## MISSQURI

FY24
Marketing Matching Grant Guidelines

## TABLEOFCONTENTS

Tourism Commission 3
Tourism Regions 4
MMG Overview 5
Contact Information 5
Timelines 7
DMO Eligibility 8
FY24 Certified DMOs 8
Application 8
Requirements 9
Partnerships 9
Awards 10
Eligible Activities 11
Ineligible Costs 12
Artwork Approval 12
Working with an Agency 13
Approved Markets 13
Approved Media 16
Print 16
Out of Home 18
Broadcast 19
Digital 19
Targeting 21
Social Media 23
Logo Usage 24
Logo Size \& Usage 25
Unacceptable Treatments 28
Reimbursements 29
Proof of Expense 30
Proof of Payment 30
Proof of Performance 30
Final Reporting 32


Governor Mike Parson

MISSOURI TOURISM COMMISSION<br>Scott Hovis, Chairman<br>Lt. Governor Mike Kehoe, Vice Chairman<br>Senator Lincoln Hough<br>Senator John Rizzo<br>Representative Richard Brown<br>Representative Brad Hudson<br>Jennifer Blair Dowdney<br>Joseph S. Passanise Jeanette Prenger<br>Kurt Witzel

Missouri Division of Tourism Director Stephen Foutes

Missouri Division of Tourism
301 West High Street, Room 290
Jefferson City, MO 65101
573-751-4133

## MISSOURI TOURISM REGIONS



## MARKETING MATCHING GRANT OVERVIEW

The Missouri Division of Tourism (MDT) partners with Destination Marketing Organizations (DMOs) across the state to advertise and promote Missouri's vast array of tourism assets. The Division's Cooperative Marketing Programs invest in projects that are specifically designed to increase visitation and visitor spending throughout the state.

In order to reach the goals established in the MDT strategic plan, the goals and executions of Cooperative Marketing are aligned with MDT's overall strategic goals. Funds are distributed among separate matching grant programs and MDT funds qualified advertising and marketing projects to achieve the following objectives:

- Support and further MDT's overall annual marketing strategy as outlined in the annual marketing plan and position Missouri to compete more effectively for travel and tourism market share.
- Create programs based on the common marketing goals of MDT and the DMO, thereby creating mutually beneficial marketing executions.
- Create a program that is efficient to implement for both MDT and its partners.

The Marketing Matching Grant (MMG) is designed to primarily target the leisure, sports or convention traveler and reimburse up to 50 percent of a DMO's approved media project. The MMG provides reimbursement for marketing placement within the preapproved markets and media outlets. The match of state funds provides a meaningful financial incentive to participants and a significant economic benefit to the State of Missouri.

## Administration

MDT administers the Cooperative Marketing Programs on behalf of the Missouri Tourism Commission, which reserves the right to make all final decisions.

Contact Information
Missouri Division of Tourism
Attn: Cooperative Marketing 301 West High Street, Room 290
Jefferson City, MO 65101

## Megan Rogers, Cooperative Marketing Manager megan.rogers@ded.mo.gov

Cooperative Marketing Program Advisory Committee (CMPAC) - The advisory committee is comprised of 10 tourism industry professionals representing each of the five regions of the state, providing valuable customer input about design and administration of the program.

## Disclosures:

- The State of Missouri reserves the right to review/audit participant's contract records for a period of five years after the close of the contract period.
- MDT may terminate any contract upon discovery of a violation of any terms and/or requirements of the contract committed by the participant.
- Failure to complete an approved project may result in a one-year disqualification from participation in the programs. In some situations, partial completion of a project or the completion of a project vastly altered from the approved project may result in the withholding of approved funds.
- Failure to complete a project as agreed to will be a consideration in the evaluation of future applications.
- The Missouri Tourism Commission reserves the right to make all final decisions concerning the administration of this program.


## TIMELINES

All of the dates below are for the FY24 MMG.

| DATE | Activity |
| :--- | :--- |
| September 1, 2022 | DMO Certification Application Opens |
| October 31, 2022 | DMO Certification Application Closes |
| December 15, 2022 | DM0 Certification Emails Sent |
| December 15, 2022 | CTL Emails Sent |
| March 1,2023 | Guidelines Posted |
| April 1,2023 | Application Opens |
| May 30, 2023 | Application Closes |
| June 15,2023 | Awards are Announced |
| July 1, 2023 | FY24 Program Year Begins |
| November 30, 2023 | Q1 Reimbursement Due |
| February 28, 2024 | Q2 Reimbursement Due |
| May 31, 2024 | Q3 Reimbursement Due |
| June 30, 2024 | FY24 Program Year Ends |
| August 31, 2024 | Q4 Reimbursement Due |
| October 1, 2024 | Project Summary Report Opens |
| November 30, 2024 | Project Summary Report Closes |
| December 31, 2024 | Reports Posted Online |

## DMO ELIGIBILITY

The MMG is available to all MDT-certified DMOs. See the DMO Guidelines for additional information regarding the certification requirements and process - the DMO Guidelines can be found on the Industry.VisitMO.com website. A DMO must apply for certification the year prior to the program year beginning - see the timeline above for details.

Organizations not 'certified' by MDT are NOT eligible for the MMG.

## FY24 Certified DMOs

Barton County
Benton County
Boonville
Branson
Buchanan County
Callaway County
Cape Girardeau - City
Carthage
Clinton
Columbia
Hannibal
Hermann

Jefferson City<br>Jefferson County<br>Kansas City<br>Kennett<br>Kirksville<br>Lake Ozark - Tri-County Lodging<br>Lebanon<br>Maryville<br>Moberly<br>Perry County<br>Platte County<br>Poplar Bluff

## APPLICATION

All applications must be completed on the Submittable website and both the program application and project budget grid are due on the last day of May (see previous timeline chart for details). The MDT Cooperative Marketing Team reviews the applications and budget grids for completeness and program compliance. Further information on completing the application and budget grid can be found on the Industry.VisitMO.com website under Partnerships \& Programs/Education.

## REQUIREMENTS

All certified DMOs wishing to participate in the MMG must be able to show proof of the following:

| Requirement | Sources for Obtaining Information <br> or Documents |
| :--- | :--- |
| Registered and in good standing <br> with MO Secretary of State, if <br> required for the entity type | A copy of a certificate of Good <br> Standing for your entity, which can <br> be obtained through Missouri <br> Business Filings (mo.gov) |
| SAM II Vendor ID Number | Vendor Input Form |
| E-Verify Registration and MOU, as <br> required by § 285.530 RSMo3 | You will need a copy of the <br> electronically signed <br> Memorandum of Understanding <br> between your entity and the U.S. <br> Department of Homeland Security, <br> https://e-verify.uscis.gov/enroll |
| MO Tax ID Number | MO Tax ID Number |
| Federal Employer Identification <br> Number (FEIN) | IRS.gov |

## PARTNERSHIPS

A certified DMO is responsible for working with tourism organizations and businesses to promote tourism on a countywide basis. Although MDT is the primary partner of the DMO for the MMG program, the Division also supports additional financial partnerships. Upon entering into a financial agreement(s), it is recommended the participating certified DMO share MMG guidelines, requirements and updates with their partner(s) to ensure program compliance and foster transparency.

MDT will not be communicating with the partners of the certified DMO concerning the project. All project communication (media, ads, policy, etc.) must be between MDT and the participating, certified DMO. The DMO must provide one primary contact, referred to as the "Project Director." However, it is important that the DMO provide both the President/CEO and the Project Director's contact information and that must be two different individuals. Any change to the DMO's President/CEO or the Project Director requires completion of a Key Personnel Change Form. It is imperative that MDT has the
most current contact information at all times. You may complete this form on the Submittable website.

Bids - Please follow your internal procurement policy.


#### Abstract

AWARDS

Award notification letters and agreements are emailed to the DMO President/CEO and DMO Project Director (listed on the application) prior to the beginning of the project period. The agreement must be signed and returned to MDT prior to the program year beginning. If the DMO is unable to meet this deadline, exceptions can be made on a case-by-case basis.

\section*{Award Amounts}

Grant allocations are awarded based on the County Tourism Level (CTL) calculated for each Missouri County. The CTL formula considers tourism expenditures (in 45 NAICS codes), tourism jobs, economic impact, and more. The CTLs are determined using the county's ranking which is based off the formula and the number of DMOs in each CTL group (1-8). Because the number of DMOs within each group is limited, only certified DMOs are assigned a CTL each year.


CTLs are updated annually to reflect changes in the economic position of the county and all data is collected from third parties.

The Cooperative Marketing budget amounts are tied to the annual funding MDT receives from the General Assembly. Therefore, the allocations may change from the original estimate if MDT's budget is changed at any time and for any reason prior to or during the fiscal year in which the DMO is participating in the program. The number of certified DMOs and the County Tourism Levels (CTLs) also have an impact on the maximum funding amounts and may cause budgets to change. While MDT makes every effort to ensure DMOs are awarded the proposed funding, those levels may be modified later.

## ELIBIGLE ACTIVITIES

The MMG funds can be used for product placement only - the grant does not cover costs associated with maintenance, production or content creation.

For eligibility, all marketing activities and components are subject to the following program requirements:

- All funded marketing activities must run between July 1 and June 30 of the fiscal year. Products that fall outside the established fiscal year will not be reimbursed.
- Media advertising may only be placed in MDT-approved markets and media outlets (see Approved Media Markets section)
- All ads must promote the destination(s). The only logos or website information allowed are those of a DMO and MDT.
- The distribution of products funded through the Cooperative Marketing Program must have a reach that extends beyond 50 miles of the advertised destination. Websites that represent local TV, radio, newspapers and magazines are considered part of the same Destination Marketing Area (DMA) as their physical counterparts.
- If the ad has a call to action, it must include DMO information only. Additional web links and/or phone numbers may not be used.
- Funds from other Missouri state sources may not be used to satisfy the DMO's local matching funds obligation.
- Marketing activities must be completed as approved in the contract or a subsequently approved revision.
- For CTLs 4-8 only, a minimum of 50 percent of ad placement must target out-ofstate markets.


## Eligible Costs

- Advertising placement in the following: print, out of home, TV, radio, and digital.
- Ad agency fees up to 15 percent of the incurred gross charge.
- Marketing for one-day events may be approved on a case-by-case basis for DMOs with a CTL of 3 or lower. DMOs with a CTL of 4 or higher, cannot market one-day events.
- Limited ad serving and ad monitoring costs may be included as a portion of online advertising placement. MDT highly encourages all DMOs to use a third party ad server.


## Ineligible Costs

- Production costs associated with media, with the exception of billboard production
- Administrative costs (salaries, food, beverages, travel costs, promotional gifts, awards, web hosting, memberships, and entertainment)
- Training registration fees
- Familiarization tours (FAMS)
- Expenses incurred or commitments made prior to the grant award
- Tangible personal property
- Scholarships
- Contests
- Consumer and/or trade shows
- Operating costs
- Non-budgeted expenses
- Subscriptions or maintenance


## Project Modifications

Any changes to the approved media plan requires a new budget grid to be submitted and approved by MDT. If changes to the project exceed the total grant award, the DMO must incur those excess expenses. No costs can be reimbursed if they are not on the most current version of the budget grid.

## ARTWORK APPROVAL

Artwork for ads placed with funding from the MMG program must receive approval from MDT prior to placement each program year. The approval process can require up to five business days after the submission of the final and/or revised ad. For rich media, both the playable ad and screenshots of all frames need to be submitted. MDT must have access to the ad for up to five years for auditing purposes.

Only finalized ads should be submitted for approval; incomplete ads will not be reviewed. An ad placed in numerous media requires approval only once each program year.

However, each ad must be approved in a new program year as policies and guidelines may change.

MDT reserves the right to deny approval on ads considered offensive, profane or inappropriate in any way and those that do not represent the program's intent. The preapproval forms can be found on Submittable.

## WORKING WITH AN AGENCY

Although it is not required, MDT encourages CTLs 4-8 only to use MDT's ad agency. No fees or commissions will be assessed for these placement services. If MDT's ad agency is used to place $100 \%$ of the DMO's media, no quarterly reimbursement request is required. This service does not include trafficking. MDT's agency will work to negotiate favorable media rates and will provide media buying and stewardship services. Additional information on the media buying provided by the agency can be found on the website.

If the participating DMO elects to place ads through another agency, MDT must approve the agency before the beginning of the fiscal year. Commissions up to 15 percent of the incurred gross charge can be reimbursed for approved media expenses (listed on the grant application). MDT will work directly with the certified DMO and not the agency.

## APPROVED MARKETS

Advertising funded through the MMG program must be selected from an approved list of media in approved markets. Participants requesting additions to the list must do so in writing for the next fiscal year. It is the responsibility of the participant to place advertising in only those media and markets approved by MDT. Eligible markets and publications on the pre-approved list are the ONLY allowable markets and publications that will be reimbursed. However, exceptions can be made on a case-by-case basis for a DMO with research to explain the request.

If MDT uses the market, then the other three criteria do not need to be met. If MDT does not use the market, then at least one of the criteria must be met and approved on a case-by-case basis. Following are the criteria for selecting markets for the MMG.

- Geographic markets utilized by MDT
- Historically strong feeder markets
- Good track record of advertising activity results - number of inquiries, cost per inquiry and conversion percentage
- Reasonable proximity (typically less than a day's drive) to Missouri - within adjacent state or direct access via interstate highway

In-State Marketing Limitation

- For CTLs 4-8, a minimum of $50 \%$ of ad placement must target out-of-state markets; however, exceptions can be made on a case-by-case basis for a DMO with research to explain the request
- Distribution must have a reach that extends beyond 50 miles of the advertised destination

Use the percentages below for approved Destination Marketing Areas (DMAs) within Missouri that cover two or more states:

| DMA IN-STATE PERCENT OUT-OF-STATE PERCENT |  |  |
| :--- | :---: | :--- |
| Joplin-Pittsburg | $57 \%$ | $43 \%$ |
| Kansas City | $60 \%$ | $40 \%$ |
| Ottumwa-Kirksville | $45 \%$ | $55 \%$ |
| Paducah-Cape Girardeau- | $35 \%$ | $65 \%$ |
| Harrisburg |  | $71 \%$ |
| Quincy-Hannibal-Keokuk | $29 \%$ | $14 \%$ |
| Springfield | $86 \%$ | $6 \%$ |
| St. Joseph | $94 \%$ | $26 \%$ |
| St. Louis | $74 \%$ |  |

The DMAs listed below fall within the 10 states identified as the core geography from which Missouri draws visitors and are considered either $100 \%$ in-state (I) or $100 \%$ out-of-state ( 0 ). (Note: Markets are listed as Nielsen television DMAs.)

0 Bowling Green, KY
0 Little Rock-Pine Bluff, AR
0 Cedar Rapids-Waterloo \& Dubuque, IA
0 Louisville, KY
0 Champaign \& Springfield-Decatur, IL
0 Memphis, TN
0 Chattanooga, TN
0 Nashville, TN
0 Chicago, IL
0 North Platte, NE
I Columbia-Jefferson City, MO
0 Oklahoma City, OK
0 Des Moines-Ames, IA
0 Omaha, NE
0 Evansville, IN
0 Ft. Smith-Fay-Sprngdl-Rgrs, AR
0 Peoria-Bloomington, IL
0 Quad Cities (Davenport-R.Island-Moline), IA
0 Rockford, IL
0 Ft. Wayne, IN
0 Sioux City, IA
0 Indianapolis, IN
0 South Bend-Elkhart, IN
0 Jackson, TN
0 Terre Haute, IN
0 Knoxville, TN
0 Topeka, KS
0 Lafayette, IN
0 Tri Cities, TN
0 Lexington, KY
0 Lincoln \& Hastings-Kearney, NE
0 Tulsa, OK
0 Wichita-Hutchinson Plus, KS
Using Knoxville and Lexington as the furthest distance (about 500 miles) - below is a list of additional approved markets:

0 Sioux Falls, SD 0 Monroe-El Dorado, LA
0 Minneapolis-St. Paul, MN 0 Shreveport, LA
0 Milwaukee, WI
0 La-Crosse-Eau Claire, WI
0 Madison, WI
0 Green Bay-Appleton, WI
0 Mankato, MN
0 Rochester-Mason City-Austin, MN
0 Sherman Ada, OK
0 Wichita Falls-Lawton, TX
I = In-State Market; 0 = Out-of-State Market

## APPROVED MEDIA

## Consumer Print

If MDT uses the publication, then no other criteria must be met. If MDT does not use the publication, then one of the two circulation criteria must be met for geographically appropriate titles AND the title must have a successful record of generating leads or conversions.

Following are the criteria for selecting consumer print publications; all criteria must be met to receive reimbursement:

- Majority ( $51 \%$ or higher) of circulation is paid
- Circulation is audited by Alliance for Audited Media (or other AAAA certified organization) OR publication can provide USPS-verified circulation - Form 3526 Statement of Ownership, Management, and Circulation
- Geographically targeted/available in geographically targeted editions
- Demographically targeted
- Editorially targeted (i.e., travel)
- Supports MDT brand message (image appropriate)
- Successful record of generating inquiries - both a large number of inquiries and at a low cost per inquiry
- Good conversion record
- Minimum of $85 \%$ of the advertising is delivered at least 50 miles from the location of the destination advertised

NOTE: While the following publications are allowed, not all will be appropriate for everyone. An analysis of the circulation (to determine where they distribute) and the cost per thousand should be done to understand the efficiency of each title. If you want to advertise in a publication that is not listed, contact MDT.

Approved Consumer Magazines

| Missouri Publications | Local Publications | General Interest |
| :--- | :--- | :--- |
| 417 Magazine | Arkansas Living | Missouri Vacation Guide |
| Columbia Business Times | AY Magazine | Parade |
| Como Living | Chicago Life Magazine | Reader's Digest |
| FEAST Magazine | Chicago Magazine |  |
| Jefferson City | Chicago Tribune (Sun) | Women's Publications |
| KC Magazine | Cincinnati Magazine | Better Homes \& Gardens |
| Missouri Life | Cleveland Magazine | Country Living |
| Missouri Business | Columbus Monthly | Family Fun |
| Mizzou Alumni Magazine | Indianapolis Monthly | Good Housekeeping |
| Outdoor Guide | The lowan | Martha Stewart Living |
| Rural Missouri Magazine | KC Business Journal | Midwest Living |
| Show Me Missouri | KC Magazine | O, Oprah |
|  | Kentucky Monthly | People |
| Travel Publications | Louisville Magazine | Rachel Ray in Season |
| AAA Home \& Away | Nashville Lifestyles | Real Simple |
| AAA Journeys | Omaha Magazine | Southern Living |
| AAA Living | St. Louis Business | Women's Day |
| AAA Midwest Traveler | Journal |  |
| AAA Southern Traveler | St. Louis Magazine | Cultural Interest |
| AAA Tour Book | Tulsa Kids | America's Civil War |
| AAA World | Tulsa People | Civil War Courier |
| American Road | Wichita Magazine | Civil War Time |
| Best of the Midwest Guide |  | Preservation Magazine |
| Endless Vacation |  | Roadrunner Motorcycle |
| Rova Magazine | Outdoor Publications | ROUTE Magazine |
| Terrain Magazine | Good Sam RV Travel | True West |
| Travel 50 \& Beyond |  |  |
| Travel South International | African American | Golf Publications |
| Guide | Ebony | Golf Chicago |
|  |  | Golf Oklahoma |
|  | Tee Times |  |
|  |  |  |
|  |  |  |

## Trade Publications (Group Tour \& Affinity Groups)

Following are the criteria for selecting trade publications; both criteria must be met to receive reimbursement:

- Appropriate editorial content
- Minimum of $85 \%$ of the advertising is delivered at least 50 miles from the location of the product advertised

Approved Trade Publications (Group Tour \& Affinity Groups)

- Select Traveler (selecttraveler.com)
- Courier (ntaservicesinc.com)
- Destinations (buses.org)
- Group Today (serendipity-media.com)
- Group Tour (grouptour.com)
- Group Travel Leader (grouptravelleader.com)
- Leisure Group Travel (leisuregrouptravel.com)
- Missouri Tour Guide (leisuregrouptravel.com)
- Northstar - Conventions
- Student Group Tour (grouptour.com)
- Teach \& Travel (serendipity-media.com)


## Consumer Newspapers

Following are the criteria for selecting consumer newspapers; all criteria must be met to receive reimbursement:

- Within approved markets
- Must have $90 \%$ + paid circulation
- Must be in outlets licensed and located a minimum of 50 miles from the product advertised

Newspaper Inserts
Approved inserts:

- Missouri Vacation Guide (Madden Media)


## Out of Home

Following are the criteria for selection out of home marketing; all criteria must be met to receive reimbursement:

- Within approved markets
- Must be located a minimum of 50 miles from the product advertised
- Out-of-Home is considered $100 \%$ in-state or $100 \%$ out-of-state


## Broadcast

Following are the criteria for selection of broadcast; all criteria must be met to receive reimbursement:

- Local market broadcast/cable within approved markets
- National network, cable or syndicated broadcast only in programming that is appropriate (image-appropriate/noncontroversial programming)
- Demographically targeted to adult audiences, but may be gender specific
- Radio stations, television stations and cable systems must be rated by Neilsen

Approved Broadcast Media
Missouri Broadcasters Association
Learfield Radio Networks
Kansas Network Radio
Bally Sports Midwest (formally Fox)
Kansas City Chiefs Radio Network St. Louis Cardinals Radio Network Kansas City Royals Radio Network Gray Destination Marketing

100\% In-State
100\% In-State
100\% Out-of-State
30\% In-State
50\% In-State
30\% In-State
30\% In-State
30\% In-State

## Digital Marketing

Following are the criteria for digital marketing (including video like: OTT, OLV, CTV), all criteria must be met to receive reimbursement:

- Advertising environment must be image-appropriate and noncontroversial.
- If purchasing a website directly, the vendor must be affiliated with an accredited online or offline media organization or company. In order to be accredited, they should be listed in Nielsen Net Ratings or Comscore, and/or audited by an IAB approved audit firm.
- If using an ad network or a private marketplace, ad placement should be transparent (meaning the exact websites and placement are known to the advertiser).
- If using ad exchanges or programmatic/RTB (real time buying), all vendors must be willing to accept third-party ad serving and should be TAG (Trustworthy Accountability Group) Inventory certified for brand safety OR TAG certified against fraud. Programmatic/RTB vendors should abide by IAB standards called OpenRTB API Specification. The current version as of $12 / 2022$ is version 2.6. Ask the Programmatic/RTB vendor if they abide by the OpenRTB API Specification, version 2.6 , in order to confirm they are eligible.

We strongly encourage you to make sure that invoices are generated by online vendors using third-party ad-serving reports.

## Approved Third-Party Ad Servers

The use of a third-party ad server is strongly encouraged, but not required. Advertisers use third-party ad servers to store and manage advertising code, as well as to deliver, track and analyze ad campaigns run on multiple publishers' websites. It helps advertisers to verify the validity of data provided by publishers for impressions and clicks they delivered.

If the digital campaign is managed through OBP Agency, Sizmek will be used as the ad server.

The following list is not exhaustive. Any third-party ad server should be IAB certified (www.iab.com). Check with each server to determine minimum spending requirements and whether that fits with your budget. We do not recommend that you use an ad server that is also buying advertising for you.

- Adform (adform.com)
- Adtech (adtech.com)
- Conversant Media (conversantmedia.com)
- Doubleclick (doubleclick.com)
- Sizmek (sizmek.com)
- Smart Adserver (smartadserver.com


## Ad Verification/View ability

While not required, we encourage you to use Ad Verification/View ability to guard against fraud and know that the impressions served were seen by humans. Ad verification monitors view ability, protects against invalid traffic, and ensures brand safety.

Ad view ability refers to how visible ads on a website or mobile app are to users. For an ad to be considered "viewed," at least $50 \%$ of the creative must display on-screen for more than one second.

Invalid traffic is any activity that does not come from a real user, such as a robot.

Following is a non-exhaustive list of vendors who are IAB certified:

- Adform (adform.com)

View ability

- Adloox (adloox.com)
- Double Verify (doubleverify.com)

View ability

- Integral Ad Science (integralads.com) View ability and Ad Verification
- Moat (moat.com) View ability

If the digital campaign is managed through OBP Agency, Integral Ad Science (IAS) will be used as the ad verification partner.

## Benchmarks

View ability: 60\%-65\% Invalid Traffic: 5\% Brand Safety: 95\%

## Targeting

Online advertising (including banners, rich media and video) should be targeted.
Following are the acceptable targeting methods:
Demographic Targeting to Adult Travel Decision-Makers

- Male/Female/Adults
- At least 18 years old, but could be older

Geographic Targeting
Strongly preferred: AR, IA, IL, IN, KS, KY, MO, NE, OH, OK, TN
Prospecting
Prospecting helps attract new audiences who are likely to convert. This is an upper-funnel tactic

An example of a prospecting tactic is targeting consumers who visited a competitive site (like Enjoylllinois.com)

## Contextual Targeting

With contextual targeting, individuals are served ads based on what they are reading. The system scans a website for keywords. Contextual targeting topics (keywords) should be travel focused and may include, but are not limited to, keywords such as:

| Vacation | Spas | Attraction | Lake |
| :--- | :--- | :--- | :--- |
| Road Trips | Resorts | Get Away | Hotels |

Behavioral Targeting
With behavioral targeting, individuals are served ads based on information collected from an individual's web-browsing behavior (e.g., the pages they have visited or the searches they have conducted). Behaviors should be travel focused and may include, but are not limited to the following:

- Searching for airfare, hotels or car rentals
- Searching for or purchasing luggage


## Re-Targeting (or Re-Marketing)

Re-targeting allows advertisers to send messages targeted to consumers based on their previous visitation to your website.

By resending your re-targeting display ads to visitors, you are gaining brand exposure and becoming more recognizable to your target audience, raising trust and making them more likely to convert. Re-targeting ads have much higher CTRs and conversion rates than typical display ads

- Vendors who have re-targeting capabilities will typically need to place a tracking pixel on your website and may need to put tracking pixels on multiple pages.


## Geographic Fencing

This type of marketing allows individuals who are in certain markets to be served specific ads and draws a virtual barrier around a specific location using IP addresses (for example, in-market consumers only).

## Travel Platforms

Some vendors employ travel-heavy data in their targeting capabilities and are approved by MDT. Approved travel platforms:

- Adara (adara.com)
- Sojern (sojern.com)
- Expedia (expedia.com)

Other requested travel platforms will be reviewed on a case-by-case basis.

## Key Performance Indicators (KPIs)

While it is up to each DMO to set its own KPIs, MDT strongly recommends that clickthrough rates (CTRs) not be used. MDT encourages using post-click, post-impression conversions (specifically email sign-ups and travel guide requests) as the KPI. Another KPI could be time spent on-site.

Measurement Goals by Objective:

| Awareness | Interest |
| :--- | :--- |
| View ability: 70\% | Time On-Site: > : 30 |
| Invalid Traffic: $<2 \%$ | Avg Page View |
| Brand Safety: $95 \%$ | per Session: $>2$ pages |

Conversion
Email Sign-Up
Travel Guide Request

## Website-Specific Criteria

- Online vendor must be affiliated with an accredited online or offline media organization/company (accredited = listed in Nielsen Net Ratings or Comscore and/or audited by a third-party online firm)
- Vendor should be willing to accept third-party ad serving

Approved Online Media

- The use of ad networks is acceptable where the ad placement is $100 \%$ transparent
- Local TV station, radio station and newspaper websites are subject to the 50-mile rule
- Websites associated with all approved consumer and trade publications
- Websites that contain travel content and meet general and website criteria listed above
- If using ad exchanges or programmatic/RTB, all vendors must be willing to accept third-party ad serving and should be TAG Inventory certified for brand safety or TAG certified against fraud. Programmatic/RTB vendors should abide by IAB standards call Open RTB API Specification. The current version as of 12/2022 is version 2.6. Ask the Programmatic/RTB vendor if they abide by the Open RTB API Specification, version 2.6, in order to confirm if they are eligible for purchase.


## Social Media

Advertising opportunities on social platforms will be reevaluated annually to ensure opportunities are in place that have the greatest potential to provide value. A DMO may not be reimbursed for a platform they have not previously used, without approval from MDT.

## Search Engine Marketing (SEM)

- Not eligible through the MMG Program
- Contact Madden Media for participation through the SEM Partnership
- Exceptions to the Partnership maximums can be made on a case-by-case basis for a DMO; however, pre-approval must be given


## LOGO USAGE

## MISSQURI <br> VisitMo.com

The visual identity for Missouri Tourism positions the state as a thriving, ever-changing destination with much to offer. A classic font and vibrant color palette reinforces this positioning. The multicolored petals of the kaleidoscope complement the typeface and speak to the many facets of the Missouri experience. The overall design intentionally marks a departure from the way consumers have viewed our state in the past, thereby inviting them to rethink what a visit to the Show-Me State can be.

General rules for the use of the logotype include, but are not limited to the following:

- The logo should never be redrawn, proportioned or modified
- Additional elements, including boxes around the logo or variations in color, are not allowed.
- The logo (all options) can be requested via email.

The logo can be reproduced in four ways:

- 4-color process with $100 \%$ black word mark
- 4-color process with $100 \%$ white word mark
- 2-color (black \& white) with $100 \%$ white word mark
- 2-color (black \& white) with $100 \%$ black word mark $R G B$ for web use only

Use the white on a dark background Use the black on a light background



VisitMo.com

Use the two-color to show contract between the background and logo:


## Logo Size and Usage Requirements

The Division of Tourism reserves the right to determine the acceptability and value of all written, graphic and visual materials as to its content and appropriateness for the public and for the state's effort to promote tourism. Pre-approval by the Division of Tourism is required for all co-op advertising.

Optimum Size


Minimum Size

1.25" (11/4") Width
2" Width

## Print Adverting

The official Missouri Tourism logo is required on all print advertising funded through the Co-op Program. The MDT logo must be in a size equal to or commensurate with the participant's logo. MDT will determine if a logo is commensurate.

Optimum size for logos is $2^{\prime \prime}$ for a full-page ad and $1.25^{\prime \prime}$ for $1 / 2$ page or less. If the ad is less than $1 / 4$ page, the MDT logo may be smaller; however, it must still be legible and commensurate with the DMO logo.

Exceptions can will be made where several co-op participants will be present or where the MDT logo will appear multiple times. An example of this includes the Missouri Travel Guide (produced by Madden Media). For this guide, the MDT logo should not be used; however, VisitMO.com should be present on the ad. Exceptions will be made on a case-by-case basis, and participants will be notified that the logo is not required.

## Video Advertising

Videos must display the official Missouri Tourism logo. The logo must be clearly legible and prominently displayed. Generally, the MDT logo should be commensurate with the size of the DMO's logo and displayed an equivalent amount of time as the DMO's logo.

- In the case of a social media post, the video does not need the logo if the \# or @ is present in the text - see the Social Media information below.
- In the case that the DMO's logo is displayed for the entire duration of the video, the MDT logo must be displayed for a minimum of 1.5 seconds.
- In the case that the DMO's logo is not displayed during the video, the MDT logo must be displayed for a minimum of 1.5 seconds.


## Radio Advertising

Radio ads must contain the credit line, "Produced in cooperation with Visit Missouri," typically at the conclusion of the ad.

## Out-of-Home Advertising

Billboards and "wraps" must contain the official MDT logo at a width of at least 1/8th (or $12.5 \%$ ) of the billboard or wrapped item's width to be clearly readable to the passing motorist.

## Digital Advertising

All landing pages and/or websites where the consumer is first directed by the advertisement must include the MDT logo that links to the MDT website (VisitMO.com). The consumer must be able to reach the Division's website with one click. This link must be placed in the footer using the required code below.

By incorporating the code below, the MDT logo will automatically link to the VisitMO.com homepage.

$$
\begin{aligned}
& \text { <a hrref="http://www.visitmo.com" target="_blank"><img src="http://www. } \\
& \text { visitmo.com/Portals/O/Missouri_Division_of_Tourism_Logo.png" alt="Official Missouri Division of } \\
& \text { Tourism Website" width="175" height="77" style="width: } 175 \text { px; height: } 77 p x \text {;" title="Missouri } \\
& \text { Division of Tourism Logo" /></a> }
\end{aligned}
$$

Approval for all electronic advertising is required before going live.
As digital and social media is constantly changing, it is important that a DMO request permission BEFORE using a new social media platform for the first time or using a new type of digital ad for the first time. MDT will evaluate the appropriateness of the new platform or ad type (to the co-op program) and made a decision at that time as to if it is a
reimbursable expense.
Banner/Mobile Advertising
Display banners should include the Missouri logo only, without the VisitMo.com tagline. The logo is not required for smaller standard sizes ( $728 \times 90,300 \times 50$, and $320 \times 50$ ). All other sizes require the logo to be present at a legible size. The Division of Tourism will make final determinations.

Banner advertising may link directly to the cooperative marketing partner's own DMO destination; however, that destination must include the Missouri logo in the footer and link directly to VisitMo.com.

## E-Mail Marketing \& E-Newsletters

For email marketing/newsletters, etc., the logo should always be commensurate with the DMO logo and scale responsively if so designed.

Native Ads
When using a native ad, no logo is required.

## Social Media

When advertising on social media, at least one of the following is required in the text of a post:

- The hashtag \#ThatsMyMO in the content
- The tag @VisitMO in the content

If the post has no text or isn't allowed in the text (TikTok), the MDT logo must be present on the image or video.

Google - Responsive Ads
Google Responsive Ads will be allowed in FY24; however, it is important to note, that the ad must still meet digital advertising requirements. All parts of the ad (photos, captions, etc.) must be pre-approved - with the knowledge that different parts of the ad maybe put together in different combinations. Each ad is also required to have the MDT logo; however, the tag line is not required. If the Proof of Performance shows the ad in-market, without the MDT logo, it will not be reimbursed.


VisitMo.com
logo may not be used in the form of an outline.

MISsomari
logo mark should not appear in front of the word mark.

VisitMo.com


VisitMo.com
kerning between the word mark and the logo mark may not be changed. rtioned, or recreated in any jline, knocking

0
 (e.g., motion blur, drop shadow).

## REIMBURSEMENTS

Quarterly reporting of marketing activities is required for all MMG contracts with the submission of the Quarterly Reimbursement Request form. This form is due each quarter to request reimbursement of project expenses; however, the form must be submitted even when no expenses were incurred. It must be filed within 60 days following the end of each fiscal quarter. All certified DMOs with an approved MMG contract will receive reimbursements through electronic funds transfers. Grant funds and the DMO match must be used in accordance with the itemized budget grid submitted in the approved application. Forms are available on the Submittable website.

The exception is a destination using MDT's ad agency for $100 \%$ of the MMG advertising and are therefore, not requesting a reimbursement - no reimbursement request is required.

MDT's agency is placing $100 \%$ of the MMG budget

- No quarterly reimbursement requests required.
- MDT's agency will provide a detailed invoice to the participant for 50 percent of the cost of qualified ads, in accordance with the agreement entered into between the participant and the agency. This will include the invoices from the media vendor and the appropriate proof of performance.
- The participant must remit payment in full to the agency upon receipt of the completed billing document.
- MDT will remit its share in full upon receipt/approval of the complete billing document from the agency.


## Basic Requirements

A properly completed Quarterly Reimbursement Request, along with the required documentation, must be completed by the due date to receive a reimbursement.

Only expenses approved on the most recent version of the DMO's MMG Budget Grid can be reimbursed.

All artwork must be pre-approved before a reimbursement can be made.
The following documents are required for every reimbursable item:

- Proof of Expense
- Proof of Payment
- Proof of Performance


## Proof of Expense

The most common and approved form of Proof of Expense documentation is an invoice.

- The invoice must show the DMO as the "bill to" organization, contain the name and address of the vendor providing the service, provide an itemized detail of the service provided (including dates of service or date cost incurred), and include the total cost.
- Only one invoice per service is required. An agency invoice when applicable or a vendor invoice.
- All vendor invoices (including from the agency and from the agency's vendors) must be kept and available at the request of the State of Missouri for the five most recently completed fiscal years. If this documentation is not available upon request, the DMO may be responsible to repay the State of Missouri for those expenses previously reimbursed by the State of Missouri, may have their available grant funding reduced by a commensurate amount, or deemed ineligible to participate in the Cooperative Marketing Program in the future.


## Proof of Payment

At least 50 percent of the invoice must have already been paid by the DMO before MDT can reimburse. The most common and approved form of Proof of Payment is a canceled check or credit card statement.

- Checks must be written from the participants' account for at least 50 percent of the charge for the service invoiced. If the check covers more than one expense, include a copy of the check detail. The check must have already been 'cashed' and a copy of the cancelled check is required.
- Credit card payments must include a copy of the credit card statement (billed to the DMO) detailing the reimbursable expense (charged by the vendor). All other expenses may be redacted from the statement.


## Proof of Performance

Proof of Performance documentation can differ depending on the expense. Below is a list of currently approved documents; however, if you are unable to obtain the required documents, MDT can review other documentation on a case-by-case basis.

All vendor performance (including from the agency and from the agency's vendors) must be kept and available at the request of the State of Missouri for the five most recently completed fiscal years. If this documentation is not available upon request, the DMO may be responsible to repay the State of Missouri for those expenses previously reimbursed by the State of Missouri, may have their available grant funding reduced by
a commensurate amount, or deemed ineligible to participate in the Cooperative Marketing Program in the future.

Print

- Original tear sheet, if tear sheet contains publication name and issue date $O R$
- Front cover of publication and tear sheet, if the tear sheet does not have required information


## Out-of-Home

- Vendor report showing a picture of billboard, bus wrap, etc., with a location indicated and the dates the advertising was in market. Photos must be legible and clearly show the MDT logo. This document is sometimes called a Proof of Play.


## Television

- Script and Log Report (w/We Warrant statement) with dates the advertising was in market


## Radio

- Script and Log Report (w/We Warrant statement) with dates the advertising was in market

Digital

- Statement of distribution (e-blast or newsletter) with dates the advertising was in market OR
- Screen shot of content story/post/ad in market with dates the advertising was in the market AND
- If in-market screen shots are not available, pictures of the story/post/ad placed and a Statement of Working Order for the time period (with the project director's signature on letterhead stating the ads placed and being charged in that invoice were the ads pre-approved by MDT) can be substituted
- Screen shots for Google Responsive Ads must be in-market (with required logo) or documentation from Google showing the completed ad - a picture and Statement of Working Order cannot be substituted like other digital ads
- Impressions of content/story/post/ad in market with dates the advertising was in the market
- This separate report is only required if the invoice does not show clicks,
impressions, etc.
When uploading your documents into the Submittable system for reimbursement, the documents need to be in the correct order.
- For each line of the Summary Sheet there should be:
- Agency/Vendor Invoice
- Proof of Payment to Agency/Vendor
- Proof of Performance
- Then repeat this sequence for the next line on the Summary

All documents (from all lines on the Summary Sheet) should be combined and uploaded as one document when possible.

- If these documents do not obviously go together, you must write (hand write on the document if you would like) which invoice matches which proof of performance.
- DO NOT include documents that are not required.

All required documentation must clearly show all the required information and must be understandable to an average person - the use of taxpayer funds must be 100 percent transparent with no questions. When in doubt, explain.

## FINAL REPORTING

All program applicants are required to submit the Project Summary Report assessing the success of the funded MMG project. Failure to provide the required report may result in the participant's suspension from the program. Applications for future funding will not be accepted from DMOs with an outstanding or untimely summary report.

Following the receipt of the Project Summary Report, each contract is reviewed for completeness. Participants are required to provide a written explanation detailing the circumstances surrounding the unsuccessful project completion if:

- The usage of awarded funds falls below 85 percent
- Less than 85 percent of the approved marketing activities were completed
- The Project Summary Report was not completed and received by the deadline

Failure to complete the contract requirements could result in one of the following actions:

- A written warning
- A one-year suspension from participation in the MMG Program
- Revocation of certification

