

## Search Engine Marketing (SEM) Partnership

### Partnership Parameters:

- The SEM partnership is available to any Destination Marketing Organization (DMO) located in Missouri.
- The local DMO is billed for, and pays, 50% of SEM cost and Missouri Division of Tourism (MDT) is billed for, and pays, the other 50% of the SEM cost.
- Minimum: SEM Campaign = \$4,320 per year = \$2,160 Award Amount
  - Yearly DMO responsibility = \$2,160 / Yearly MDT responsibility = \$2,160
  - Monthly DMO responsibility = \$180 / Monthly MDT responsibility = \$180
- Maximum: SEM Campaign = \$48,000 per year = \$24,000 Award Amount
  - Yearly DMO responsibility = \$24,000 / Yearly MDT responsibility = \$24,000
  - Monthly DMO responsibility = \$2,000 / Monthly MDT responsibility = \$2,000
- DMOs can apply for any amount between the minimum and maximum award amounts.

### Application Process:

- SEM applications are open April 1 – April 30 each year.
  - Contact MDT to apply outside of the normal application dates.
- SEM applications must be submitted online through the Division of Tourism's Cooperative Marketing Program [application website](#).
- Application review and award amounts will be determined at the discretion of MDT based on the applicant's eligibility and availability of funds.
- Applicant receives approval from MDT once review process is complete.
- After the application is approved, MDT's agency of record (OBP) will send a Media Authorization to the DMO.
  - The Media Authorization must be signed and returned to the agency of record within 30 days to ensure SEM participation.
- Once the contract is in place, the SEM vendor (Go Fish) will contact the DMO and begin working on specific ads and optimization.

### Payment Process:

- The agency of record will pre-bill the participating DMO quarterly.
- The payment is due within 30 days of the receipt of the invoice.
- Once the payment has been received, the SEM vendor will then place the SEM in market.