



VISITNEBRASKA.COM LEAD SPECS

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 Nebraska State Travel Guide or the monthly visitor email, they can request to receive information about your destination or business. Users receive an immediate, auto-generated email from you upon requesting information and you are emailed leads weekly to follow up on.

BENEFITS

- Allows you to place a message in front of our most qualified audience.
- Grows your opt-in database for email and direct fulfillment of print materials or allows you to provide a special offer to those visitors who request to receive them.

Example of leads listings



FEATURES & SPECS

FORMATTED AD ON THE CONFIRMATION PAGE

After a user selects to receive info, they are taken to the leads listing page. 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 monthly email.
- Do NOT include your website here; the call to action

is to get them to check your box.

FORMATTED AD SPECS:

Headline: 50 characters (including spaces)

Advertiser name: 20 characters (including spaces)

Body copy: 350 characters (including spaces)

Photo: 640 pixels by 480 pixels (JPG)

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 Nebraska itinerary.
- Drive them to your website or include a special offer.

CONTACT INFO

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

Name (Required):

Email (Required):

Phone (Required):

DEADLINE & MECHANICAL REQUIREMENTS

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

- 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 a JPG
- All colors used must be RGB or Index (web-safe recommended)

SUPPLYING ELECTRONIC MATERIALS