
**TOURISM BRINGS PEOPLE TO SPRINGFIELD.
THEY WANT PLACES TO PLAY, SHOP, EAT AND STAY.
CONNECT WITH THEM!**



Springfield

Convention & Visitors Bureau

Tourism Marketing Opportunities

THE POWER OF PARTNERING

When you partner with the Springfield Convention & Visitors Bureau you stretch your advertising dollars and get access to unbeatable advertising packages that allow you to reach potential customers across Springfield and around the world. The Springfield CVB is a nonprofit, 501(c)6 marketing organization contracted by the City of Springfield, Missouri. With funding from a combination of the Springfield lodging tax, Missouri Division of Tourism (MDT) Cooperative Marketing Program and private revenue from advertising partnerships, we are able to multiply every advertising dollar we get from businesses like yours to reach more visitors in the most effective way.

MARKETING PARTNERSHIP BENEFITS INCLUDE:

Connect SGF – Exclusive access to a “Partners Only” section of SpringfieldMo.org allowing you to access members-only research documents; update your business contact information; submit events to the online events calendar; and enhance your website listing with photos, descriptions, a map and coupons (coupons are an additional charge). Also available is an e-newsletter highlighting CVB sales efforts, upcoming events, conventions, new partners and other industry information. Connect SGF includes seminars on topics ranging from crisis planning to social media.

Brochure Distribution – The CVB will reserve a space for your brochure to be prominently displayed at the Route 66 Springfield Visitor Center and the visitor center at the Springfield-Branson National Airport.

Business Referrals – Nearly 50 trained volunteers and staff visitor information specialists are referring thousands of visitors to partner businesses. Partners who advertise will be placed on a priority list for referrals.

Public Relations Services – Partners are strongly encouraged to submit photos of their business and information on upcoming events for possible distribution to and inclusion in regional, national and international newspapers, magazines, websites, radio and television programs. Keep us informed by making sure the CVB is also receiving any news releases from your business.

Access to Marketing Research – The CVB conducts several research studies each year to determine who is visiting Springfield, why they came, what they do, how much they spend and many other pieces of valuable information. These studies are available upon request.

Connect SGF Newsletter – The blog-style newsletter highlights CVB sales efforts, upcoming events, conventions and other industry information and is delivered via email. New partners are also announced each month.

Missouri Division of Tourism Liaison – The CVB can act as liaison with the Missouri Division of Tourism for advertising and free promotion opportunities.

Salute to Travel & Tourism Awards Banquet – This semi-formal event provides an update on the year’s accomplishments and an opportunity to network with other Marketing Partners and community leaders.

Marketing Partnership Price Range **\$250-\$1,000/year**

**Contact one of our Partner Development Managers for assistance
in developing a marketing program tailored for your business.**

800-678-8767, Ext. 105

PRINT & WEB MARKETING TOOLS

Most travelers today rely heavily on mobile devices to find their way around a city and to locate dining options, attractions and lodging. Do a quick Google® search for “restaurants in springfield mo” or “things to do in Springfield Missouri” and the top hit will generally be ours! With a listing or ad on our site, your business can be one of the first seen by more than 3 million people who visit Springfield each year.

SPRINGFIELD AREA VISITORS GUIDE



Still the primary source for visitor information, 150,000 copies of the Visitors Guide are distributed annually to leisure and convention travelers via mail, at information centers throughout the state and in special group packets. Our magazine-style layout features photography and editorial content showcasing things to do, places to eat, shopping, lodging, outdoor activities, Route 66 and much more. (All dimensions are width x height)

Premium Positions:

Full-Page Ad (Full Bleed) - Back Cover (8.5 x 8.25 inches)	\$6,000
Full-Page Ad (Full Bleed) - Inside front cover (8.5 x 11.375 inches) . .	\$4,800
Full-Page Ad (Full Bleed) - Inside back cover (8.5 x 11.375 inches) . .	\$4,500
Full-Page Ad (Full Bleed) - First page in section (8.5 x 11.375 inches)	\$4,200

Inside Page Locations (No guaranteed locations):

Full-Page Ad (Full Bleed) (8.5 x 11.375 inches)	
Full-Page Ad (No Bleed) (7.25 x 10.125 inches)	\$3,900
2/3-Page Vertical Ad (4.8125 x 10.125 inches)	\$3,000
1/2-Page Horizontal Ad (7.25 x 5 inches)	\$2,250
1/3-Page Square Ad (4.8125 x 5 inches)	\$1,800
1/3-Page Vertical Ad (2.3125 x 10.125 inches)	\$1,800
1/6-Page Horizontal Ad (4.8125 x 2.4375 inches)	\$1,200
1/6-Page Vertical Ad (2.3125 x 5 inches)	\$1,200
1/12-Page Square Ad (2.3125 x 2.4375 inches)	\$700

SPRINGFIELD VISITOR GUIDE COUPONS

Coupons are a proven way to draw business from leisure and convention visitors. Coupons are included on a pull-out insert inside the Visitors Guide and feature your coupon with a standard disclaimer and end-of-year expiration date on the back side. These prices include an online version of your coupon at no additional cost.

Tear-Out Visitors Guide Coupon (2.125 x 2.25 in.)	\$300 (includes free online coupon)
Online Only Coupon	\$250



SPRINGFIELDMO.ORG AND VISITORS GUIDE LISTING

We distribute 150,000 visitor guides each year and our newly designed website, optimized for viewing on mobile devices, draws more than 1 million leisure, convention and sports visitors per year. These value-added packages give you a presence in both!

Website Listing, Link and Visitors Guide Listing (140 character listing) . . . \$350 per year (free with display ad)

WEBSITE BANNER ADS

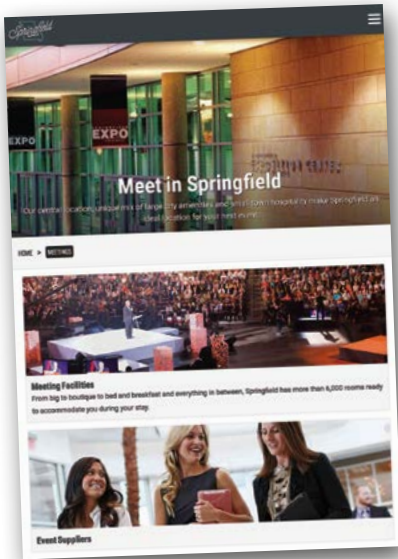
Be among the first businesses to be seen by visitors when they log in to SpringfieldMo.org! A great way to reach today's connected traveler. Ads include 3 sizes that scale for mobile devices and rotate throughout the site.

Primary Ad in 3 Sizes (970 x 90, 728 x 90 and 180 x 150 pixels)
Website Ad Package \$30 per 1,000 impressions or \$3,000 per year



EVENT & CONVENTION MARKETING

Events often bring thousands of people to the Springfield area who are looking for lodging, attractions, shopping and places to eat. These marketing tools will help you target these groups as they are planning their events and after they arrive.



SPRINGFIELDMO.ORG/MEETINGS WEBSITE LISTING

Reach the key people who bring events and conventions to Springfield. This new website section is specifically targeted to meeting planners. A great opportunity for caterers, photographers and more.

Premier Website Listing (includes name, address, phone, photos, website link, venue capacities, dimensions, PDF floor plan and a 50-word listing) **\$350 per year**

Website Listing (name, address, phone, photos, website link and a 50-word listing) **\$250 per year**

WALL TRANSPARENCY DISPLAYS

Large, bright and colorful! Located inside the *Route 66 Information Center*, these 36 x 24-inch panels will draw attention to your business.

***Wall Transparency Display** **\$1,200/year**

*Limited quantities available.



EXPO CENTER PANEL DISPLAYS

Advertise where people gather at the *Springfield Exposition Center*! These 32 x 38-inch panels are a great way to catch the eyes of potential customers and promote your business.

***Expo Panel Display** **\$1,800/year**

*Limited quantities available.



Convention & Visitors Bureau

Offices and Route 66 Springfield Visitor Center:

815 East Saint Louis Street • Springfield, Missouri 65806

417-881-5300 • 800-678-8767

Airport Visitor Center:

Springfield-Branson National Airport • Springfield, Missouri

SPRINGFIELDMO.ORG

TRUE TO LIFE. TRUE TO US.

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