



# 2025-26 PARTNERSHIP OPPORTUNITIES

ITC Grants Meeting



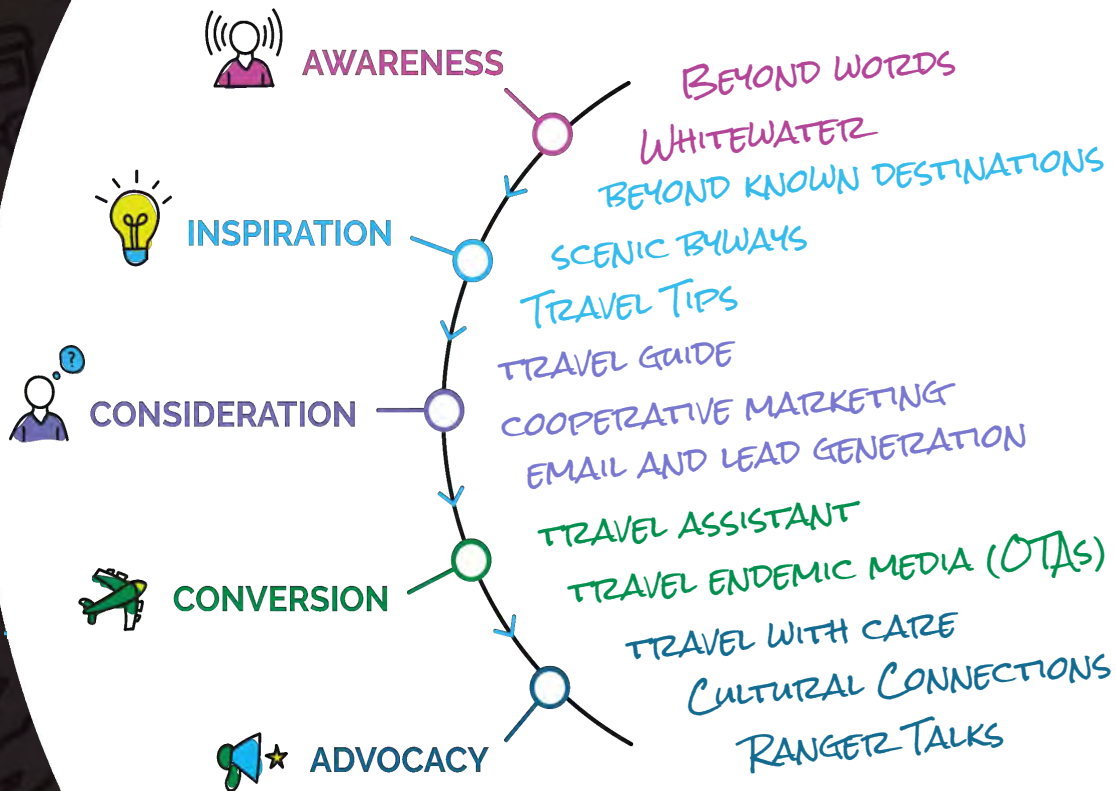
MADDEN

February 2025

# PROJECTS WITH PURPOSE

## How it all connects

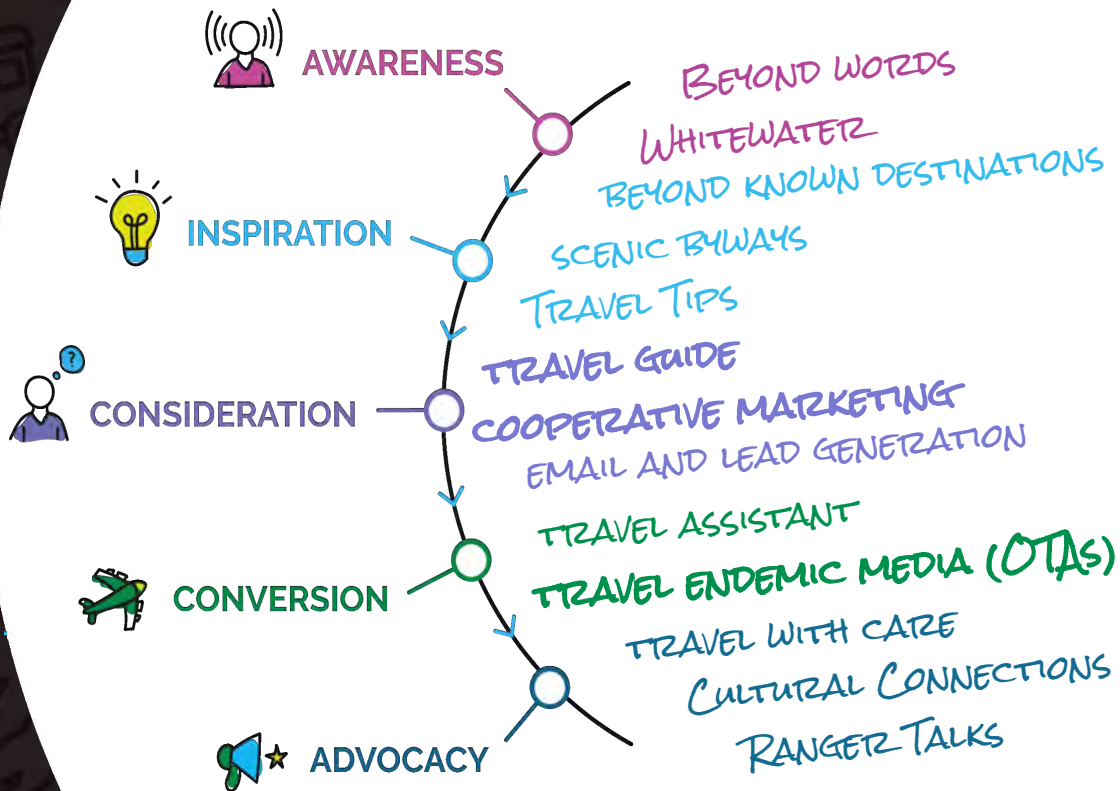
We look at the bigger picture and use campaigns to meet different audiences right where they are. This is the strategic alignment of how our creative explorations and media spend align with audiences throughout their planning journey.



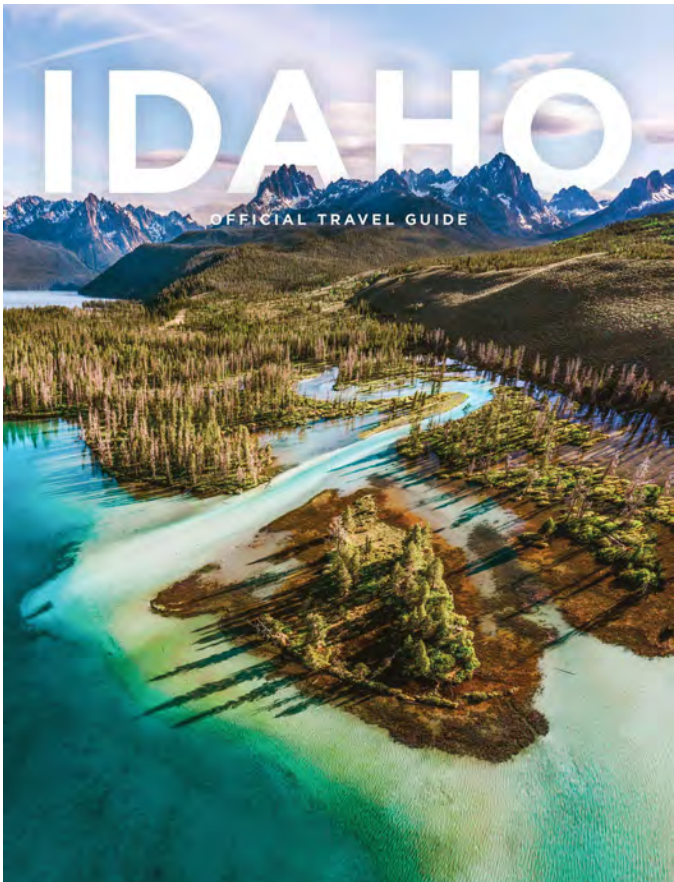
# PROJECTS WITH PURPOSE

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2024 Idaho Travel Guide fulfilled with:

- ~100,000 print copies
- 14,865 digital reads
- 7:39 average read time
- 2,981 PDF downloads



2025 Idaho Travel Guide in circulation:

- 110,000 print copies
- Digital edition

# 2026 Idaho Travel Guide (in production)

## Ad Rates\*

Standard Position	Display	Formatted Ads
FULL PAGE	\$ 5,400	\$ 5,400
1/2 PAGE	\$ 3,150	\$ 3,150

Premium Positions	Display
UP-FRONT LEFT ** / UP FRONT RIGHT**	\$ 7,400
MAP COVER	\$ 7,400
BACK COVER	\$ 7,400

\*All rates are net

\*\*Six premium up-front pages available as part of spreads.

2026 Idaho Travel Guide includes:

- 100,000 print copies
- Digital edition

Important dates:

- Ad close: 8/7/2025
- Ad materials due: 8/15/25
- Publication date: January 2026

For ad space, contact Addy Coleman at [acoleman@maddenmedia.com](mailto:acoleman@maddenmedia.com) or call 520-979-8056





## 2025-26 Co-op Strategies

Our tiered approach centers on the necessity for us to strategically align our endeavors. Cooperative marketing must foster mutual benefit, explore untapped and emerging markets, and further cultivate traveler interests aligned with state campaigns.



# TIER 1

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**GOAL: Grow your business with time and talent of agency partners**

Campaign Offerings:

- SEO
- Content Development
- SEM
- Meta Ads
- YouTube Ads
- Pinterest Ads
- OTAs & Media Partnerships



# TIER 1: SEO, Content, and Performance Media

Our Tier 1 campaigns are designed to help support the growth of your business with the time and talent of Visit Idaho's agency partners. They look very similar to our previous co-op with Visit Idaho match opportunities.

## SEO

- Search Engine Optimization
- Content Development

- Madden's team of media experts manage each campaign
- Partners only pay for direct cost of performance media with state matching dollars on approved requests
- Visit Idaho pays all agency fees for media management and account service as an in-kind contribution
- Partner supplies media creative when applicable

**Action item** : include desired budget amounts and platforms in your upcoming grant application and/or schedule a consultation with Madden for media recommendations.

## PERFORMANCE MEDIA

- Search Engine Marketing
- Facebook & Instagram Ads
- YouTube Video Ads
- Pinterest Ads
- OTAs & Media Partnerships
  - *Expedia*
  - *Sojern*
  - *Tripadvisor*
  - *Adara*
  - *Clicktripz*
  - *Azira*

# SEO

Search engine optimization (SEO), is the foundation to every website, and should be the foundation to every good marketing plan. SEO is often undervalued and misinterpreted simply as a suggestions tool to move pages slightly higher in search results. Before you spend money driving paid media to your website, it is critical to ensure that you have a good handle on your SEO efforts. Madden's SEO and content experts will conduct an initial site audit to identify keyword and content gaps, duplicate content, backend performance analysis, and competitive intelligence.

SEO	Bronze Package	Silver Package	Gold Package
Campaign Length	3 months	3 months	3 months
Monitoring	10 meta tags and descriptions per month, 50 keywords	10 meta tags and descriptions per month, 75 keywords	10 meta tags and descriptions per month, 75 keywords
Insights	Initial site audit; Monthly reports on redirects, broken links, and crawl errors	Initial site audit; Monthly reports on redirects, broken links, and crawl errors	Initial site audit; Monthly reports on redirects, broken links, and crawl errors. Content insights and opportunities.
<b>Total Package Cost</b>	<b>\$3,025</b>	<b>\$3,850</b>	<b>\$5,500</b>
Partner Investment	\$2,200	\$2,800	\$4,000
Visit Idaho Subsidy	\$825	\$1,050	\$1,500


# Content Development

Madden uses a focused approach to developing content driven by data, user queries, and UX principles. We determine what visitors are looking for and plan new, updated, and consolidated content using keyword research, competitor analysis, and AI to create not only content recommendations and editorial plans, but detailed Content Briefs that map out content needs for increased visibility within search and chatbots.

Content Development	Bronze Content Package (Short Form Content)	Silver Content Package (Long Form Content)	Gold Content Package (Micro-Influencer Content + Photo Assets)
<b>Deliverable</b>	<p>600-800 words produced by Madden. Three total pieces which may include:</p> <ul style="list-style-type: none"> <li>• Short form article</li> <li>• Email copy</li> <li>• Campaign landing page article</li> <li>• Custom social post</li> </ul> <p><i>All content pieces are researched and produced with SEO best practices and strategy in mind.</i></p>	<p>1,000-1,500 words produced by Madden. Three total pieces which may include:</p> <ul style="list-style-type: none"> <li>• Evergreen/Primary landing page/article</li> <li>• Detailed blog post</li> <li>• Long form articles</li> </ul> <p><i>All content pieces are researched and produced with SEO best practices and strategy in mind.</i></p>	<p>1,000-1,500 words produced by Madden and/or freelancer writers or a regional micro-influencer. Three total pieces which may include:</p> <ul style="list-style-type: none"> <li>• Evergreen/Primary landing page/article</li> <li>• Detailed blog post</li> <li>• Long form articles (with no more than 1 coming from micro-influencer)</li> <li>• Up to 5 supporting photography assets for web usage from influencer</li> </ul> <p><i>All content pieces are researched and produced with SEO best practices and strategy in mind.</i></p>
<b>Total Net Cost</b>	<b>\$2,550</b>	<b>\$6,000</b>	<b>\$10,000</b>

# Performance Media

We evaluate the top domains from SimilarWeb to identify popular media vendors and opportunity investments. The top performing media opportunities continue to be Google Search Engine Marketing, YouTube, and Facebook. Co-op partners will supply the creative assets, and Madden's team of experts will manage each campaign. Madden also offers managed buys through select OTAs and preferred media partners to leverage your marketing dollars.

	Domain (10,000)	Traffic Share ↓
1	 google.com	18.15% 
2	 youtube.com	6.05% 
3	 facebook.com	2.95% 
4	 yahoo.com	1.91% 
5	 amazon.com	1.89% 
6	 twitter.com	1.12% 
7	 instagram.co...	1.09% 
8	 max.com	1.00% 
9	 wikipedia.org	0.98% 
10	 reddit.com	0.83% 

Campaign	Ad Type
Google Search Engine Marketing (SEM)	Search Ads
YouTube	6, 15, or 30 second YouTube videos
Facebook/Instagram	Static Image or Video Ads and/or Carousels
Pinterest	Static Image or Video Ads and/or Carousels

# TIER 2

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**GOAL: Campaign-level partnerships with Visit Idaho**

Campaign Offerings:

- Beyond Known Destinations
  - Video Production + Performance Media
- Beyond Words
  - Video Production + Performance Media



# TIER 2: Beyond Known Destinations

Partners can buy into one or more of the experiences dedicated to spreading travelers out across Idaho. As part of the continued development of this campaign, we are looking to create video content to highlight the authentic, “off the beaten path” stories about our regions and their unique experiences. Partners can buy into one or all of the below experiences. Madden will plan and produce a video with image assets and promote each partner during the campaign. The partner will receive 50 images, a 15-second video cut, a 30-second video cut, and b-roll.

## FOOD

- Each participating partner gets to select 3-5 unique restaurants or dining experiences that highlight the region/city/destination. Madden will film and produce the video to match the BKD brand.
- Videos and images will be promoted across YouTube, Meta, Hulu, or Pinterest

## EXPERIENCES

- This is a choose your own adventure option. It must align with the BKD narrative to showcase something unique or unknown within your destination. If you have a specific activity (hiking/biking/museums/etc.) you are hoping to promote, we will help create the assets for it to match the BKD brand. Each participating partner gets to select 3-5 locations for filming.
- Videos and images will be promoted across YouTube, Meta, Hulu, or Pinterest

## FISHING

- Each participating partner gets to select 3-5 unique stories (local ambassadors), fishing spots, or fishing experiences that highlight the region/city/destination. Madden will film and produce the video to match the BKD brand.
- Videos and images will be promoted across YouTube, Meta, Hulu, or Pinterest

## UNIQUE LODGING

- Each participating partner gets to select 3-5 unique lodging locations (camping, hotels, vacation rentals, etc.) that highlight the region/city/destination. Madden will film and produce the video to match the BKD brand.
- Videos and images will be promoted across YouTube, Meta, Hulu, or Pinterest



# TIER 2: Beyond Words

Our Beyond Words campaign is a beautiful campaign, and while we would love to shoot across the entire state, we need your help to capture the most beautiful and stunning moments each region has to share. As a co-op partner, buying into our Beyond Words campaign means that we could plan to shoot in your region with a particular focus on a specific location or activity. Visit Idaho will have full production rights, but the partner will get access to video selects and images from the shoot. We will promote the assets in a digital campaign once produced.

## FOOD

- After selecting a topic, the partner will offer a few recommendations within the destination and Visit Idaho will have the final selection from that list. All videos will be cut for the Beyond Words brand campaign.

## GOLF

## FISHING

- The shoot will be 2 days
- The partner will receive rights to a 15s and 30s video cut and 50+ image assets.

## LODGING

## SCENERY

- Two months of paid promotion on YouTube of the final video cuts

# Tier 2: Video & Photo Shoot Production

As a destination, it's important to be able to showcase the visitor experience through your website, printed and digital marketing platforms. Use this video and photo production opportunity as a way to get additional support for your visual asset needs. Both the partner and the state will have access to the assets to integrate into campaign initiatives such as Beyond Words and Beyond Known Destinations for maximum exposure. Once the videos are edited, we will run a paid promotion on YouTube for 2 months.

## Overview:

- 2-day shoot in-market
- Up to 6 locations in destination
- Talent coordinated through Madden
- 15-second video cut, 30-second video cut, 50 images minimum, b-roll
- Assets owned in perpetuity
- \$2,000 of paid promotion on YouTube

<b>Total Value</b>	<b>\$22,000</b>
State Contribution	\$6,000
Partner Contribution	\$16,000

**Action item** : include Video & Photo Shoot Production along with budget in your upcoming grant application.

# TIER 3

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**GOAL: Elevate the brand as a united force with brand-level partnerships and activations**

Campaign Offerings:

- Custom Brand Partnerships
- Custom Brand Activations



# TIER 3

Our Tier 3 campaigns are designed for us to work together as partners to make a larger impact on Idaho tourism. We want these partners to help us expand into new and emerging markets, build comprehensive OTA campaigns, participate in vendor branded hubs, or embark on new storytelling for Idaho in the form of activations.

## AFFLUENT

- Saks 5th Avenue Digital Content, Activation, and PR Event

## FAMILY

- TinyBeans Content Hub

## OUTDOOR ENTHUSIAST

- Outside Magazine
- Spartan Races
- Whitewater Rafting

## OTAs

- Expedia Spotlight Gallery Participation
- TripAdvisor Custom Content Participation

## Experiences

- Golf
- Food
- Fishing
- Lodging

**Action item** : if you're interested in partnering with Visit Idaho and Madden on a larger, collaborative initiative, reach out and let's talk!



Madden expanded Voyage service lines into 5 subservices. Voyage will now be powered by Google's Looker Studio rather than Domo to deliver a more reliable, consistent experience.



DESTINATION INTELLIGENCE



AUDIENCE INTELLIGENCE



PAID MEDIA INTELLIGENCE



CONTENT INTELLIGENCE



EARNED MEDIA





**SPARKING IMAGINATION.** 

**NURTURING  CURIOSITY.**

 **CONNECTING PEOPLE TO ~~PLACES~~**

IDAHO