LOVE COMMUNICATIONS

UOT 2021 Co-op

In-state Advertising Packages

KSL TV Campaign

Use the power of broadcast to **inspire Utah travelers statewide, to explore our own backyard**

- :15 commercial placement on KSL (Ch. 5, NBC) – estimated 900,000 A25-54 Impressions
- Extend spot message with additional on-air exposure through added value sponsorships tying into *KSL Morning News*, NBC's *Today Show, Tonight Show, or KSL TV Closed Caption IDs*
- Station partnership provides 100% matching value on investment.
- In-program feature* with *Outdoors with Adam Eakle* or KSL feature reporter
- Packages available for selected two-month timing October 2021 – June 2022.

Final approval at the discretion of KSL's News Director. Sponsor acknowledges and agrees that all of KSL's broadcast related content and date it will air is at the discretion of the news department. Also, all promotional obligation are subject to preemption for breaking news and emergency new coverage

KSL TV

$10,000 Cash Broadcast TV Schedule on KSL (:15 spots) negotiated and placed by Love (est. 900,000 Impressions)

Bonus Spots
$2,500 value of no-charge spots to air on KSL TV / COZI TV with cash schedule flight.

Station Sponsorships
Specific selection/combination of sponsorships to be determined based on selected advertising flight and station availability.

- KSL TV News/Today Show Weather Sponsorship / 15x :04/:07 Sponsor Messages, M-F 7a-9a
- Tonight Show with Jimmy Fallon Sponsorship / 5x :07 Sponsor Messages, M-F 10:35p
- KSL TV Closed Captioning Sponsorship / 44x :04 Sponsor Messages. M-Su 5a-11p

KSL-TV "Celebrate Utah Feature"
2-3 min Interview/feature with Adam Eakle in the KSL Outdoors Show or a feature reporter during a KSL News broadcast

Estimated 1,850,000 Total Impressions

Total Value: $20,000
Total Investment: $10,000
($5,000 Destination / $5,000 UOT match)

Destination will need to provide :15 TV spot(s) and logo/image assets for sponsorship billboards.
Scheduling for interview will be coordinated between show host and destination spokesperson availability.
KSL can provide production services at no additional cost for TV spot(s) if destination provides b-roll, logo/graphics and script. If destination needs help gathering visual assets and/or script writing additional fees may apply.

Road Trippin’ with KUTV

Use the power of broadcast to **tell your location story in long-form!**

Road Trippin’ segments are available Sept 2021 – June 2022. Timing will be coordinated between KUTV News and destination spokesperson availability.

Pre-taped segments filmed on location **at your destination***

- **6x As live news segments will air on a Friday** during 2News this morning on KUTV and KJZZ. Each pre-taped segment will be approximately 60-90 seconds.**
  - **2x Segments from 5:30-7 AM (KUTV)**
  - **4x Segments from 7-9 AM (KJZZ)**
  - **Noon News (repeat 1x KJZZ segment from AM shows)**

- **Fresh Living segment (3-4 minutes) to air same day**
  - **Segment will be pre-taped and air on all (3) television stations KUTV, KMYU, KJZZ**

On-Air Coverage Estimated to Deliver 225,000+ Impressions

*Destination may be asked to provide lodging for photographer and talent (x2 rooms) for one night for travel outside the Wasatch Front.
**Due to the nature of live news, segment times are subject to be changed or bumped in the event of breaking news.

Road Trippin' with KUTV

Digital Elements:

- Road Trippin' homepage takeover on KUTV.com featuring destination
- Inclusion on the Road Trippin' landing page on KUTV.com with logo and link to destination website
- Facebook post on KUTV 2News AM page
- Facebook post on KUTV Fresh Living page
- 100,000 online impressions targeted to in-state visitors (A25-54) on travel and tourism content websites. Impressions to run over one month
- All TV segments posted to KUTV.com

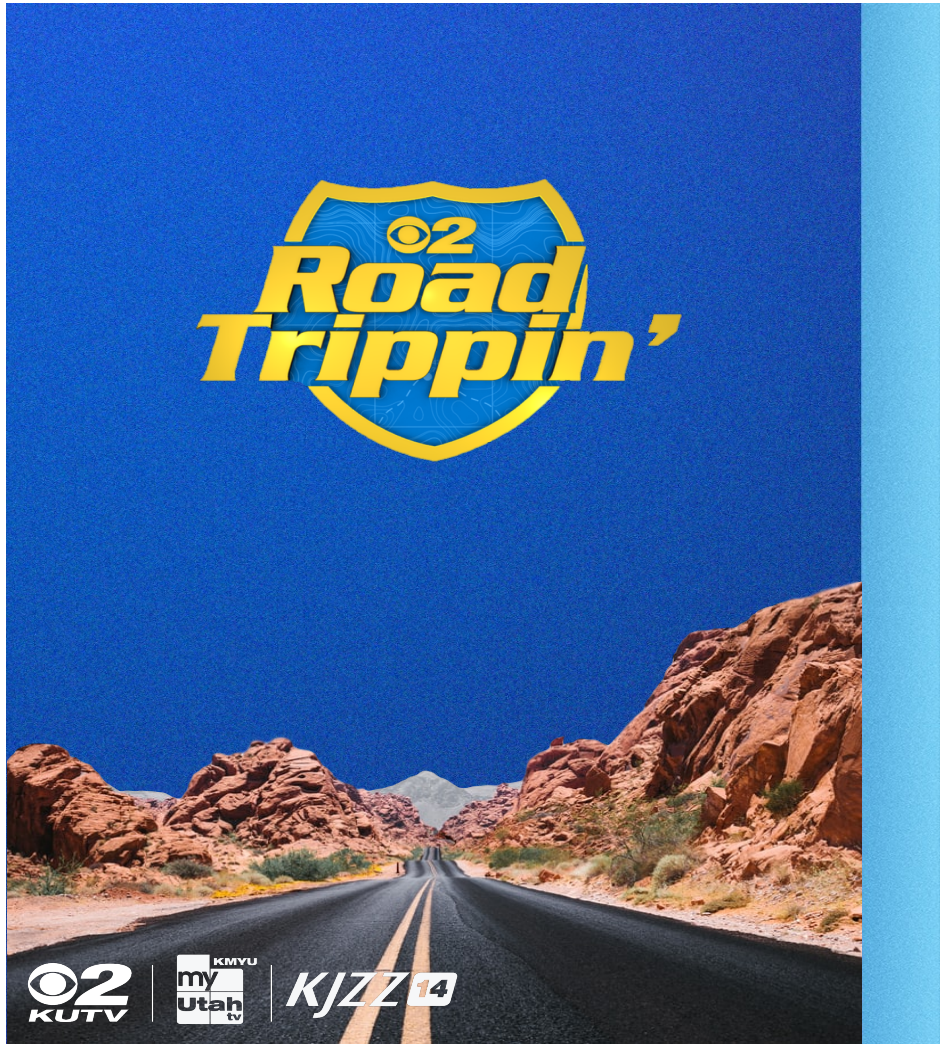
Digital Estimated to Deliver 125,000+ Impressions

Estimated 375,000 Total Impressions
In-News Exposure

Total Value: $18,000

Total Investment: $6,940

($3,470 Destination / $3,470 UOT match)

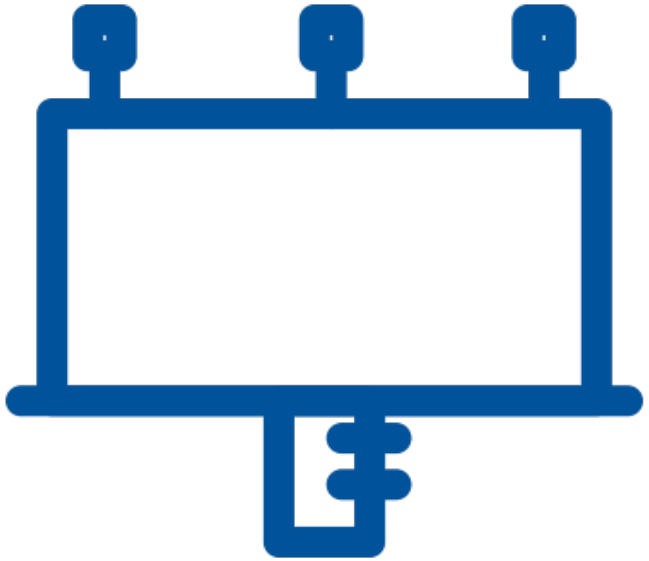


Scheduling for Road Trippin' segments will be coordinated between KUTV News and destination spokesperson availability.

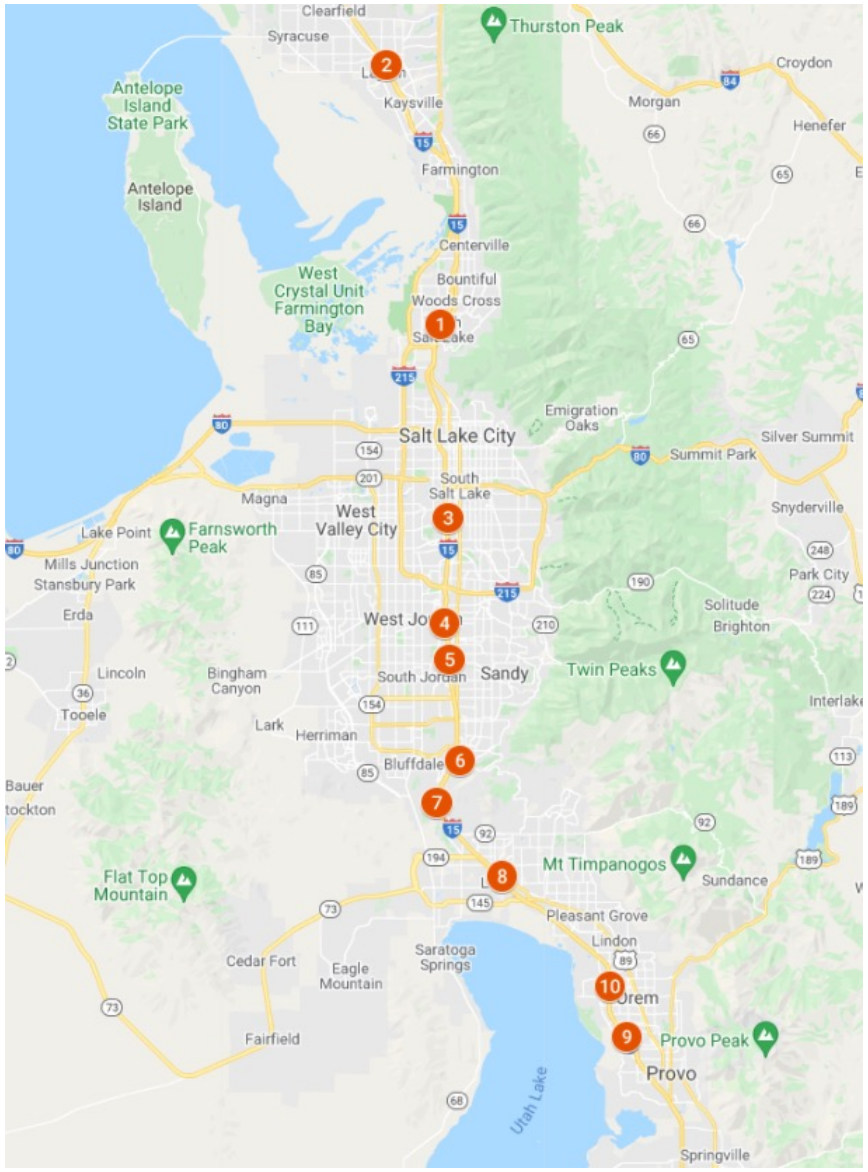
Digital Outdoor

Inspire Wasatch Front travelers with **vivid images of your travel destination** displayed along I-15.

- Ad rotation on high-impact 14’ x 48’ digital billboards.
- Placement to rotate across (10) locations over an 8-week flight, providing maximum reach throughout the Wasatch Front I-15 corridor.
- Flexibility to rotate and/or change messaging through flight.
- Extended exposure with vendor’s 100% match on investment.
- Packages available October 2021 thru June 2022. Weeks do not have to run consecutively.



Digital Outdoor



- 8-Weeks Outdoor Campaign
- 8-second ad rotation across minimum (10) locations
- Minimum 92,520 ads per week
- 575,100 impressions per week
- 4,600,800 total impressions

Total Value: $22,500

Total Investment: $10,000

($5,000 Destination / $5,000 UOT match)

Destination will need to provide ad creative laid out to spec (416 px H x 1504 px W).
If destination needs help with ad design, vendor can provide services for additional $275 per ad version.

Digital Outdoor

Add-on Mobile Re-Targeting and Attribution Measurement to your Outdoor campaign for $5,500

Track audiences (mobile devices) exposed to the digital outdoor ads and retarget with mobile banner ads during outdoor flight.

Destination location will be mapped as conversion zone, reporting back exposed visitation.

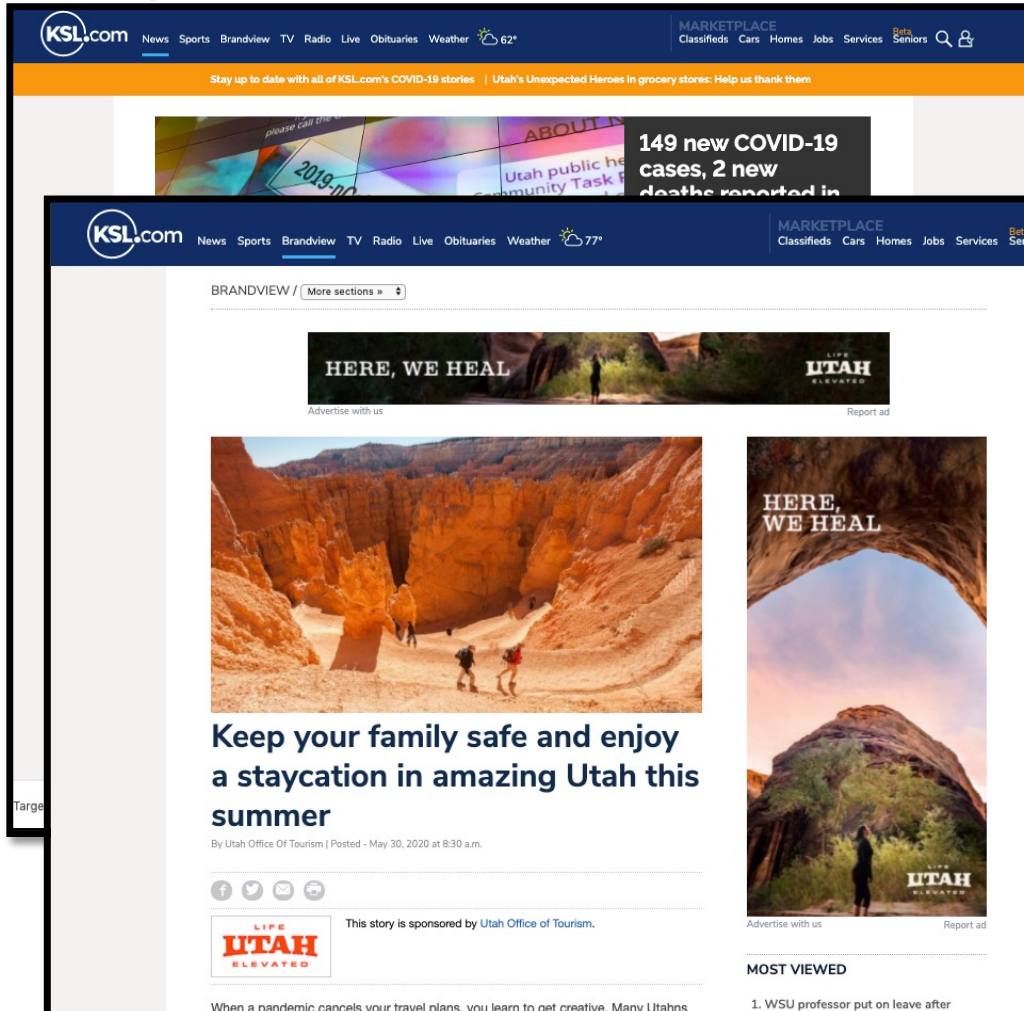
Total Investment
Digital Outdoor + Mobile Retargeting / Attribution:
$15,500
($7,750 Destination / $7,750 UOT match)

Destination will need to provide display ads for mobile retargeting.
If destination needs help with ad design, vendor can provide services for additional fee.

KSL.com Native

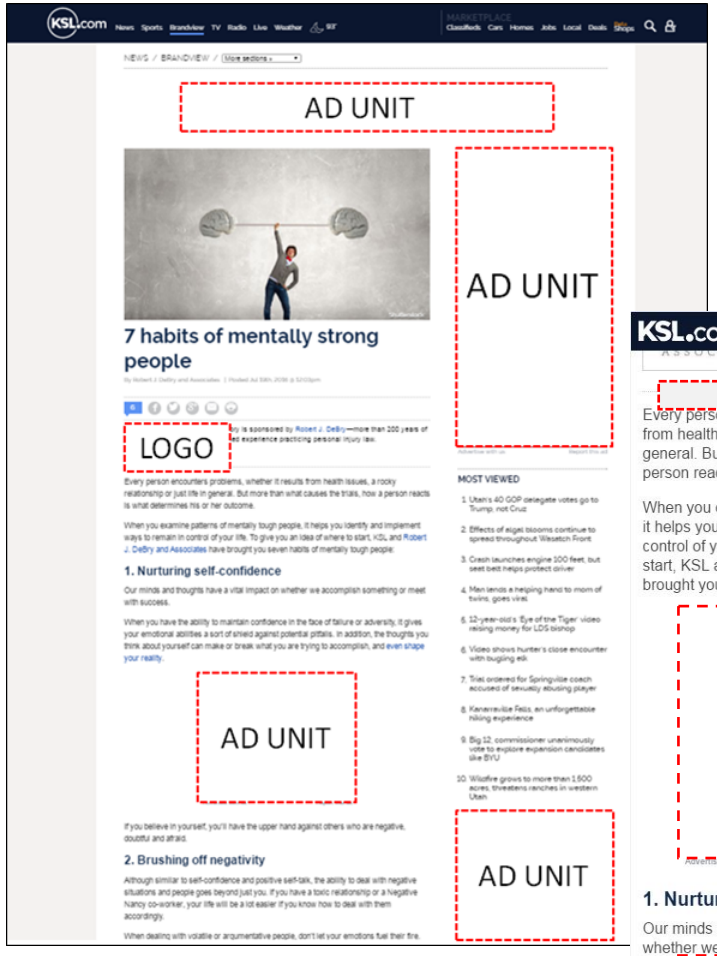
Use #1 local media site in the US to reach Utah travelers with **inspirational native content**.

- KSL's version of native content is called BrandView.
- BrandView puts your content on the homepage of KSL.com
- KSL's content team can write the articles or each destination can provide their own.
- The perfect way to promote/educate/showcase your destinations many beautiful travel locations and to provide information around why their next vacation should be a staycation.
- Each comes with one organic social post to amplify content.

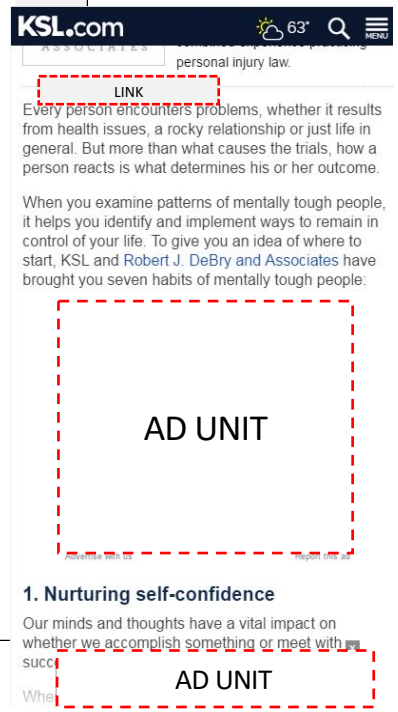


KSL.com Native

Desktop Ads



Mobile Ads



- Minimum 2 article campaign (includes one social post per article)
- Brand owns 100% of all ad slots
- Average page views: 5,500
- Average time spent with each article: 2+ minutes

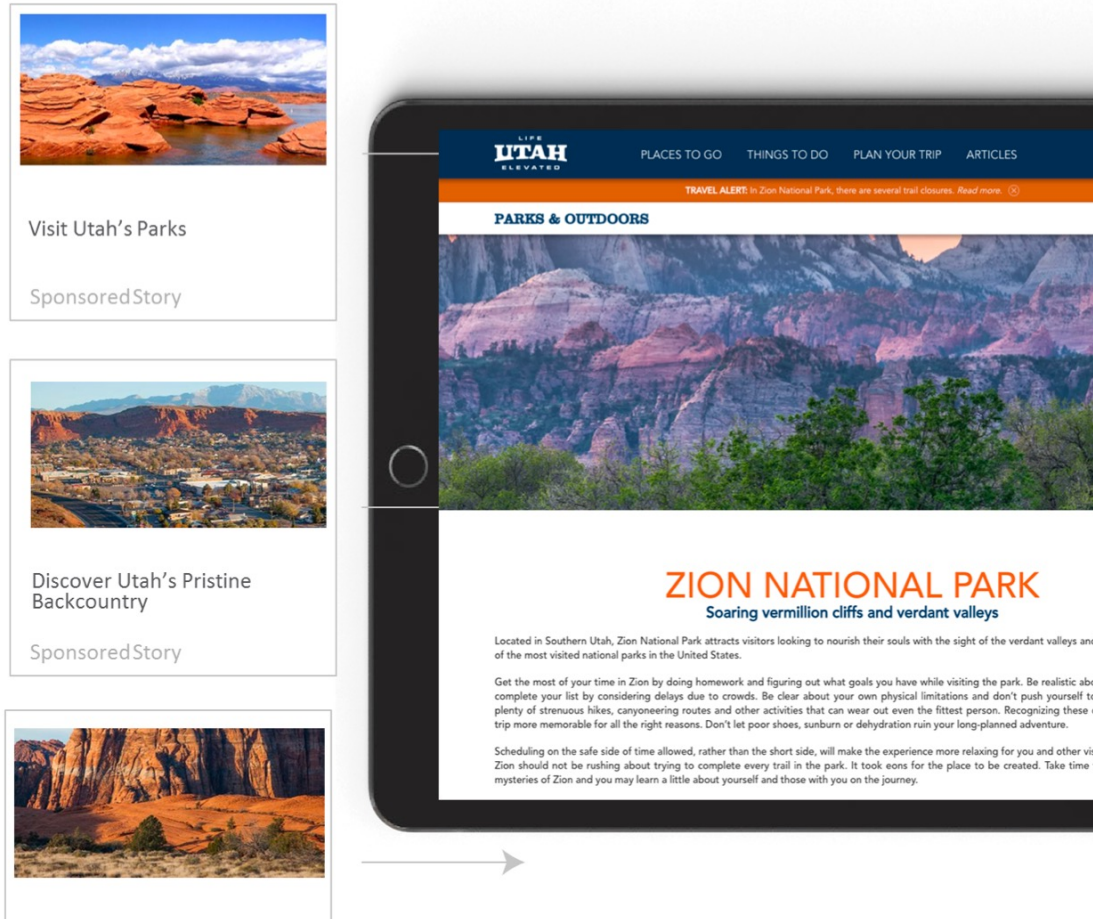
Total Minimum Investment: $4,400 (2 Articles)

($2,200 Destination / $2,200 UOT match)

Storygize Native

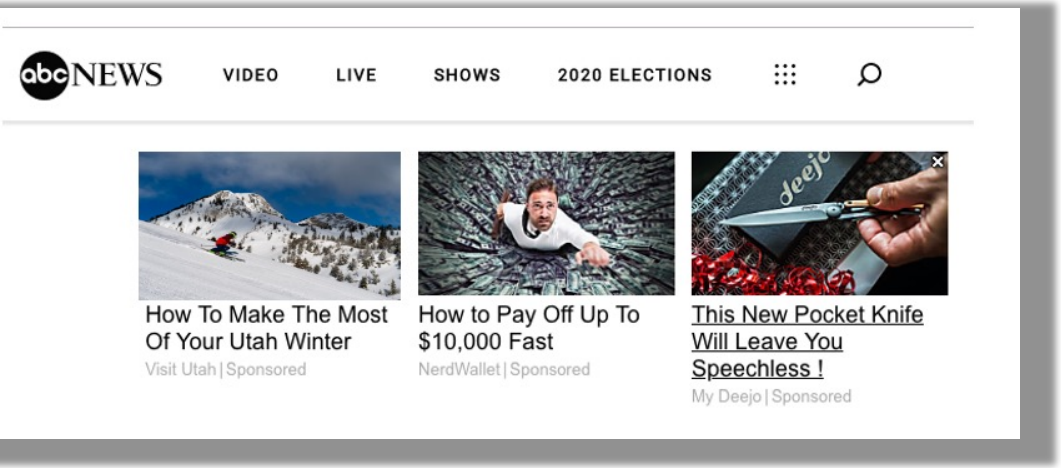
Use Visit Utah's **top performing programmatic** native partner to reach Utah travelers in real time.

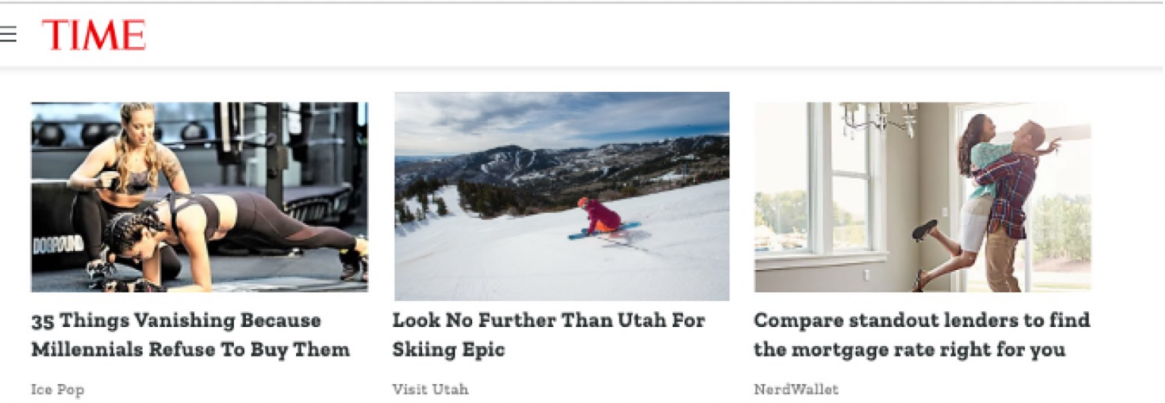
- Audience Targeting (customizable):
  - Keyword: Utah national parks, hiking, biking, mountain biking, urban trips, etc.
  - Categories: traveling, outdoors, Utah vacations, mountain vacations, desert vacations.
  - Demo: HHI $80k+, age 26+
  - Intent Signal: Actively planning a vacation.
- Headline and Image Variant Testing
- Will need 3-4 images to provide separately to partner.



Storygize Native

Headlines





- Minimum 2-month campaign
- KPIs: Page Views, Avg Time on Page, Booking Information**
- Average page views: 10,000
- Average time spent with each article: 1.5 minutes

Total Minimum Investment: $11,200 (3 Articles)

($5,600 Destination / $5,600 UOT match)

Important Information

- All DMO partners will need to opt into 2021/2022 campaigns By September 1, 2021
- All campaigns will end on June 30, 2022
- All ads must include the UOT Logo and follow 2021 Co-op Program Guidelines
- Applicant will be able to use up to a total of 15% or $35,000, whichever is greater, for this program
- A short webinar covering these programs will be offered on May 20th 3-3:00 p.m. and June 2nd 11-11:30 a.m.

Sign Me Up!

To sign up or ask questions regarding this advertising packages please reach out to:

Sydnie Furton
Account Supervisor
Love Communications
sfurton@lovecomm.net

LOVE COMMUNICATIONS

Thank You