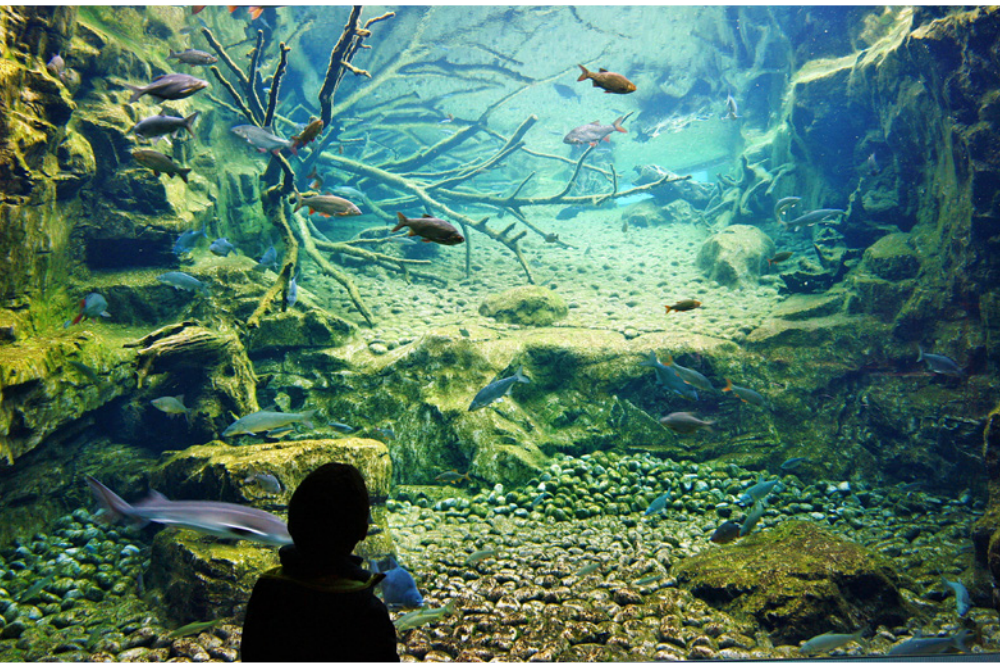


VISIT ALTOONA

just off center

2020 Media Kit

Visit Altoona Drives Visitors to Our Community & Your Business

Visit Altoona is an innovative marketing brand designed to drive visitors to Altoona, Iowa. We use **engaging content, targeted digital advertising, social media, and a website** to engage travelers at every stage of the planning process and drive them to visit businesses in Altoona.

Each year, more than **4 million people** visit our city. **Visit Altoona** cultivates Altoona's image as central Iowa's premier entertainment destination, while tapping into new markets.

As an investor, you can drive visitors to your business and help shape the future of Altoona.

OUR CORE GOALS

1. **Attract** visitors to Altoona businesses and increase spending in Altoona.
2. **Market** Altoona as an entertainment / retail destination, driving awareness in key markets.
3. **Grow** the Altoona economy today and position our community for success in the future.
4. **Make** Altoona an even better community for residents and businesses.

WHY INVEST

A rising tide floats all boats. By investing in **Visit Altoona**, you make a positive impact on your business and our community.

Visit Altoona is...

GOOD FOR ALTOONA

- Cultivating the image of Altoona as an entertainment destination
- Attracting visitors to our city
- Driving awareness in key markets
- Retaining local businesses
- Growing our economy
- Positioning us for future success

GOOD FOR YOUR BUSINESS

- Enabling you to laser-target your customers and reach highly qualified audiences
- Driving visitors to your business
- Empowering you to expand your market reach and tap into new audiences
- Unlocking unique marketing opportunities, like a featured position on the Visit Altoona homepage or promoted social media content

TARGETING KEY MARKETS FOR YOUR BUSINESS

Visit Altoona targets key markets for restaurants, retail, outdoor recreation and entertainment businesses in Altoona.

NIGHTLIFE & ENTERTAINMENT

POTENTIAL DIGITAL REACH

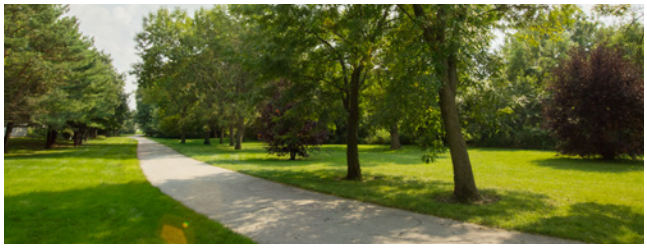
Des Moines metro: **430K** Additional: **1.6M**

SHOPPERS

POTENTIAL DIGITAL REACH

Des Moines metro: **180K** Additional: **660K**

OUTDOOR RECREATION



POTENTIAL DIGITAL REACH

Des Moines metro: **430K** Additional: **1.6M**

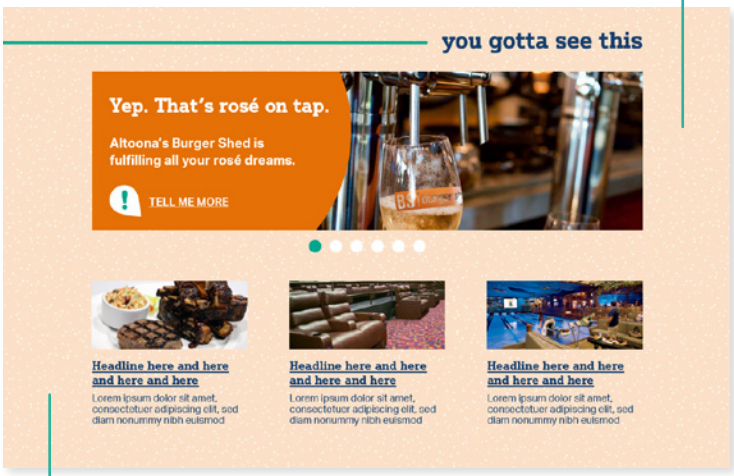
FAMILIES

POTENTIAL DIGITAL REACH

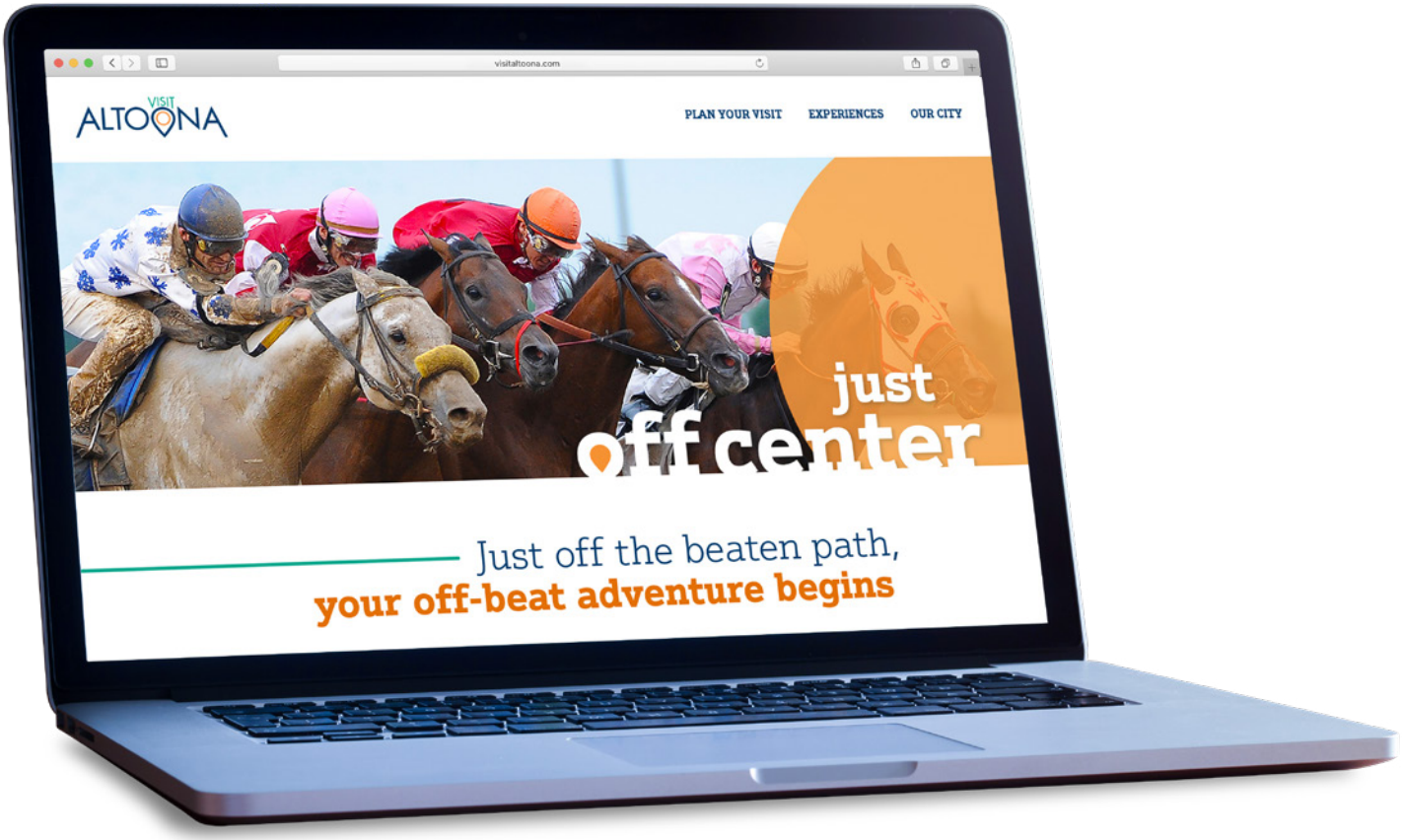
Des Moines metro: **440K** Additional: **1.7M**

Your Business can be **Featured on Our Homepage**

Investors can be featured prominently on the homepage of *VisitAltoona.com.*



Investors can also be featured in a secondary position on the homepage.



Additional Website **Benefits**

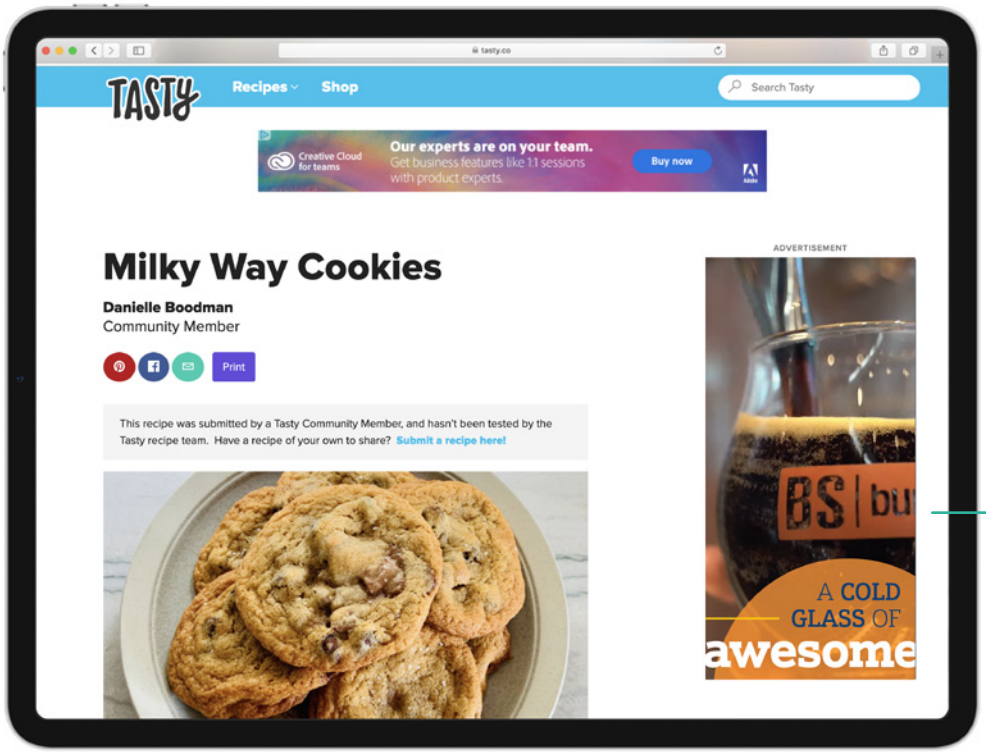
- Dedicated **Business Profile Page**
- **Events** featured prominently on the website
- Featured in our **listing of businesses** in Altoona
- Sponsored content on **our blog**

Engage with Your Audience via Sponsored Social Media Content

As an investor, you unlock exclusive opportunities to engage with **Visit Altoona's** highly qualified audience on social media.

We post your content on Facebook and Instagram—and promote it to a targeted audience.

Reach New Markets with Targeted Digital Advertising



Visit Altoona has a highly targeted display ad campaign running on Google's Display Network. As an investor, you can tap into this powerful tool as a featured business in our display advertising.

EXAMPLE OF 4-SCREEN DIGITAL GIF

Gain Exclusive Exposure with Sponsored Features

ANNUAL MEMBERSHIP

As a member of **Visit Altoona** you will help grow our economy, attract visitors to Altoona businesses, take an active role in shaping our community's future, and receive exclusive benefits.

OPPORTUNITIES INCLUDE:*

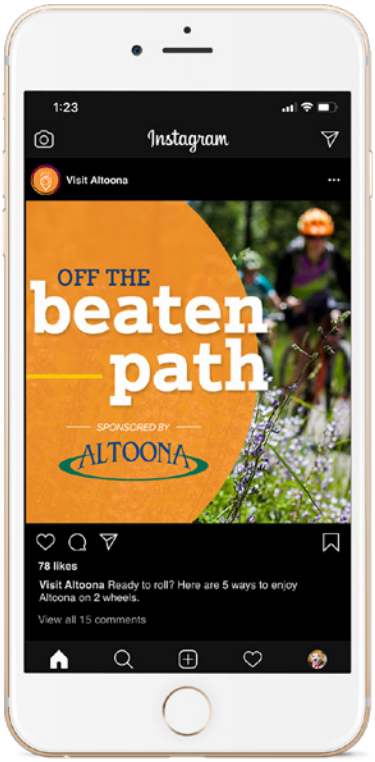
- One board seat
- Featured on website homepage
- Business profile page on website
- Events prominently featured on website
- Sponsored content on website
- Sponsor editorial features on website
- Sponsored content on social media
- Digital ad campaign features
- Photo and 50-word description added to your business listing in website business directory
- Premium positioning within your category in website business directory

**These benefits will be based on investment and customization.*

SPONSORED EDITORIAL FEATURES

Each month, **Visit Altoona** publishes special editorial features that showcase entertainment experiences from popular food, must-see events, shopping, recreation, and more. Sponsorship opportunities are available to investors.

FEATURE	DESCRIPTION	SPONSOR
"Off the Menu"	In each episode, we'll visit a different restaurant to sample food, talk to the chef, and see what makes them special.	Elder Corporation
"Off the Beaten Path"	In each episode, we'll explore a different park, trail, recreation space and more in & around Altoona.	City of Altoona
"More in Store"	In each episode, we'll visit a different retail shop to explore the unique shopping options in Altoona.	Polk County
"The Buzz"	In each episode, we'll cover events, restaurants, newly opened businesses, or another Altoona topic that everyone is talking about.	FACEBOOK



Sponsored content features are produced by the **Visit Altoona** content creation team. The features will be published as videos and/or written blog posts via **Visit Altoona**'s social media accounts across several platforms, as well as VisitAltoona.com. Sponsors will be recognized with "Sponsored by..." slides/copy on all content.

POTENTIAL DIGITAL REACH

Visit Altoona targets key markets for businesses in Altoona—from recreation and retail, to restaurants, entertainment and beyond.

NIGHTLIFE & ENTERTAINMENT

430K metro DSM + **1.6M** additional

SHOPPERS

180K metro DSM + **660K** additional

OUTDOOR RECREATION

430K metro DSM + **1.6M** additional

FAMILIES

440K metro DSM + **1.7M** additional

Invest in the Altoona Community

For more information, or to invest, contact us at:
experience@visitaltoona.com.

VISIT ALTOONA

900 Venbury Drive, Suite A // Altoona, IA 50009
(515) 967-5136 // experience@visitaltoona.com