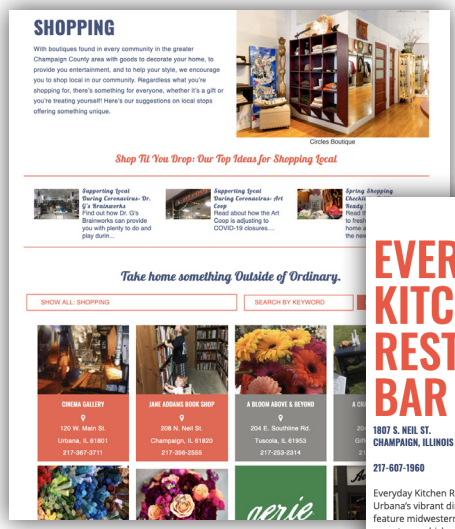
Top pages viewed on the site include:

- Event Calendar
- Restaurant Week
- Food & Drink
- Our Stories
- Accommodations
- Outdoors

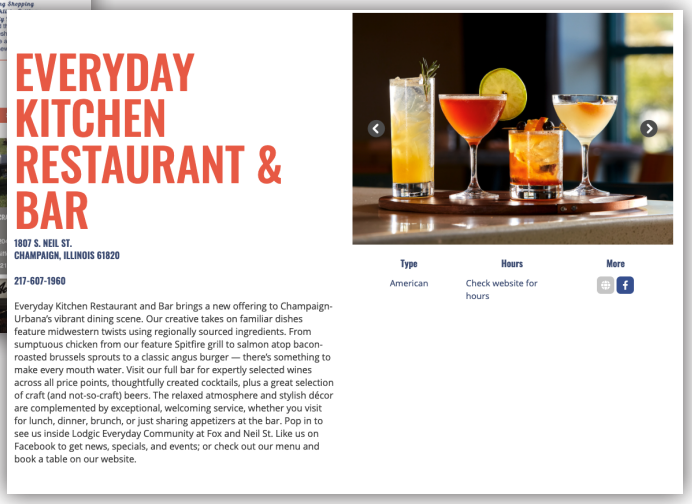
Visit Champaign County drives traffic to our website through paid search engine marketing, display and native advertising, and social media marketing.

BASIC & ENHANCED LISTINGS

Tourism-related businesses in Champaign County such as hotels, restaurants, shops and attractions receive complimentary listings on our website that include the business name, address, phone number, 50-word description and 1 photo.



ENHANCED LISTINGS—With enhanced listings, you'll have a greater opportunity to stand out from the crowd. Add up to 15 photos and a video to your listing, as well as a 150-word description that showcase your business. You'll also be promoted to appear at the top of your category in alphabetical order with all paid enhanced listings.



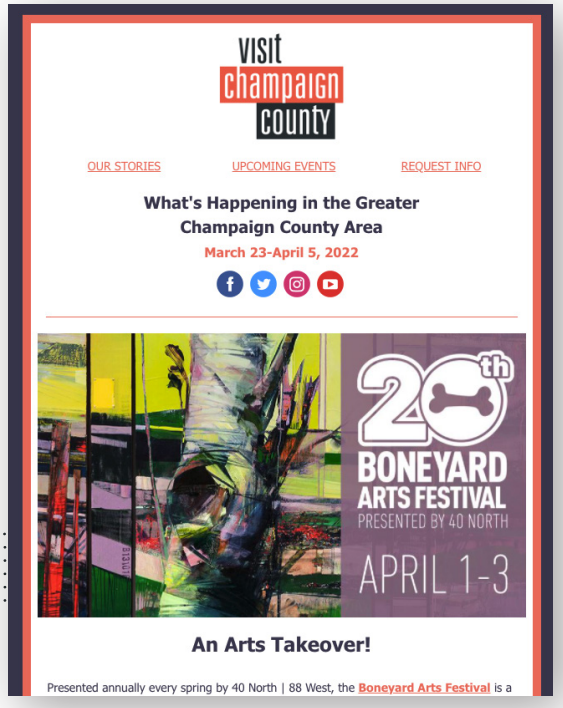
With an enhanced listing, you're guaranteed to get your business in front of the thousands browsing our site.

WHAT'S HAPPENING

The greater Champaign County area is home to a vast number of events which generates significant interest from visitors and residents alike. Visit Champaign County produces a bi-weekly e-newsletter, "What's Happening", distributed to over 2,500 subscribers.

Subscribers range from residents to interested visitors, family of University of Illinois students, and responders to advertising.

Get your business in front of over 2,700 engaged readers by advertising in our e-newsletter.



ADVERTISING RATES

Reach thousands of visitors craving information about our area through our numerous mediums. Market your business in our print and/or digital Experience Guide, through our website or our e-newsletter!

Experience Guide

Distribution: 50,000 + interactive, online guide

Full Page $1,350

Half Page.....$870

Third Page $605

Sixth Page.....$420

Digital Experience Guide

Page Visits: 9,031 since August 2021

Annual Rate.....$1000
Left & Right Skyscrapers | 120 x 600 pixels
Top & Bottom Banners | 468 x 60 pixels
ONLY 4 AVAILABLE

VisitChampaignCounty.org

Impressions: 301,000 (9 months of FY22)

Enhanced Listing..... $300
150-word description, up to 15 photos and a video, promoted to top of page, valid for 12 months

E-Newsletter

Subscribers: 2,700

Annual Rate..... $300

VALUE-ADDED PACKAGES

Our affordable packages help you create an integrated campaign across all our mediums. Find one that fits your budget or contact us for a custom package.

SEASONED TRAVELLER $1,675

Get the most bang for your buck with a full page ad in our Experience Guide (inside pages only), an enhanced listing on our website and e-newsletter ads.

EXPLORER $1,250

You'll find value in our Explorer package with a half page ad in our Experience Guide, an enhanced listing on our website and e-newsletter ads.

DIGITAL TAKEOVER $1,200

One banner or skyscraper ad in the digital Experience Guide for a full-year + Enhanced Listing + e-newsletter ads. (Only four packages available)

WANDERER.....$500

Stick to an online presence and gain exposure with an enhanced listing on our website and e-newsletter ads.

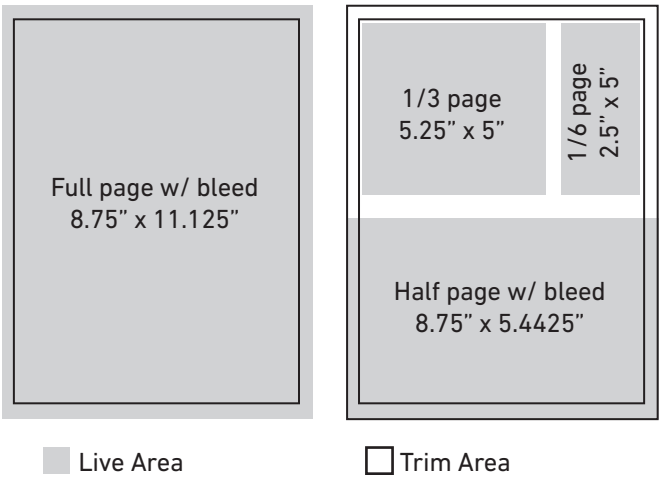
SPECIFICATIONS

EXPERIENCE GUIDE

RESERVATION & MATERIALS DEADLINE: June 8, 2022

File Format: Press-ready PDF
Resolution: 300 dpi
Color: All ads are 4-color process (CMYK).
Bleeds: **All full page or half page ads must have bleeds.** See below for dimensions. Do NOT include crop marks on file.

Ad Size	Trim Size	Bleed Size
Full Page:	8.5" x 10.875"	8.75" x 11.125"
Half Page:	8.5" x 5.3175"	8.75" x 5.4425"
Third Page:	5.25" x 5"	n/a
Sixth Page:	2.5" x 5"	n/a



Digital Experience Guide Ads

EXPIRES AFTER 12 MONTHS

Left & Right Skyscrapers | 120 x 600 pixels
Top & Bottom Banners | 468 x 60 pixels
File Format: JPG, GIF or PNG

Visit Champaign County can assist with the design your ad.

Website Enhanced Listing

EXPIRES AFTER 12 MONTHS

Photos: Minimum width 1,200 pixels
File Format: JPG
Resolution: 300 dpi
Color: RGB
Videos: Provided with YouTube or Vimeo link

E-Newsletter Ads

Size: 200 x 200 pixels
File Format: JPG, GIF or PNG
Resolution: 72 dpi
Color: RGB
Ads can be rotated as long as they are received within 48 hours before scheduled newsletter

LET'S GET STARTED!

Ready to get your name out to the thousands of visitors coming to the Champaign County area?

Contact Terri Reifsteck, Vice President of Marketing & Community Engagement, to increase your exposure today! Whether it's through one of our value added packages or through enhanced listings on our website, your business will gain increased foot traffic by advertising with Visit Champaign County.

Terri Reifsteck | 217.351.4133 | terrir@visitchampaigncounty.org

INSERTION ORDER

Business: _____

Contact (First/Last Name): _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Web: _____

Description (150 words for enhanced listing): _____

_____

_____

PACKAGES

Please check the desired package:

___ SEASONED TRAVELLER $1,675

- Full page ad in Experience Guide
- Enhanced listing on visitchampaigncounty.org
- E-newsletter ads in What's Happening

___ EXPLORER $1,250

- Half page ad in Visitors Guide
- Enhanced listing on visitchampaigncounty.org
- E-newsletter ads in What's Happening

___ DIGITAL TAKEOVER $1,200

- Banner ad on digital Experience Guide (1 year)
- Enhanced listing on visitchampaigncounty.org
- E-newsletter ads in What's Happening

___ WANDERER.....$500

- Enhanced listing on visitchampaigncounty.org
- E-newsletter ads in What's Happening

EXPERIENCE GUIDE

Please check desired ad size:

___ Full Page $1,350
___ Half Page $870
___ Third Page $605
___ Sixth Page..... $420

DIGITAL EXPERIENCE GUIDE

____ Left or Right Skyscraper $1000
____ Top or Bottom Leaderboard $1000

VISITCHAMPAIGNCOUNTY.ORG

____ Enhanced Listing $300
150-word description, up to 15 photos and 2 videos, promoted to top of page, valid for 12 months

WHAT'S HAPPENING

____ E-newsletter Ads (24 issues)..... $300

TOTAL BILLING: _____

Signed: _____ **Date:** _____

Please see attached specifications for ad sizes and additional details. All ads are subject to approval from Visit Champaign County. Invoices will be sent when ads have been published. Specific dates for the What's Happening ads will be coordinated after receipt of insertion order.

Please send signed and dated insertion order to Terri Reifsteck at terrir@visitchampaigncounty.org; or mail to 17 E. Taylor St., Champaign IL 61820.

visit champaign county