

# NYSTIA 2025 CO-OP

## DIGITAL DISPLAY ADVERTISING:

<b>Rectangle (280 x 250)</b>	<b>\$540 month</b>
Left side panel throughout site	
<b>Super Leader Board (970 x 90)</b>	<b>\$810 month</b>
Atop pages throughout site	

## DIGITAL NATIVE CONTENT:

Native advertising on AmericanRoadmagazine.com connects with travelers in a meaningful, relevant and less disruptive manner.

<b>Itineraries or Getaways/Deals</b>	<b>\$355 month</b>
Downloadable pdfs grouped by region to inspire longer stays and offers.	
<b>Featured Itineraries or Getaways/Deals</b>	<b>\$618 month</b>
Billboard image and headline/copy atop section. (rotation of 5)	
<b>Social Networking</b>	<b>\$1130 month</b>
Content sourced and written by AMERICAN ROAD staff and posted on AMERICAN ROAD social pages. One promoted post per week. 4/mo.)	
<b>Featured Contests</b>	<b>\$1030 month</b>
Your contest promoted on americanroadmagazine.com and on AMERICAN ROAD's social properties. Email, social posts, website presence.	
<b>Visitor Guides</b>	<b>\$355 month</b>
Promotion of destination visitor guides, videos, and 360 tours grouped by region, linking directly to view/request guide page.	
<b>Event of the Month</b>	<b>\$2575 month</b>
Premier homepage slider image top 1/3 of site. featured in Email, full-banner on calendar page, radio spot for 1 month, Event of the Week.	
<b>Photo/Event of the Week—Social</b>	<b>\$530 week</b>
Premier homepage location and social promotion.	
<b>Video of the Week—Social</b>	<b>\$668 week</b>
Premier homepage placement of video and social.	
<b>Featured Event or Road News—Digital</b>	<b>\$1,164 month</b>
Premier homepage location. Click to featured image, headline, content, links.	
<b>Who's Driving—Print/Social/Email</b>	<b>\$1,545</b>
Premier print location. Sponsored prize, recognition on social and email.	
<b>Photo of the Month—Social/Online/Email</b>	<b>\$5150 month</b>
Premier homepage location. Sponsored content, banner, itinerary, email.	
<b>Dedicated eblast</b>	<b>\$880</b>
Direct message to opt-in subscribers.	

## LEAD GENERATING SPONSORSHIPS:

<b>Sweepstakes</b>	<b>\$1,060</b>
Magazine and website recognition Supply of prize optional and provides additional exposure.	
<b>Getaway Giveaway</b>	<b>\$2,575</b>
Solo online sponsorship with prize.	



## BROADCAST:

Weekly half-hour radio show aired on KKNW Seattle and syndicated on Spotify, iTunes, and a dozen media outlets. 30 second spots: live read or supplied.

<b>Opener.Closer</b>	<b>\$242</b>
<b>Middle (2 available)</b>	<b>\$185</b>
<b>Dedicated Show</b>	<b>\$2,678</b>
<b>Solo Sponsorship</b>	<b>\$589</b>

“ We are very pleased with the results achieved by advertising with *American Road* magazine. We received the data from our recent conversion study and found that *American Road* results were in line with those from the “Kansas City Star,” “Des Moines Register,” and “National Geographic.”

—Beth Conway, Director of Communications & Film Division Liaison, St. Joseph (Mo.) CVB

“ *American Road* has continually provided Springfield with a strong, reputable and quality product. We have utilized both print and digital aspects. Results have shown strong interactions and a low cost per click on digital products.”

—Amy Beadle, Springfield, IL Convention & Visitors Bureau