

eBrains Lead Generation

The Indiana Office of Tourism Development is working with eBrains to offer a trademarked online lead generation solution with a guaranteed cost-per-inquiry for participating tourism industry co-op partners.

Between February 15 and May 31, 2008, IOTD will generate 30,000 unique electronic leads from the eBrains network of partner Web sites, with 82 million unique monthly visitors. Electronic leads include the name, e-mail address, and zip code of prospects that "opt-in" to receive additional Indiana tourism information or information about a specific destination area.

Co-op Program Overview

Participating partners at the 2,000 or 5,000 lead levels will receive leads from prospects that have "opted-in" to receive visitor information from IOTD and its participating partners.

At the 10,000 lead level, the offer will be for prospects to "opt-in" for information about the specific location and Indiana tourism, e.g., "Click here to request information for Harrison County, Indiana and receive information regarding Indiana tourism."

The leads generated will not be shared with anyone else, other than IOTD and its single participating tourism industry partner. Partners may use these leads for marketing activities on an on-going basis.

If desired, eBrains can assist partners with, or develop, an electronic e-mail program for a specific destination. eBrains can also help with creative development, e-mail deployment, and tracking.

Co-op Program Options

2,000 qualified leads at \$1.23 each/guaranteed.

Package price: \$2,460

Package includes: generation of 2,000 qualified leads generated through generic IOTD opt-in language.

5,000 qualified leads at \$1.23 each/guaranteed.

Package price: \$6,150

Package includes: generation of 5,000 qualified leads generated through generic IOTD opt-in language.

10,000 qualified leads at \$1.23 each/guaranteed.

Package price: \$12,300

Package includes: generation of 10,000 qualified leads generated through destination-specific opt-in language. Also included: destination specific promotion description (500 words) and confirmation e-mail, which includes the destination's publication cover image and logo.

CAMPAIGN START DATE	MATERIALS DEADLINE	AVAILABLE UNITS
February 15, 2008	January 9, 2008	30,000 leads

Rate Card per Lead: \$1.54

IOTD Co-op Offer per Lead: \$1.23

Rate Card Savings: 20 percent

ValueClick

New opportunity for 2008!

Reaching more than two-thirds of all U.S. Internet users, ValueClick operates one of the largest performance-based display advertising networks. ValueClick's extensive reach, optimization technology, and experienced team combine to deliver results for advertisers.

Within all of the networks' sites, advertisements will be targeted to specific sites within the travel category and geo-targeted to Indiana, Illinois, Michigan, Ohio, and Kentucky.

Co-op Program Overview

Package price: \$1,842

Package includes: 1,238 clicks (\$1.49 each)

Ad Sizes: Banner (468x60); Skyscraper (120x600); Leaderboard (728x90);
Medium Rectangle (300x250)

*Advertiser must supply a minimum of two banner ad sizes.

CAMPAIGN DATES

May 5, 2008 – June 1, 2008
June 2, 2008 – June 29, 2008
June 30, 2008 – July 27, 2008

MATERIALS

April 7, 2008
May 5, 2008
June 2, 2008

AVAILABLE UNITS

3
3
3

Rate Card per Click: \$2

IOTD Co-op Offer per Click: \$1.49

Rate Card Savings: 25 percent