

Leads Program

The Program

Gain exposure in front of our most qualified audience and grow your opt-in database with our Lead Generation program. When site visitors sign up to receive the Kentucky Visitor's Guide or the monthly newsletter, they can request to receive information about your destination or business as well. Users receive an immediate, auto-generated email from you upon requesting information and you are emailed leads weekly to follow up on.

Confirmation Page

After a user selects to receive info from Kentucky, they are taken to the confirmation page with advertiser promos. Your formatted ad will display there, including a photo, headline, advertiser name and copy.

Creative Tips:

- Make sure to sell the user on your value proposition.
- Tell the user what they will get by checking your box
 - Check the box to receive an immediate special offer.
 - Check the box to sign up for our monthly email where you'll be kept in the loop on current events and specials.
 - Check the box to receive our visitors guide and our monthly email.
- Do NOT include your website here, the call-to-action is to get them to check your box.

Headline: 60 characters (including spaces)

Sponsor: 40 characters (including spaces)

Body copy: 350 characters (including spaces)

Photo: 136 pixels wide by 100 pixels high (.jpg)

Production Contact:

Samantha Davis • Advertising and Data Manager • Samantha.Davis@MilesPartnership.com • Phone: 303.867.8287

Benefits

- Allows you to place a message in front of our most qualified audience.
- Grows your opt-in database for email, direct-fulfillment of print materials or allows you to provide a special offer to those visitors who request to receive.
- Sold on a cost-per-lead basis, guaranteeing your return.

Confirmation

The screenshot shows a confirmation page with the Kentucky logo at the top. The main heading reads "THANK YOU, YOUR REQUEST WAS SUCCESSFULLY SUBMITTED." Below this, there is a message: "You are now enrolled to receive e-newsletters from KentuckyTourism.com. As an added bonus for signing up for the Kentucky Tourism Monthly newsletter, we wanted to share with you the opportunity to receive additional information from the following featured advertisers. Check the boxes next to the advertisers to which you wish to subscribe." There are two promotional items listed, each with a checkbox and a small image. The first item is "Play in 120 parks & the nation's largest urban forest!" with a photo of people at a park. The second item is "Louisville's Leading Hotel Since 1923" with a photo of the interior of The Brown Hotel. Callout boxes point to the headline of the first item, the sponsor name of the second item, and the body copy of the second item.

ADVERTISER PROMO

PLEASE SEE SECOND PAGE

to craft a **thank you email**, a critical piece to drive traffic to your site

Leads Program

Thank You Email

As soon as the user submits to receive information from you, they will receive an email that you have pre-written. This email can drive traffic to your site, may include an offer and should include more information about the experience that the user will have.

Creative Tips:

- This is your opportunity to move users down the funnel to really sell them on incorporating your business into their Kentucky itinerary.
- Drive them to your website or include a special offer.

Headline: 40 characters (including spaces)

Body copy: 275 characters (including spaces)

Photo: 136 pixels wide by 100 pixels high (.jpg)

URL:

Thank You EMail



ADVERTISER PROMO

Contact Info

Please provide contact information for the person who will receive the weekly leads email update.

Name (Required)

Email (Required)

Phone (Required)

Deadline

Materials are due 10 days prior to deployment date and will be requested by your Advertising and Data Manager.

Supplying Electronic Materials

- Any supplied electronic file is subject to return if it does not meet Miles' requirements. New materials will need to be provided.
- All images must be JPGs.
- All colors used must be RGB or Index (Web safe recommended).

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