MISSOURI

FY27 Cooperative Marketing Program & Reports Guide



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Table of Contents

Marketing Matching Grant (MMG) Overview	4-6
MMG Participation	7-9
MMG Requirements	10-20
Logo Usage	21-26
MMG Reimbursement Requirements	27-30
MMG Reporting Requirements	31-32
Appendix for Approved Media Markets List	33-35

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Marketing Matching Grant Overview

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 tourism assets. The Division's cooperative marketing programs invest in projects specifically designed to increase visitation and visitor spending in Missouri.

The executions of Cooperative Marketing align with MDT's overall strategic goals. Program funds are distributed among separate partnership opportunities to achieve the following objectives:

- Support and further MDT's goals to increase visitation and visitor spending, and position Missouri to compete more effectively for tourism market share.
- Create programs based on the common marketing goals of MDT and the DMO.
- Create a program that is efficient and effective to implement.

The Marketing Matching Grant (MMG) is designed to primarily target the leisure, sports or convention traveler and reimburse up to 50% of a DMO's approved media project. The MMG reimburses marketing placement within the preapproved markets and media outlets.

ADMINISTRATION

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

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DISCLOSURES

- The state of Missouri reserves the right to review/audit participants' contract records for five years after the close of the contract period.
- MDT may terminate any contract upon discovering 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 program participation. In some situations, partial completion 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 evaluating future applications.

Marketing Matching Grant Overview

TIMELINES

DATE	ACTIVITY
January 1, 2026	DMO Certification Application Opens
February 28, 2026	DMO Certification Application Closes
March 1, 2026	MMG Guidelines Posted
March 15, 2026	DMO Certification Emails Sent
April 1, 2026	MMG Application Opens
April 30, 2026	MMG Application Closes
June 15, 2026	Awards Are Announced
July 1, 2026	FY27 Program Year Begins
November 30, 2026	MMG Q1 Reimbursement Due
February 28, 2027	MMG Q2 Reimbursement Due
May 31, 2027	MMG Q3 Reimbursement Due
June 30, 2027	FY27 Program Year Ends
August 31, 2027	MMG Q4 Reimbursement Due
November 1, 2027	Project Summary Report Opens
November 30, 2027	Project Summary Report Closes
December 15, 2027	County Tourism-Level Emails Sent
December 31, 2027	Project Summary Report Posted Online

MMG Participation

MMG Participation

DMO ELIGIBILITY

The MMG is available to all MDT-certified DMOs. See the DMO Guidelines for additional information regarding the certification requirements and process. A DMO must apply for certification the January before the program begins.

APPLICATION

All applications must be completed on the Submittable website. The program application and project budget grid are due on the last day of April. 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 Industry.VisitMo.com under Partnerships & Programs.

REQUIREMENTS

In addition to the certification requirements, all certified DMOs wishing to participate in the MMG program must be able to show proof of the following:

REQUIREMENT	SOURCES FOR OBTAINING INFORMATION OR DOCUMENTS
Registered and in good standing with MO Secretary of State, if required for the entity type	A copy of a Certificate of Good Standing for your entity, which can be obtained through Missouri Business Filings (mo.gov)
Registered with the state's payment system, MissouriBUYS powered by MOVERS	Registration
E-Verify Registration and MOU, as required by § 285.530 RSMo3	You will need a copy of the electronically signed Memorandum of Understanding between your entity and the U.S. Department of Homeland Security: https://e-verify.uscis.gov/enroll
MO Tax ID Number	MO Tax ID Number
Federal Employer Identification Number (FEIN)	IRS.gov

MMG Participation

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 a financial agreement(s), the participating certified DMO should share MMG guidelines, requirements and updates with their partner(s) to ensure program compliance and foster transparency.

The DMO must provide one contact, referred to as the "Project Director," to be solely responsible for all communications with MDT in regard to the Cooperative Marketing Program. However, the DMO must provide both the President/CEO and the Project Director's contact information, which must be two different individuals. Any change to the DMO's President/CEO or the Project Director requires the completion of a Key Personnel Change Form. MDT must have the most current contact information. You may complete this form on the Submittable website.

Bids—Please follow your internal procurement policy.

AWARDS

Award notification letters and agreements are emailed to the DMO President/CEO and DMO Project Director prior to the beginning of the project period. The agreement must be signed and returned to MDT before the beginning of the program year.

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 (one to eight).

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.

MMG Requirements

MMG Requirements

ELIGIBLE ACTIVITIES

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

Collaboration between DMOs is encouraged to promote a regional or a specific type of experience.

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

- Cross-DMO partnerships will be evaluated on a case-by-case basis.
- All funded marketing activities must run between July 1 and June 30 of the state of Missouri's fiscal year.
- Media advertising may only be placed in MDT-approved markets and media outlets.
- 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 from the advertised attraction or destination. Websites representing 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% of ad placement must target out-of-state markets.

ELIGIBLE COSTS

- Advertising placement in the following: print, out of home, TV, radio and digital.
- Ad agency fees for ad placement up to 15% of the incurred gross charge.
- Limited ad serving and ad monitoring costs may be included as a portion of the 15% agency fees. MDT highly encourages all DMOs to use a third-party ad server.

INELIGIBLE COSTS

- Production costs associated with design, 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.

**Exceptions can be made at MDT's discretion when advertising crosses the fiscal year.*

PROJECT MODIFICATIONS

Any change to the approved media plan requires a new budget grid to be submitted (via email, not Submittable) and approved by MDT. Changes to the budget grid that may be approved may include shifting quarters, shifting to another preapproved vendor and shifting dollar amounts between vendors. 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 agency of record, OBP. No fees or commissions will be assessed for these placement services. If OBP is used to place 100% of the DMO's media, no quarterly reimbursement request is required. This service does not include trafficking. OBP will work to negotiate favorable media rates and will provide media buying and post-buy 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% 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.

If MDT's agency is used, no additional commission (for another agency) can be reimbursed.

MMG Requirements

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 preapproved 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 result—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.

Use the percentages below for approved DMAs within Missouri that cover two or more states:

DMA	IN-STATE PERCENT	OUT-OF-STATE PERCENT
Columbia-Jefferson City	100%	0%
Joplin-Pittsburg	57%	43%
Kansas City	60%	40%
Ottumwa-Kirksville	45%	55%
Paducah-Cape Girardeau-Harrisburg	35%	65%
Quincy-Hannibal-Keokuk	29%	71%
Springfield	86%	14%
St. Joseph	94%	6%
St. Louis	74%	26%

MMG Requirements (See appendix for full approved media markets list)

PRINT MEDIA

Consumer Newspapers

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

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

Consumer Print

If MDT uses the publication, or the publication is listed as a preapproved vendor, 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.

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, please contact MDT.

APPROVED CONSUMER MAGAZINES

Missouri Publications

- 417 Magazine
- COMO Business Times
- COMO Magazine
- Jefferson City Magazine
- MEET Missouri
- Missouri Life
- Outdoor Guide Magazine
- Rural Missouri Magazine
- Show-Me Missouri

Travel Publications

- AAA Explorer Midwest
- AAA Southern Traveler
- American Road
- Best of the Midwest Guide
- ROVA Magazine
- Terrain Magazine
- Travel South International Guide

Local Publications

- Arkansas Living
- Chicago Life Magazine
- Chicago Magazine
- Indianapolis Monthly
- Iowa Sportsman
- The Iowan
- Kansas City Magazine
- Kentucky Monthly
- Nashville Lifestyles
- Omaha Magazine
- St. Louis Magazine
- TulsaKids Magazine
- TulsaPeople

Cultural Interest Publications

- Airstream Life Magazine
- Preservation Magazine
- RoadRUNNER Motorcycle Touring & Travel
- ROUTE Magazine
- True West

Other General Interest Publications

- Midwest Living
- Missouri Vacation Guide

Outdoor Publications

- Good Sam RV Travel
- Rider Magazine

African American Publications

- Ebony

Golf Publications

- Golf Chicago
- Golf Oklahoma
- Tee Times Golf Guide Magazine

Note: Any print publications not on the Approved Consumer Magazines list need to be submitted to MDT for final review.

PRINT MEDIA (CONTINUED)

Trade Publications (Group Tour and Affinity Groups)
If MDT uses the publication, or the publication is listed as a preapproved vendor, 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.

Following are the criteria for selecting trade publications; all 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.

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 below, please contact MDT.

APPROVED TRADE PUBLICATIONS

Group Travel

- Courier
- Destinations
- Group Tour
- Group Travel Leader
- Groups Today
- Leisure Group Travel
- Select Traveler
- Teach & Travel
- Black Meetings & Tourism
- MEET Missouri
- Sports Destination Management
- Smart Meetings
- Society of American Travel Writers
- BizBash
- Destination Film Guide

Meetings and Conventions

- Meetings and Conventions
- Midwest Meetings
- Northstar—Conventions
- Small Market Meetings

OUT OF HOME

Following are the criteria for selecting 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 marketing is considered 100% in state or 100% out of state.

MMG Requirements

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 Nielsen.

Approved Broadcast Networks (not all-inclusive)

Missouri Broadcasters Association	100% In State
Learfield Radio Networks	100% In State
Kansas Network Radio	100% Out of State
FanDuel (STL/KC) Sports	30% In State
Kansas City Chiefs Radio Network	50% In State
St. Louis Cardinals Radio Network	30% In State
Kansas City Royals Radio Network	30% In State
Gray Destination Marketing	30% In State

DIGITAL MARKETING

The following are the criteria for all digital marketing, which also includes video marketing with OTT, OLV and CTV; all criteria must be met to receive reimbursement:

- Advertising environment must be image-appropriate and noncontroversial.
- If purchasing a website placement 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 09/2023 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 and not reimbursable as a separate expense. A third-party ad server is used by advertisers and ad agencies 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 deliver.

If the digital campaign is managed through OBP, Google Suite can be used as the ad server. The following list is not exhaustive. Any third-party ad server should be IAB certified (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-us.com)
- Conversant (conversant.com)
- Google Marketing Platform (marketingplatform.google.com)
- Equativ (equativ.com/blog/press-release/smart-adserver-rebrands-as-equativ)

AD VERIFICATION/VIEWABILITY

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

Ad viewability 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.

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

Adform (adform.com)	Viewability
Adloox (adloox.com)	Viewability
Double Verify (doubleverify.com)	Viewability
Integral Ad Science (integralads.com)	Viewability and Ad Verification
Oracle Moat (oracle.com/advertising/measurement)	Viewability

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

MMG Requirements

BENCHMARKS

Viewability: 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

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:

  Family Fun: Theme Parks, Zoos, Aquariums, Family Entertainment Centers, Festivals
  Cute, Cool & Local: Boutiques, Antiquing, Historic Districts, Trendy Dining, Art, Urban Parks, Festivals
  Nightlife & Entertainment: Clubs, Bars, Standup, Live Shows, Concerts, Casinos, Festivals
  Lakes & Rivers: Boating, Marinas, Lake Resorts, Fishing, Swimming, Float Trips

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:

- Searching for airfare, hotels or car rentals.
- Searching for or purchasing luggage.
- Searching for an event, game or concert.

Retargeting (or Remarketing)

Retargeting allows advertisers to send messages targeted to consumers based on their previous visitation to your website.

By resending your retargeting 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. Retargeting ads have much higher CTRs and conversion rates than typical display ads.

- Vendors who have retargeting 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. Examples of travel platforms include:

- 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 click-through 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	Conversion
Viewability: 70%	Time On-Site: > :30	Email Sign-Up
Invalid Traffic: < 2%	Avg. Page View per Session: > 2 pages	Travel Guide Request
Brand Safety: 95%		

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 called Open RTB API Specification. The current version as of 09/2023 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 MDT's SEM vendor for participation through the SEM Partnership.
    - Exceptions to the Partnership maximums can be made on a case-by-case basis for a DMO; however, preapproval must be given.

Logo Usage

Logo Usage



The visual identity for Missouri Division of Tourism positions the state as a thriving, ever-changing destination with much to offer. The multicolored petals of the kaleidoscope complement the typeface and speak to the many facets of the Missouri experience.

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

- 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.

LOGO SIZE & USAGE REQUIREMENTS

The Missouri 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. Preapproval by the Missouri Division of Tourism is required for all co-op advertising.

Optimum Size



2" Width

Minimum Size



1.25" (1 ¼") Width

Logo Usage

The logo can be reproduced in six ways:

1. Four-color process with 100% black word mark.
2. Four-color process with 100% white word mark.
3. Two-color (black & white) with 100% white word mark.
4. Two-color (black & white) with 100% black word mark.
5. One-color (black & white) with 100% white word mark.
6. One-color (black & white) with 100% black word mark.

RGB for web use only.

Use white on a dark background.



Use black on a light background.



The logo can be used on black-and-white publications.





The logo can be used on solid-color backgrounds with sufficient contrast.





Logo Usage

LOGO USAGE

Print Advertising

The official Missouri Division of 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.

The optimum size for logos is 2 inches for a full-page ad and 1.25 inches for a half page or less. If the ad is less than a quarter page, the MDT logo may be smaller; however, it must still be legible and commensurate with the DMO logo.

Exceptions can 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 in 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 Division of 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 display 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 @ is present in the text. Hashtags (#) should be avoided. 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 two 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 two seconds.

Radio Advertising, Digital Audio (including podcasts)

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

Out-of-Home and Billboard Advertising

Billboards and "wraps" must contain the official MDT logo at a width of at least an eighth (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.

> **

Approval for all electronic advertising is required before going live.

**An exception for microsites on booking platforms (Hopper, Tripadvisor, Expedia) will be made—these links go straight to booking a trip.*

Logo Usage

Display/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 x 90, 300 x 50 and 320 x 50). All other sizes require the logo to be present at a legible size. MDT 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.

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

- Advertorial or sponsored editorial content must have the MDT logo linked to VisitMo.com.
- A banner ad inside of an e-blast must meet banner ad requirements.
- An e-blast dedicated to a DMO requires the MDT logo linked to VisitMo.com.

Native Ads
When using a native ad, no logo is required. However, if the DMO logo is present, the MDT logo must also be present and meet normal digital guidelines.

Social Media
When advertising on social media, all paid social posts must follow the guidelines below to qualify for reimbursement:

- Meta Partnership Ads and Collaboration Boosted Posts: Partnership Ads are the required approach for paid Meta advertising whenever possible. Any Meta ad that is not initially placed in-market as a Partnership Ad but is later boosted must be boosted as a Collaboration post. Partnership Ads and Collaboration posts must have the setting confirmed to always show both brand entities. This ensures the DMO's name appears alongside Visit Missouri's name in the post header. To qualify for reimbursement, both organizations' names must be displayed together and correctly (e.g., "Visit Hannibal MO and Visit Missouri"). If a Collaboration post is used in place of a Partnership Ad, it must be reviewed and approved by MDT prior to being boosted.
- LinkedIn, X, TikTok, Pinterest and YouTube: Paid social advertising is also approved on LinkedIn, X, TikTok, Pinterest and YouTube. Because these platforms support the "@" feature, DMOs must include @VisitMo in all ads for them to qualify for approval and reimbursement.
    - Posts Without Copy: If a social post does not include accompanying copy, the MDT logo must be prominently displayed on the image or video.
    - To qualify for MDT reimbursement, all digital social media ads must drive to a landing page or event page owned or operated by the DMO that includes the MDT logo. On landing pages, the MDT logo must link to the MDT website (VisitMo.com). On event pages, the MDT logo must be featured, along with a link to the MDT website (VisitMo.com).

Google – Responsive Ads
Google Responsive Ads will be allowed; 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 preapproved—with the knowledge that different parts of the ad may be put together in different combinations. Each ad is also required to have the MDT logo; however, the tagline is not required. If the Proof of Performance shows the ad in-market, without the MDT logo, it will not be reimbursed.

UNACCEPTABLE TREATMENTS



The logo colors may not be changed.



The logo may not be used
in the form of outlines.



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



The kerning between letters in the word mark
and the logo mark may not be changed.



The logo may not be redrawn,
reproportioned or recreated in any way
(e.g., moving tagline, knocking out “o”).



The logo may not be used with any
effects (e.g., motion blur, drop shadow).

MMG Reimbursement Requirements

MMG Reimbursement Requirements

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 is therefore not requesting a reimbursement—no reimbursement request is required.

MDT's agency (OBP) 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% 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 preapproved before a reimbursement can be made. The following documents are required for every reimbursable item:

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

MMG Reimbursement Requirements

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.
    - DMOs will be responsible for keeping and making vendor invoices available at the request of the state of Missouri for the five most recently completed fiscal years. If the documentation is not available upon request, the DMO may be responsible for repaying the state of Missouri for those expenses previously reimbursed, may have their available grant funding reduced by a commensurate amount, or be deemed ineligible to participate in the Cooperative Marketing Program in the future.

PROOF OF PAYMENT

At least 50% 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 participant's account for at least 50% 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 canceled 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. Proof of Performance must come from the vendor, not the agency.

Print

- Original tear sheet, if the tear sheet contains publication name and issue date **OR**
- Front cover of publication and tear sheet, if the tear sheet does not have required information.

Billboard/Out of Home

- Vendor report showing a picture of the 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. POP needs to be dated at the end of the period. For example, if the placement ran from June 1-30, the POP needs to be dated at least June 30.

PROOF OF PERFORMANCE (CONTINUED)

Television

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

Radio

- Final spots, 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**
- Screenshot of content story/post/ad in market with dates the advertising was in the market **AND**
    - If in-market screenshots are not available, pictures of the story/post/ad placed can be substituted.
    - 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 preapproved by MDT) must be submitted.
    - Screenshots 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.
    - If analytics are provided from an agency, the agency must provide documentation on how they received the analytics.

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 within the Quarterly Reporting Packet, 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 (handwrite 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% transparent with no questions. When in doubt, explain.

MMG Reporting Requirements

MMG Reporting Requirements

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%.
- Less than 85% 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.

Appendix for Approved Media Markets List

Media Markets List

APPROVED MARKETS

The DMAs listed below fall within the nine states identified as the core geography from which Missouri draws visitors and are considered 100% out of state (O). (Note: Markets are listed as Nielsen television DMAs.)

Missouri Markets

- O Columbia/Jefferson City, MO
- O Joplin/Pittsburg, MO-KS
- O Kansas City, KS-MO
- O Kirksville/Ottumwa, MO-IA
- O Springfield, MO
- O St. Joseph, MO
- O St. Louis, MO
- O Paducah,KY/Cape Girardeau/Harrisburg, KY-MO-IL

Good Neighbor Markets

- O Chicago, IL
- O Indianapolis, IN
- O Nashville, TN
- O Oklahoma City, OK
- O Louisville, KY
- O Memphis, TN
- O Little Rock-Pine Bluff, AR
- O Tulsa, OK
- O Knoxville, TN
- O Lexington, KY
- O Des Moines-Ames, IA
- O Wichita-Hutchinson Plus, KS
- O Omaha, NE
- O Terre Haute, IN
- O Quincy-Hannibal-Keokuk, IL-MO-IA
- O Jackson, TN
- O Bowling Green, KY
- O Chattanooga, TN
- O Champaign & Springfield-Decatur, IL
- O Cedar Rapids-Waterloo-Iowa City & Dubuque, IA
- O Ft. Smith-Fayetteville-Springdale-Rogers, AR
- O South Bend-Elkhart, IN
- O Davenport-Rock Island-Moline, IA-IL
- O Lincoln & Hastings-Kearney, NE
- O Evansville, IN
- O Ft. Wayne, IN
- O Peoria-Bloomington, IL
- O Rockford, IL
- O Topeka, KS
- O Sioux City, IA
- O Jonesboro, AR
- O Lafayette, IN
- O North Platte, NE-MO-IL

Media Markets List (continued)

Growth Markets

- O Dallas-Ft. Worth, TX
- O Cincinnati, OH
- O Dayton, OH
- O Wichita Falls & Lawton, TX-OK
- O Denver, CO
- O Sherman-Ada, TX-OK-MO-IL

Northern Markets

- O Minneapolis-St. Paul, MN
- O Milwaukee, WI
- O Green Bay-Appleton, WI
- O Madison, WI
- O Sioux Falls (Mitchell), SD
- O La Crosse-Eau Claire, WI
- O Mankato, MN
- O Rochester-Mason City-Austin, MN-IA

Southern Markets

- O Birmingham (Anniston and Tuscaloosa), AL
- O Huntsville-Decatur (Florence), AL
- O Shreveport, LA
- O Tri-Cities, TN-VA
- O Jackson, MS
- O Columbus-Tupelo-West Point-Houston, MS
- O Monroe-El Dorado, LA-AR
- O Greenwood-Greenville, MS