

WILLIAM ROCKHILL NELSON GALLERY

# ADVERTIS



**OFFICIAL TRAVEL SOURCE  
FOR KANSAS CITY**

Digital Advertising  
Email Marketing Opportunities  
Experiential Marketing Opportunities

# LET'S WORK TOGETHER TO ACHIEVE YOUR GOALS.

That's #HowWeDoKC.

As Kansas City's official travel and tourism authority, Visit KC is your trusted connection to the region's visitors and convention attendees—a **\$5.5 billion** local industry. Connect with these lucrative audiences, as well as interested locals, through Visit KC's powerful suite of digital marketing channels.







# THE POWER OF VISITKC.COM

VisitKC.com is the award-winning, comprehensive online resource for information about Kansas City and its attractions. Powered by Visit KC's vast partnerships and a dynamic content slate, it showcases all there is to see and do in the bi-state, five-county metro area.

## BY THE NUMBERS (MONTHLY AVERAGES)

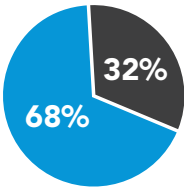
### 3.2 million site visits each year

- 262,000 sessions
- 202,000 users
- 512,000 page views
- 2 pages/session
- 8,100 partner referrals

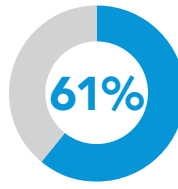
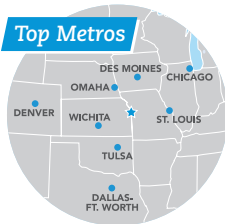
Supported by a \$1 million destination advertising campaign



## VISITKC.COM'S AUDIENCE

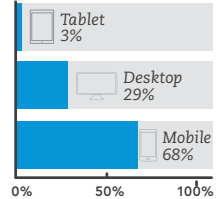


VISITORS / LOCALS\*



61% ARE 44 YEARS OLD OR YOUNGER

### TRAFFIC BY DEVICE



\*Includes the five-county areas of Jackson, Clay, Platte, Wyandotte and Johnson

## KEY CONTENT SECTIONS

- ▶ Events Calendar
- ▶ Things to Do
  - Arts & Culture, Attractions, Nightlife/Entertainment, Shopping and Sports
- ▶ Places to Eat & Drink
- ▶ Where to Stay
  - Hotels & Accommodations
- ▶ Meetings & Conventions
- ▶ Deals & Discounts





## Success Story

"Our partnership with Visit KC has been essential in reaching our Midwest market as well as local Kansas Citians. Baseball season is long and the Visit KC Development Team is helpful in keeping our advertising innovative while also complementing our overall marketing initiative for the year. Attending a Royals game is a proud Kansas City tradition and we are so thankful for our Visit KC partnership to increase our visibility within our target market."

– Kansas City Royals

# SUITE OF OFFERINGS

## WEB DISPLAY ADS

Elevate your brand’s awareness on Kansas City’s #1 tourism site with cost-effective, high-performing banner ads. Choose from run-of-site or placement within key landing sections.

Impressions	CPM	Rate
<b>Standard Rate</b>	\$18	---
<b>35K</b>	\$15	\$525
<b>120K</b>	\$10	\$1,200
<b>300K</b>	\$8	\$2,400
<b>600K</b>	\$6	\$3,600



- 3.5 million available impressions per month on average
- Click -Through Rate (CTR): 0.2% (industry benchmark: 0.04%)
- Specs: 300 x 250 or 300 x 100 (JPG/GIF or static)
- Reserve your preferred dates early to ensure availability on [VisitKC.com](http://VisitKC.com), [KCRestaurantWeek.com](http://KCRestaurantWeek.com) or on other Visit KC promotional websites

## SPONSORED CONTENT • \$5,000

Share your story with a featured article on VisitKC.com and supporting promotional opportunities. (All story topics must be approved by Visit KC’s editorial team before the production period.)

- 300-word feature story on VisitKC.com with accompanying images
- Spotlight on relevant landing page for 30 days
- Featured content pod in Visit KC leisure email
- Sponsored post on Visit KC social media channels
- Specs: 3 talking points/story ideas plus photography

## Gather, Dine & Celebrate at Lenexa Public Market

By Weston Owen | Sponsored by [Lenexa Public Market](#)

Lenexa’s City Center has been attracting crowds from all over the Kansas City metro for its eclectic mix of restaurants, entertainment, art exhibitions and business districts. At the heart of this bustling development is its crown jewel—the [Lenexa Public Market](#).

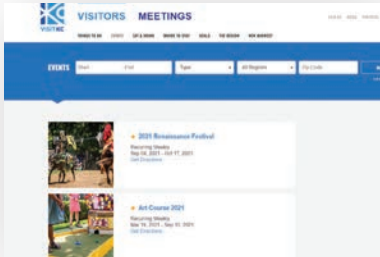
### ENDLESS CUISINE OPTIONS





## FEATURED EVENT LISTING

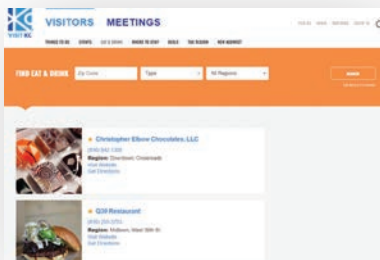
Premium placement on the main events page and at the top of applicable event search results pages. If more than three Featured Events per month are sold, they will rotate.



### Pricing:

- \$100/week -  
1 Featured Event/week
- \$300/month -  
2 Featured Events/month

## FEATURED BUSINESS LISTING



Featured Business Listings appear on applicable category pages and at the top of listing search results pages.

### Pricing:

- 1-3 months - \$150/month
- 3+ months - \$100/month

## SOCIAL MEDIA GIVEAWAY • \$1,750

Build brand awareness and strengthen your email list with a giveaway promoted to social media users in local and regional audiences, hosted on Visit KC's social channels with a combined following of more than 425,000.

- Entry form hosted on dedicated VisitKC.com landing page
- Sponsored post on Visit KC Facebook and Instagram channels
- Organic promotion on Visit KC Twitter feed
- List of email subscriber opt-ins delivered after conclusion of giveaway
- Specs: minimum of 3 high-res photos, detailed description of giveaway item(s) or experience(s)
- Partner is responsible for providing prize, contacting winner and delivering giveaway item(s)



# ENEWSLETTERS

Featuring dynamic content that highlights the region to a wide variety of recipients, Visit KC's email marketing platforms attract 1,000 new subscribers per month on average. To tap into these captive audiences, consider any of the following proven e-mail marketing options.

## THE WEEKENDER • \$300

Visit KC's weekly events roundup, featuring everything from exhibits and festivals to sports and theatre. Includes distribution to area hotel concierges.

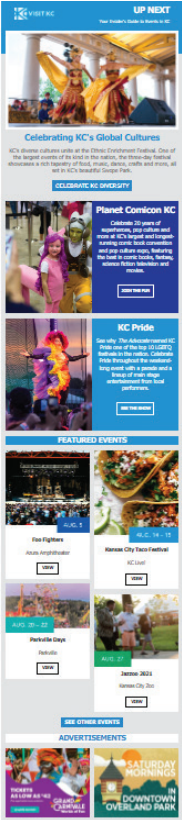
- Audience – 15,000
- Frequency: Thursdays
- Open Rate – 44.5%
- CTR – 4.67%
- 48% locals vs 52% visitors
- 300 x 250 (static)

## UP NEXT • \$800

Focused on major events, this newsletter is distributed to Visit KC's largest email audience.

- Audience – 75,000
- Frequency: Monthly
- Open Rate – 39.02%
- CTR - 3.33%
- 30% locals vs 70% visitors
- 300 x 250 (static)

### Up Next



### The Weekender





## KC TRAVELER • \$600

Targeted to subscribers who live outside the metro, this newsletter features trip ideas, itineraries, insider tips and more.

- Audience – 35,000
- Frequency: Bi-Monthly
- Open Rate – 44.36%
- CTR – 2.66%
- 100% visitors
- 300 x 250 (static)

## CRAVE • \$400

Visit KC's bi-monthly rundown of hot dining spots, nightlife, culture and other ways to enjoy the city.

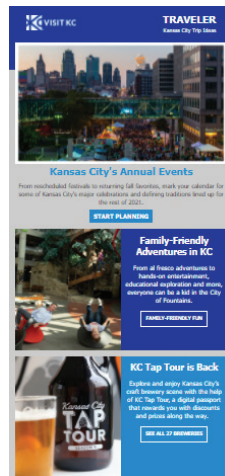
- Audience – 16,000
- Frequency: Bi-Monthly
- Open Rate – 44.10%
- CTR – 4.70%
- 42% locals vs 58% visitors
- 300 x 250 (static)

## SPECIAL OFFER EMAIL • \$1,500

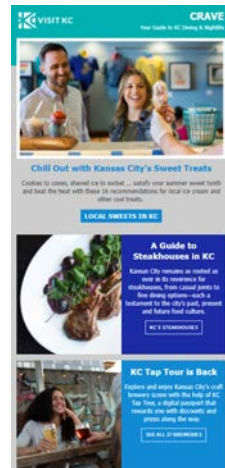
Target your customized email message to subscribers who have opted in to receive special offers and discounts directly from our valued partners. (All emails/offers must be approved by Visit KC's editorial team before the production period.)

- Audience: 14,000
- Frequency: Monthly
- Open Rate – 42.63%
- CTR: 1%
- 42% locals vs 58% visitors
- Specs: 600 x 400 (static)
- 75-100 words of copy with primary focus on a special deal, discount or offer available to email subscribers (subject to Visit KC approval)

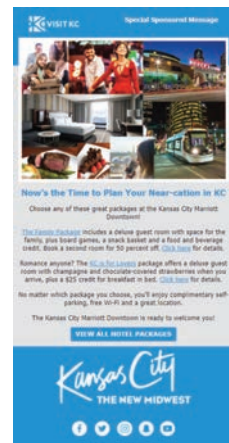
### Traveler



### Crave



### Special Offer





## EXPERIENTIAL MARKETING

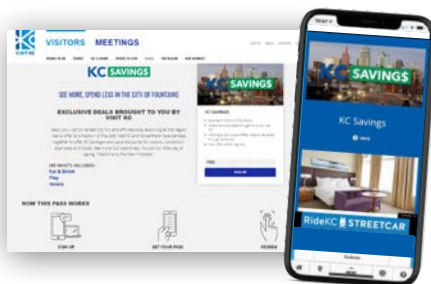
Connect with highly engaged audiences in specific interest groups through Visit KC's experiential marketing programs. The targeted campaigns tap into niche audiences, from craft beer diehards and foodies seeking their next great find to budget-minded travelers and convention attendees. Display ads within these programs put your message in front of locals and visitors taking part in some of Kansas City's favorite traditions.

If you're interested in sponsorship opportunities for Visit KC's experiential marketing programs, please reach out to our team to discuss the possibilities.

### DISPLAY ADS

- Placement on app homepage and on promotional website

Impressions	CPM	Rate
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## OTHER PROMOTIONS

Ask us about additional opportunities to elevate your business throughout the year, including:

- Co-op Media Partner Campaign
- Visit KC Magazine (Official Visitors Guide)
- Official Visitor Map
- Visitor Information Center Sponsorships
- Event Sponsorships: Annual Tourism Outlook, KC Restaurant Week, Partner 2 Partner events



# KC BBQ EXPERIENCE

**Barbecue Bucket List**

Hotspots and highlights shine along this trail featuring crowd favorites.

# KC SAVINGS\$



# KC RESTAURANT WEEK



## VISIT KC PARTNER DISCOUNTS

Leisure/Convention Partners – **10% off**

Enhanced Partners – **15% off**

## YOUR CONTACTS

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