

2021 LEISURE VISITOR MARKETING OPPORTUNITIES

TOTAL
AUDIENCE REACH:
896,000

Nebraska
HONESTLY. IT'S NOT FOR EVERYONE.

Nebraska Travel Guide

The only official print guide for Nebraska's multi-million-dollar marketing efforts.

Print usage is the highest it's been, with over **54%** of American travelers using print guides to research and book!



CIRCULATION

200,000 printed copies +
Digital Guide
January 2021



CIRCULATION: 200,000

To participate in the 2022 program or learn more, please contact us:

Diana DeJonge, Account Coordinator
Phone: 303-867-8290
Email: Diana.DeJonge@MilesPartnership.com

SIZE

Premium Placement (IFC, IBC)	\$12,000
Full Page Rate	\$10,000
$\frac{2}{3}$ Page Rate	\$7,000
$\frac{1}{2}$ Page Rate	\$5,000
$\frac{1}{3}$ Page Rate	\$4,000
$\frac{1}{6}$ Page Rate	\$3,000

*Ad close 8/30/2021

VisitNebraska.com

OFFICIAL STATE WEBSITE



REACH
662,000+
VISITORS



1.5 MILLION+
PAGEVIEWS



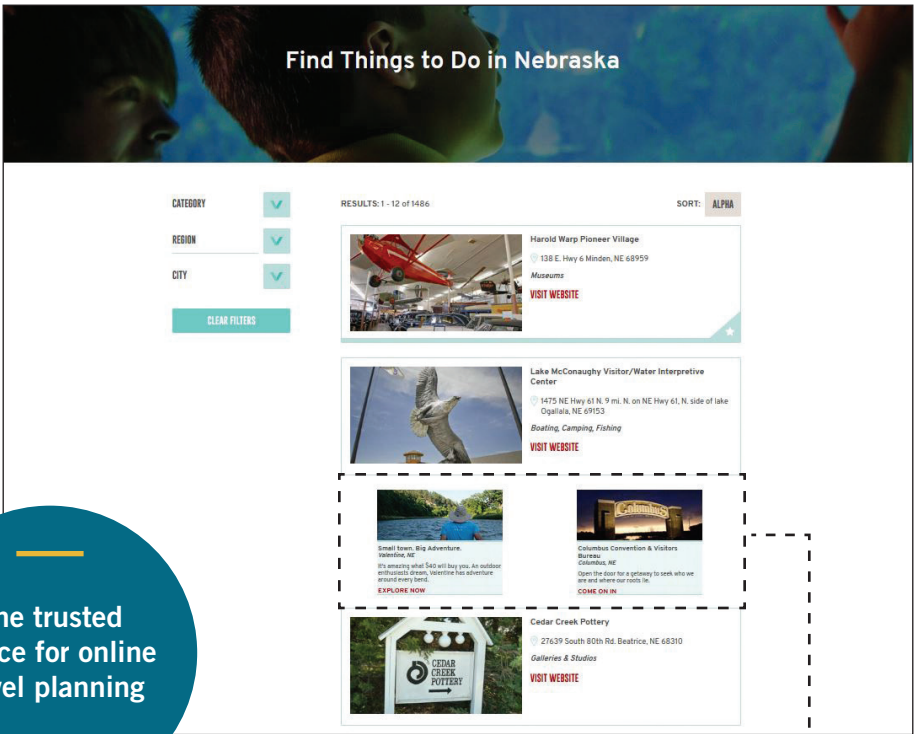
442,000+
MOBILE/
TABLET USERS

**Based on 2020 statistics*

BANNER ADS

Visitors to VisitNebraska.com viewed over 1.5+ million pages in 2020 while planning their trips. Banner ads allow you to expand your reach and showcase your business in a robust way. A high-performing 300 X 250 formatted banner ad is displayed between and at the bottom of search results on most pages. These ads can link to a page of your choice whether it's your own external website or your Listing Profile Page on VisitNebraska.com.

The trusted
source for online
travel planning



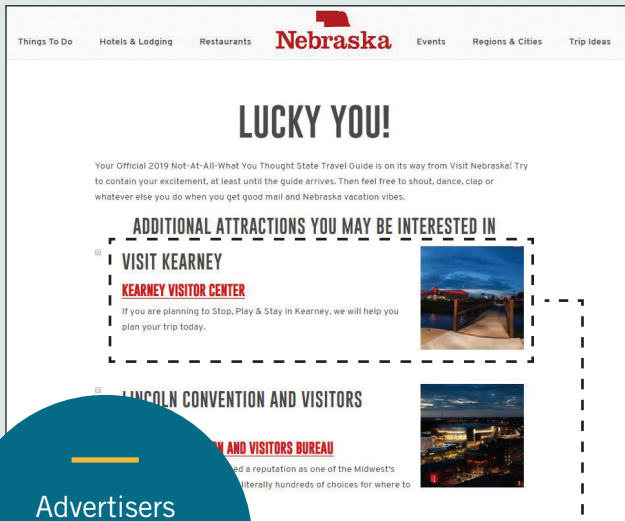
Banner Ads

BANNER ADVERTISING

RATE

Annually	\$2,000
Quarterly	\$500

Leads Program



Advertisers
receive leads from
VisitNebraska.com

Leads

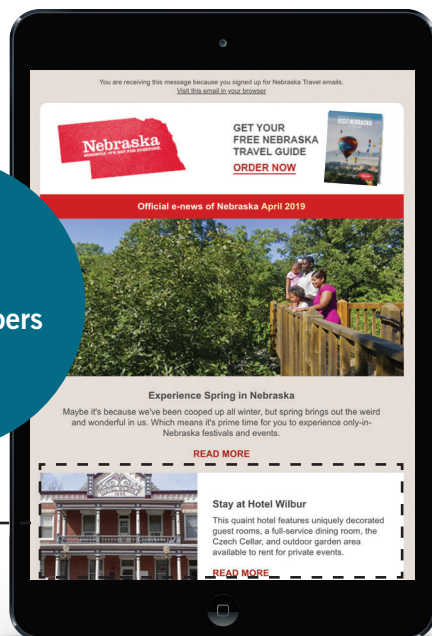
Gain exposure in front of our most qualified audience and grow your opt-in database with our lead-generation program. When site visitors sign up to receive the Nebraska State Travel Guide or the monthly visitor email, they can request to receive information about your destination or business. Users receive an immediate, auto-generated email from you upon requesting information and you are emailed leads weekly to follow up on.

LEADS PROGRAM

RATE

Annually\$2,000

Destination Nebraska E-Newsletter



Reach
34K subscribers

E-Newsletter
Message

SEND A MESSAGE TO TRAVELERS WHO ARE READY TO CLICK & GO

Every month, more than 34,000 opt-in subscribers receive the Official Travel E-Newsletter of Nebraska with timely travel ideas, itineraries and events crafted to motivate travel to Nebraska. As an advertiser, you can target your message by month and speak directly to these enthusiastic travelers who are not just casually looking for Nebraska travel ideas—they've already said, "We're on our way!"

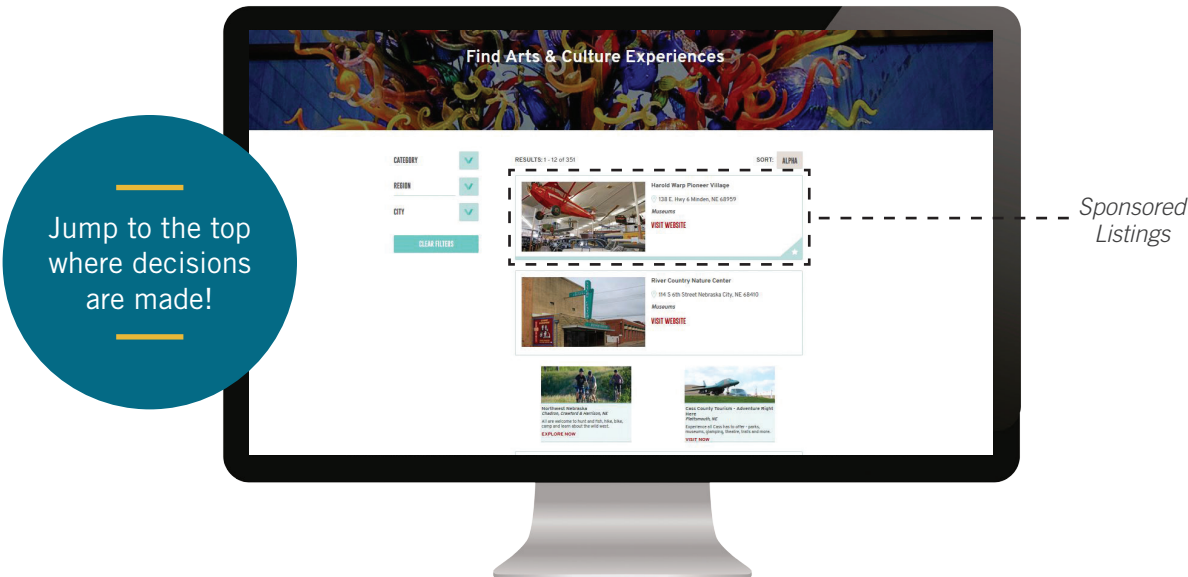
E-NEWSLETTER

RATE

Monthly\$500/month

Listings Program: Sponsored Listings

The Nebraska Travel Guide and VisitNebraska.com are trusted sources for comprehensive business and event listings that visitors depend on to plan their trips. Our Sponsored Listing Program gives you premium exposure on relevant city and category pages.



SPONSORED LISTINGS

VisitNebraska.com is the ultimate trip-planning tool. It is the most trusted source for comprehensive business and event listings that visitors depend on to plan their trips to Nebraska. Our Sponsored Listing Program gives you premium exposure on relevant category pages. Sponsored Listings receive preferred top-tier placement in the search results, increasing visibility and keeping you top-of-mind in planning.

SPONSORED LISTING ADVANTAGES:

- Priority sorting: Sponsored Listings appear above standard listings in search results
- Sponsored Listings can appear in up to five categories where applicable at no additional cost
- Includes up to 10 images and 5 videos in photo gallery

SPONSORED LISTING

Annually\$2,500

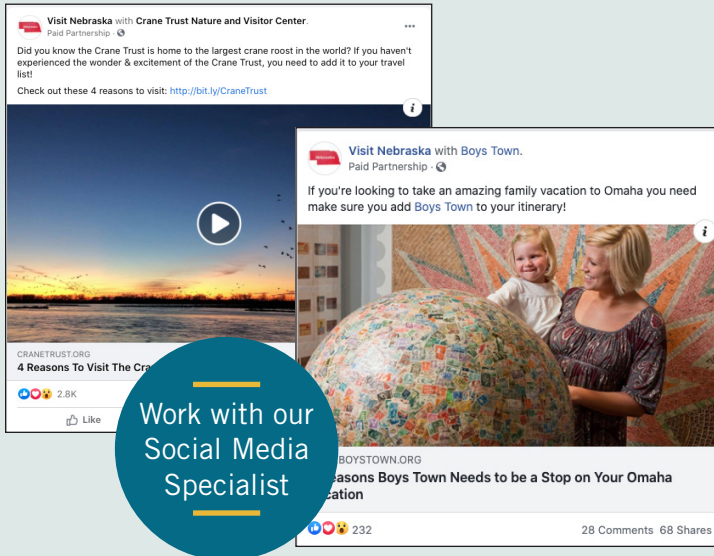
RATE

SPONSORED EVENT LISTING

Quarterly.....\$750

RATE

Social Media Blitz



Participate in a Nebraska Tourism Commission sponsored social media blitz. Our ongoing Visit Nebraska Facebook campaign will spread the word to target audiences about what you have to see and do. Work with our social media specialist to select a 3-day date range to launch your promotion, get help creating your content, and sit back while we track the results and report back to you.

SOCIAL MEDIA BLITZ

RATE

Cost per Blitz\$2,000

VisitNebraska.com FAQs

HOW TO...

List Your Business on VisitNebraska.com

Go to <https://ne.extranet.milespartnership.com/login> and “Request a new account.” Your request will be submitted for approval and you will be notified when it is live on the site.

Make Updates to Your Existing Listing

If you know your username/password and would like to make changes to your listing, simply log onto <https://ne.extranet.milespartnership.com/login> to make updates.

Recover Your Username/Password

Visit our extranet site, <https://ne.extranet.milespartnership.com/login>, and click on the “I forgot my password” link.

Report a Business Closing

Let us know the name of the business and the town that it is located in by emailing NebraskaAdvertising@milespartnership.com.

List Your Events on VisitNebraska.com

If you already have a listing on VisitNebraska.com, go to <https://ne.extranet.milespartnership.com/login>, log into your account and click on the “+” drop-down link in the upper right-hand corner of your dashboard. Select “new event.” Fill out the required fields and hit the create button in the bottom right. After you create, you will be able to add more details about the location of your event, the amenities it offers, any social media links you have and more. If you do not have a listing on VisitNebraska.com, go to <https://ne.extranet.milespartnership.com/login> and “request a new account.” Once your account is added, you will be notified by an email and you can log in to manage your event listing.

Advertise on VisitNebraska.com

Check out the advertising opportunities on VisitNebraska.com. For more information about advertising, go to <https://visitnebraska.com/industry/2020-rate-card> or email Diana.Dejonge@milespartnership.com for more info.



**FOR ADVERTISING INQUIRIES
CONTACT:**

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Email: Diana.Dejonge@MilesPartnership.com

