

# Visitors are Tech Savvy!

Our expanded web and smartphone marketing tools reach more visitors than ever. And that reach is growing!



## SpringfieldMo.org Website Listing

Our newly designed website, optimized for computers and mobile devices, draws more than a half-million leisure, convention and sports visitors per year. With more mobile devices used by travelers every day, that number is growing fast!

Website Listing (includes 3 free photos) . . . . . \$250 per year  
 Website Link (FREE with any website banner ad) . . \$200 per year

## Website Banner Ads

Be among the first companies to be seen when visitors log in to SpringfieldMo.org! A great way to reach today's connected traveler.

Primary banner ads appear at the top of the page above all other listings.

Primary Banner Ad (940x150 pixels) . . . \$30 per 1,000 impressions

Sidebar ads appear along the side of the page in each subcategory including *Things to Do*, *Shopping*, *Lodging*, and *Dining*.

Sidebar Banner Ad (230x130 pixels) . . . \$30 per 1,000 impressions



## 360° Virtual Tour

Give prospective visitors a quick look around before they visit! Each package includes 6 tours.

Setup and First Year . . . . . \$500  
 Additional Years . . . . . \$250 per year



## Mobile App

Springfield to go! Customers can take your business along on their mobile device and get info on the go. Free for anyone to download at [www.VisitSpringfield.mobi](http://www.VisitSpringfield.mobi).

Mobile App Listing . . . . . FREE with any ad purchase



Like us at...  
[facebook.com/SpringfieldMissouri](https://www.facebook.com/SpringfieldMissouri)  
 to keep up on events and special deals!



Follow us at...  
[twitter.com/springfieldcvb](https://twitter.com/springfieldcvb)  
 for updates and specials!

Call the Springfield CVB at 800-678-8767 and visit [SpringfieldMO.org](http://SpringfieldMO.org) to learn more.

# Visitors Come in Groups!

Conventions and trade shows bring large numbers of people looking for lodging, shopping and places to eat.



## Meeting Planners Guide Website Listing

Reach the key people who bring the big events, such as trade shows and conventions, to Springfield. This new website is specifically targeted to meeting planners.

Basic Website Listing (name, address, phone, fax, website link, and 25-word listing) . . . . . \$250 per year  
 Extended Website Listing (includes all of the above plus room information, a PDF floor plan and 3 photos) . . . . . \$350 per year

## Meeting Planners Guide Banner Ads

Stand out among the companies listed on the *Meeting Planners Guide* website! Banner ad purchases include eye-catching primary and sidebar banner ads along with all the benefits of the *Extended Website Listing* shown above.

Primary & Sidebar Banner Ads (include Extended Listing) . . . \$950 per year



## Poly Tote Bags

Your logo and contact info will go places! 25,000 of these poly bags are passed out annually at information centers, conventions, and sports events. Bags are printed once every two years.

Poly Tote Bag Logo . . . . . \$350 for 2 years



Contact us to speak with a Partner Development Manager who will give you all of the details and help set up a marketing plan that is best suited to benefiting your individual business.



 **Route 66 Information Center**  
 815 E. St. Louis St.  
 Springfield, Missouri 65806  
 800-678-8767  
 417-881-5300  
[www.SpringfieldMO.org](http://www.SpringfieldMO.org)

REV. 1-2013

# Visitors Mean Business!



Let us help draw them to yours.



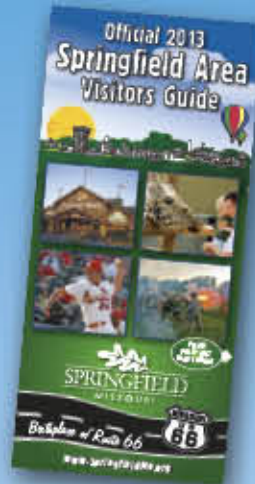
**SPRINGFIELD**  
 MISSOURI  
 Convention & Visitors Bureau

**Partner Media Kit**



# Visitors Still Read!

Print and display advertising will always be an effective way to reach all generations of potential customers.



## Springfield Area Visitors Guide

Still the primary source for visitor information, 150,000 copies of the *Visitors Guide* are distributed annually to leisure and convention travelers via mail, racks, and special group packets.

- Full-Page Ad (4.125 x 9 in.) . . . . . \$3,900
- Half-Page Ad (3.5 x 4 in.) . . . . . \$2,250
- Quarter-Page Ad (3.5 x 2 in.) . . . . . \$1,200
- Guide 25-Word Listing . . . . . \$250 (free with ad purchase)
- Guide 50-Word Listing . . . . . \$350
- Calendar of Events 25-Word Listing . . . . . \$50
- Calendar of Events 50-Word Listing . . . . . \$100

## Passport to Family Fun Coupon Book

Coupons are a proven way to draw business. 100,000 copies of the *Passport* are distributed each year to leisure and convention travelers. This price includes an online version of your coupon at no additional cost.

- Full-Page Ad (4 x 5 in.) . . . . . \$500
- Half-Page Ad (3.5 x 1.875 in.) . . . . . \$300



## Brochure Packet Insertions

We distribute more than 65,000 visitor information packets a year to people requesting information about Springfield. Include your brochure to directly reach likely visitors, and save the cost of postage and acquiring the leads. This service now includes all packets mailed or distributed at the Airport and Route 66 information centers.

Brochure Insertions (up to 4.5 x 9 in.) . . . . . \$4,200/year

## Expo Center Panel Displays

Advertise where people gather at the *Springfield Exposition Center!* These 32 x 38-inch panels are a great way to catch the eyes of potential customers and promote your business.

Expo Panel Display . . . . . \$1,800/year



## Rotating Transparency Displays

Color, light, and movement draw attention to these 24 x 24-inch backlit displays located at the *Route 66 Information Center*.

- Rotating Display (single panel) . . . . . \$900/year
- Rotating Display (all 4 sides) . . . . . \$3,600/year



## Wall Transparency Displays

Large, bright and colorful! Located inside the *Route 66 Information Center*, these 36 x 24-inch panels will draw attention to your business.

Wall Transparency Display . . . . . \$1,200/year



# The Airport Brings Visitors!

More than 1.5 million potential customers pass through the airport each year. These people have purchasing power!

## Concierge Touch Displays 1 - 2

These interactive touch displays are in the airport lobby at the end of the fountain. The package includes a single banner graphic that rotates on both displays. Your business name will be displayed on a button that will give information about your business and show the location on a map. Customers can phone your business by pressing the "call" button and using the connected phone.

Concierge Digital Touch Display Package . . . \$150/month



## Baggage Carousel Digital Displays 3 - 10

These attention-grabbing, alternating ads face new arrivals waiting for their luggage. Price includes 1 full-screen graphic or video that plays on 4 displays for 10 seconds before alternating to another ad. A maximum of 6 ads and 1 public service message will show on 4 matched displays, ensuring that your ad will be seen at least once every minute.

Baggage Carousel Digital Display . . . . . \$600/month



## Baggage Carousel Poster Displays 18

Put a BIG ad right where arriving visitors will stand and wait. These 63 x 44-inch printed static displays are mounted above the carousels between the digital displays.

- 1 Baggage Carousel Poster Display . . . . . \$750/month
- 2 Baggage Carousel Poster Displays . . . . . \$1,300/month



## Welcome Area Digital Sign 11

This eye-catching digital sign is in the sitting area between the lobby and the gates. It shows full and split-screen advertisements that rotate between a maximum of 6 advertisers on the full and 3 on the split screens.

- Full-Screen Digital Ad . . . . . \$200/month
- Split-Screen Digital Ad (Zone 1) . . . . . \$150/month
- Split-Screen Digital Ad (Zone 2 or 3) . . . . . \$100/month



## Security Checkpoint Digital Displays 12 - 13

Give people your information as they wait in the security area. Price includes 1 full-screen graphic or video that plays for 10 seconds and alternates with no more than 6 total ads and 1 public service message on 2 displays.

Security Digital Display . . . . . \$200/month



## Meeter/Greeter Digital Displays 14 - 17

Put an attention-grabbing ad where friends and family wait to meet arriving visitors. Price includes 1 full-screen graphic or video that plays for 10 seconds and alternates with no more than 6 total ads and 1 public service message on 2 of the 4 displays.

- Full-Screen Digital Ad . . . . . \$200/month
- Split-Screen Digital Ad (Zone 1) . . . . . \$150/month
- Split-Screen Digital Ad (Zone 2 or 3) . . . . . \$100/month



## Ticket Counter Poster Displays 19

Put a BIG ad right by the ticket counter. These 67 x 67-inch printed static displays are mounted on each side at the end of the 2 ticket counters where they are sure to be seen by those in line.

Ticket Counter Poster Display . . . . . \$300/month



## Lobby Lightwall Display Packages 20

Located right beside the Visitor Information Center at the *Springfield-Branson National Airport* and in the lobby of the *Springfield Exposition Center*, these 24 x 18-inch panels are a great way to sell your business.

3 displays (2 at Airport & 1 at Expo Center) . . . \$2,400/year



## Cobra Free-Standing Displays

A unique, attention-getting way to display your ad! These nearly 6-foot-tall displays are placed in the location of your choice within the terminal building (subject to Airport approval).

Cobra Free-Standing Display . . . . . \$300/month



## General Aviation Backlit Display

Located in the lobby of the general aviation terminal, these big 62 x 43-inch displays will catch the eyes of non-commercial travelers.

General Aviation Backlit Display . . . . . \$100/month



- (A) Ticket Counters
- (B) Airline/Travel Offices
- (C) Bag Claim Carousels
- (D) Rental Car Counters
- (E) Information
- (F) Airport Police
- (G) Meditation Room
- (H) Terminal Services
- (I) Meeting Rooms
- (J) Administrative Offices
- (K) Security Screening
- (L) Meeter/Greeter Area
- (M) Food and Beverage
- (N) Retail/News
- (O) Restrooms

