

# get your FREE advertising dollars!

partnership.



find it here.™

## 2018 Cooperative Advertising Program – Partnering to Promote Ohio

The co-op advertising program is available to any Ohio organization that contributes to a healthy tourism economy – from CVBs to destinations, lodging, restaurants, attractions, festivals, events and more. **TourismOhio will match your advertising investment dollar-for-dollar up to \$25,000.**

Join us to learn more about how the co-op advertising opportunities can benefit your attraction or destination in 2018.

**TUESDAY**  
**SEPTEMBER 26**  
**10:00AM**

Webinar Presentation

[CLICK HERE TO REGISTER](#)

**WEDNESDAY**  
**SEPTEMBER 27**  
**1:30PM**

In-Person Presentation at The Columbus Metropolitan Library, main branch

96 South Grant Avenue  
Columbus, OH 43215

[CLICK HERE TO REGISTER](#)

### PROGRAM BENEFITS:

- Double your advertising dollars
- Equal access to funding
- Easily reserve matching funds
- Specify your target audience
- Pick your flight times
- Track your campaign results

### ADVERTISING OPPORTUNITIES:

- **NEW!** Storytelling Development and Distribution
- **NEW!** Custom Photography for Your Destination
- **NEW!** Video Production and Distribution (*local, national, website*)
- Consumer Print: *Midwest Living, Family Fun, Newspaper Insert*
- Trade Print: *Group Tour, Student Group Tour*
- Search Engine Marketing
- Digital Display
- Paid Social
- Pandora Radio
- eBlasts

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*“As part of Castaway Bay’s media mix, our dollar works harder in the TourismOhio SEM program. Over the last three years, our cost-per-acquisition (CPA) metric has decreased every year in the program, affording us the flexibility to add new media to our expanding marketing plans. We would recommend budgets both big and small for any size brand that’s looking to test, iterate and see results with the TourismOhio SEM program.”*

*– Tyler Adams - Director, Resort Marketing & Sales Cedar Point*

For more information and to view a short video about how you can benefit from the co-op program visit [www.ohio.org/industry](http://www.ohio.org/industry) and click on 2018 Co-Op Advertising Opportunities.