

KENTUCKY eNEWS

BEST PRACTICES & PROGRAM GUIDELINES

PROGRAM OVERVIEW

This resource includes information and best practices related to partner content promoted in KDT's monthly and 100% share-of-voice custom emails. Using assets you provide, your content will be deployed to KDT's list of opt-in subscribers.

Here are recommended best practices to help you make the most of this promotion opportunity.

BEST PRACTICES



Stand Out from the Crowd.

If participating in the monthly enewsletter, your ad will appear alongside several others promoting Kentucky. Make sure it stands out (in a good way!) by showcasing both the APPEAL and UNIQUENESS you offer. And be sure the message you convey stays true to your brand and will resonate with the consumer. (A headline talking about music with a photo showing food creates a disconnect for readers.)



Grab Their Attention Quickly.

Consumer attention spans are getting shorter and shorter, so you must capture their interest quickly. What experiences do you offer that are unique? What photography can you use that will stop readers in their tracks?



Keep Your Copy Clean.

Make your copy conversational, but avoid over-using abbreviations and slang. Remember, this is an ad that directly reflects your destination. Consumers associate a quality presentation with a quality experience.



Have a Strong Call-to-Action.

Make it abundantly clear what you want consumers to do after reading your copy. Order a guide? Sign up for your email? Buy a ticket? Watch a video on your website? Focus on one call to action and go ALL IN on it.



Quality Images Matter.

Photos should be of high quality, eye-catching and not overly edited with heavy filters applied. Do not submit images of posters or graphics showing text or logos, which will not perform well. (If you submit posters or any graphics with text, they will be returned and new images will be requested.) Check for any branded or inappropriate content in the background that may be visible.



The Size and Shape of Images Matter, Too.

To properly display in KDT's email design, images should be horizontal or easy to crop into a horizontal orientation. Ad images are also quite small in the enewsletter, so make sure your photo shows something that can be easily recognized in a small format. Closeups are great; large scenic or crowd shots are not. (The people will look tiny!)



Food Images? Proceed with Caution.

While delicious (and popular) travel content, food images aren't always appealing. Make sure they are top-notch or consider photos showing the restaurant's interior, exterior or a closeup of guests enjoying the place.



Secure Rights for All Images.

It is the advertiser's responsibility to ensure you have the appropriate rights to use images in paid advertising. Do not submit assets you do not have the rights to use.

LOGO REQUIREMENT: Since these are branded and owned KDT emails, use of the **Kentucky Tourism logo is not needed** on partner ads for grant reimbursement.

ADVERTISING APPROVAL: PLEASE NOTE! KDT has final approval over all ads and may require changes or reject any ad to ensure the state is presented in the best possible light.

FOR QUESTIONS OR TO SUBMIT CREATIVE, CONTACT BETH WRIGHT-CHEESEMAN:

Kentucky Tourism • Advertising & Data Manager, Beth.WrightCheeseman@milespartnership.com • 303-867-8278

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