

FY24 Economic Development Co-op Marketing Program



FY24 COMMUNICATION GOALS

- Increase awareness and consideration of Iowa's benefits as a place to live and work
- Increase awareness and consideration within key industries of Iowa as an ideal place to start, relocate, or expand a business
- Help support and grow businesses across the state

MESSAGE PILLARS

- Affordability
- Low Cost of Living
- Work-life balance
- Qualified Workforce
- Cutting-Edge Careers
- Award-Winning Education
- Thriving Communities



TARGET AUDIENCES

WORKFORCE RECRUITMENT:

- Gen Z and Millennials (A 22-29) looking to start and/or grow careers and experiences
- Millennials and Gen X (A 30-39) with young families looking for a place to raise their families
- Gen X and Boomers (A 40-55) who may recommend Iowa to younger generations to visit, live and work

SKILLSET TARGETING:

- Engineering
- Healthcare
- Advanced Manufacturing
- Transportation and Logistics
- Information Technology
- Business and Management
- Trade/Skilled
- Entrepreneurs

BUSINESS ATTRACTION:

- Business Decision Makers:
 - Business Development
 - CFO
 - COO
 - R&D
- Entrepreneurs
- Site Selection consultants



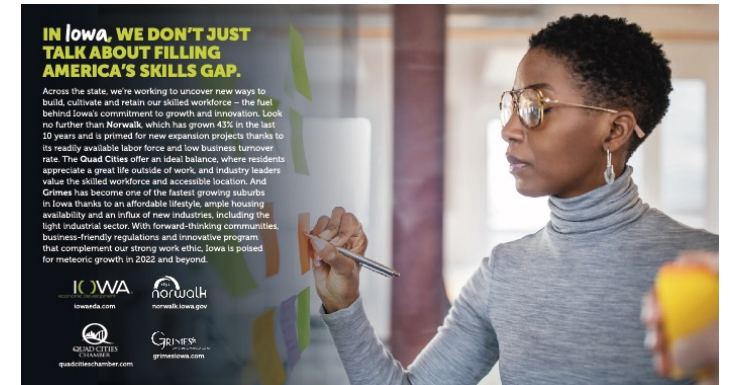
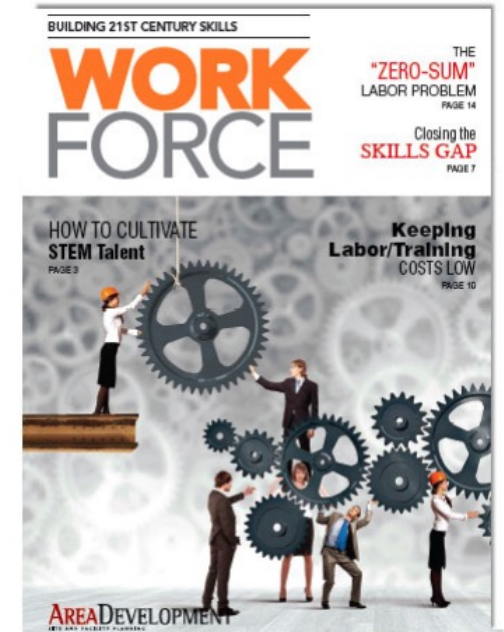
PARTNER OPPORTUNITIES

WORKFORCE EDITION COMBO

Participation in this combo offering gives your organization/community exposure in both magazines. You will be included in the ad content written by IEDA's writers and creative team.

The workforce issue supplement in *Area Development* and *Site Selection* magazines are resources for leadership executives who need to fill jobs with the right talent when considering a new location or expansion.

The editorial supplements will feature content on finding talent from alternative sources, using workplace as a recruitment tool, and trends in post-pandemic workforce recruitment. **The ad will focus on Iowa's highly skilled workforce in hopes to increase consideration of business expansion to Iowa, leveraging our qualified talent base.**



Publication	Reader Profile	Circulation	In-Market Dates
Area Development: Workforce Supplement	Site Selection Magazine Readers + Additional distribution to C-Level Executives	35,000	December 2023
Site Selection Magazine: Workforce Special Issue	Nationwide. 65% of audience is C-suite 68% of readers have 100+ employees	40,000	November 2023

Investment: \$2,350
Partner Limit: 4

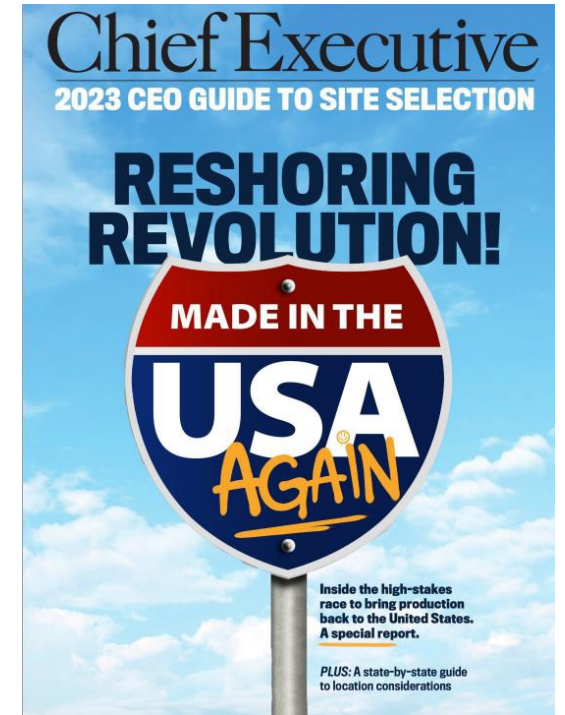
NEW! CEO Guide to Site Selection

Chief Executive's CEO Guide to Site Selection is the go-to resource for CEOs, providing them with a summary of each state and what they offer businesses looking to expand or relocate including insights into workforce quality, tax burden, top logistics infrastructure, incentive programs, regulatory environment and provides an at-a-glance profile of the states' business climate.

By participating in this opportunity, you will be included in a full-page ad containing content written by IEDA's writers and creative team. **The ad will focus on Iowa's desirable business climate in hopes to attract new business to the state. Additionally, the ad may highlight Iowa's career advancement opportunities available to those in leadership roles. The ad will run adjacent to the Iowa state page.**

Circulation: 42,000 BPA-qualified CEOs in print and 19,000 digitally

In-Market Date: January 2024



Investment: \$1,000
Partner Limit: 5

ASCEND/HBR

ASCEND, Harvard Business Review’s new editorial platform targeted toward young movers, shakers, and career seekers, discusses modern questions about work and life.

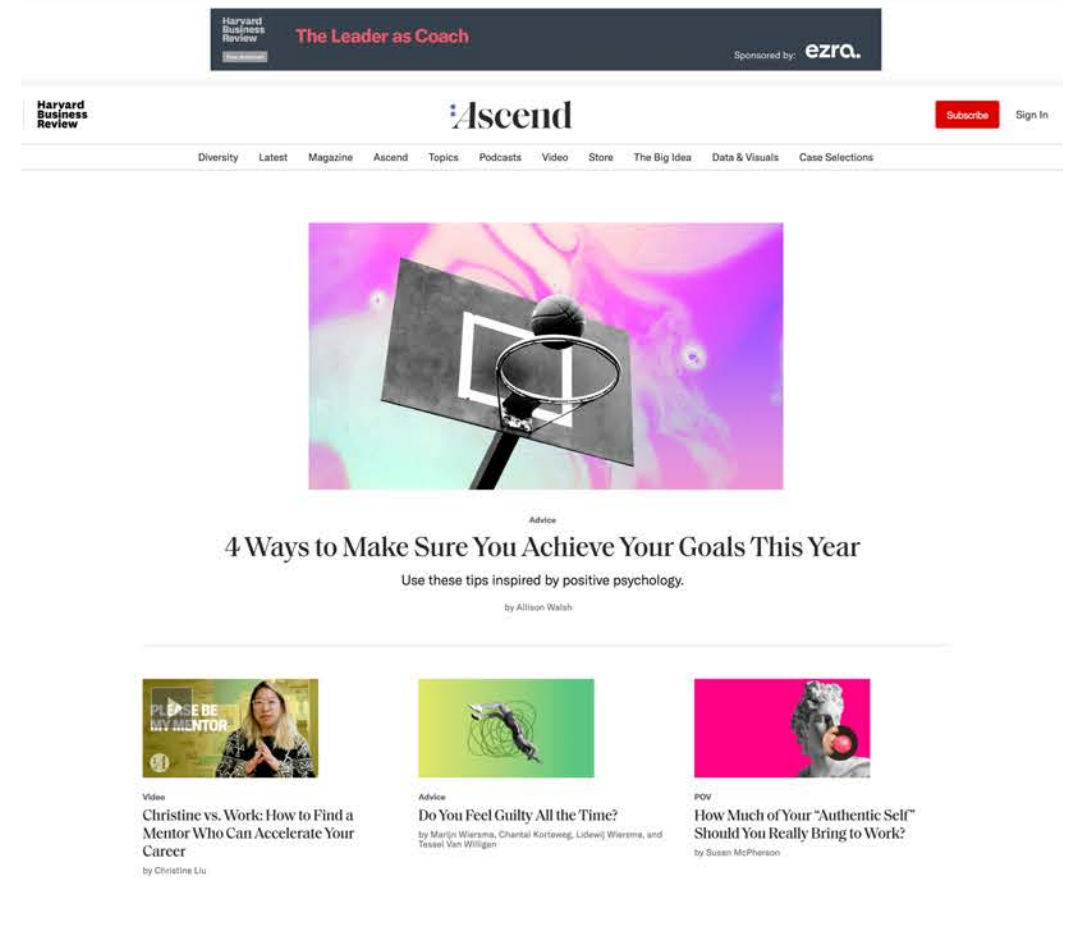
With 12.2 million viewers nationwide, Ascend’s website and social channels will be used to promote a featured article, written by IEDA. This article will be live on www.hbr.org/ascend forever.

This custom article will be written in the *This is Iowa* campaign style. Our writers will weave your content into the story, increasing consideration for Iowa as a place to live, work, and meet career goals.

In-market Date: January 2024 – June 2024

Receive inclusion in the following:

- Minimum of 15-25k impressions & pageviews to the article, which will house backlinks to your website landing page.
- Logo inclusion on an HBR.org banner ad directing viewers to our content integration, for 6 months.
- 6-months inclusion in a social media promotional campaign linking to the article.



Investment: \$3,000
Partner Limit: 6

NEW! CAREER ADDICT

CareerAddict, one of the world’s leading online career resources helps people kick-start and advance their careers. This all-in-one career resource offers visitors an assortment of tools and features including a professional résumé writing service, a state-of-the-art job board, and a comprehensive career testing platform. More than 5.2 million US residents visit CareerAddict every year.

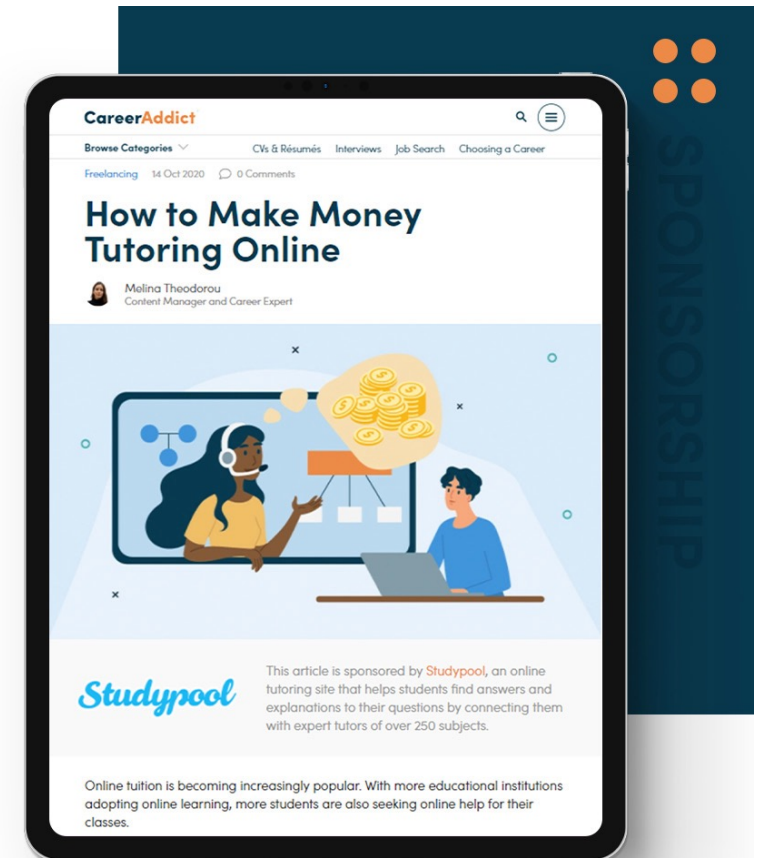
Each participating partner receives the following:

- A custom 1,200-word online article, which will live on CareerAddict’s website for 12 months
- Introductory sponsor logo and website link with article
- Call-to-action promotional block strategically placed within article
- “Featured placement” on CareerAddict website for five days
- Social media promotion on all CareerAddict networks
- Email distribution to CareerAddict mailing list

This custom article will be written in the *This is Iowa* campaign style. Our writers will weave your content into the story, increasing consideration for Iowa as a place to live, work and meet career goals.

In-market Date: January 2024 – June 2024 (partner may select which month to go live)

Investment: \$295
Partner Limit: 20



SMARTBRIEF: NATIVE AD

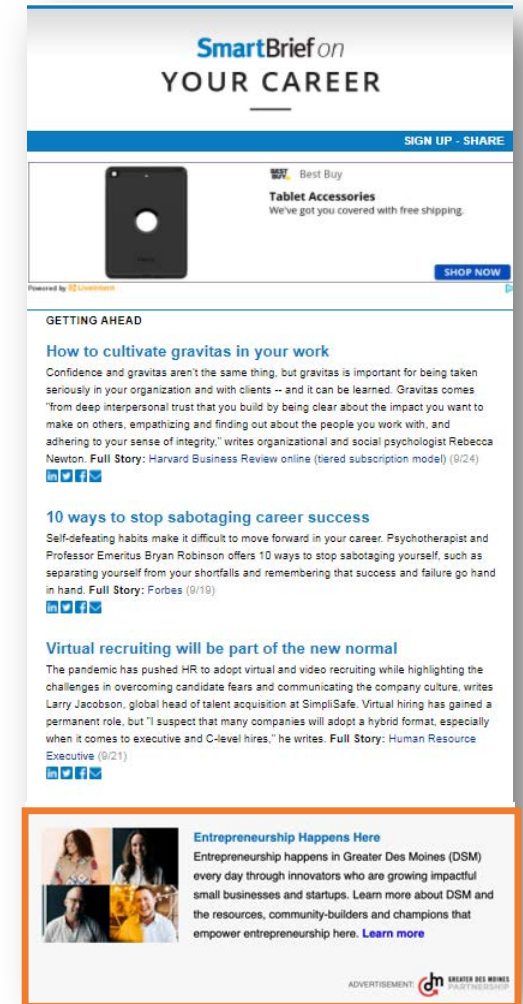
A partner favorite, SmartBrief e-Newsletter sponsorship ads deliver your message to a highly-targeted opt-in audience. Each newsletter's content is curated from major news outlets and niche industry sources, summarizing the most relevant articles for busy business professionals.

IEDA's writers will create the headline and ad copy as well as select the photo to align with the *This is Iowa* campaign voice.

Program Details

- You can select one, or more, of the SmartBrief Industry newsletters to sponsor
- Your ad will appear as native content within the SmartBrief industry newsletter
- You select the launch date for your sponsorship

SMARTBRIEF NEWSLETTER	DISTRIBUTION	RECIPIENT PROFILES	PARTNER INVESTMENT
SmartBrief on Workforce	66,351	HR & Benefits Decision Makers, Consultants, Owners, CEOs, Presidents, & Principals	\$450
SmartBrief for Entrepreneurs	27,262	Entrepreneurs, business owners, and senior level executives - strong audience to reach the "start-up" space	\$350
NAM Leading Edge SmartBrief	7,876	Reaching senior-level Executives and Professionals at Manufacturing companies	\$300
SmartBrief on Leadership	195,655	Business owners, C-level decision makers, Consultants, Executive Management, Presidents, CEOs, Principals, CFOs, CEOs, and Senior Executives	\$1,700
SmartBrief on Your Career	32,099	Young motivated professionals who are looking to get ahead in their careers. Audience includes those in Exec Management, Operations, Marketing, Consultants, Finance, Accounting, Engineering, IT, Sales, HR, Legal, etc.	\$450



Partner Limit: 20


SMARTBRIEF TARGETED E-BLASTS

Distributed by SmartBrief, your dedicated email blast will be delivered to inboxes around the region who have opted-in to receive your messaging. Dedicated eblasts are the highest performing tactic SmartBrief offers to target their highly qualified audience.


- You can select one, or more, of the databases listed below.
- You can choose your own messaging. Multiple copy blocks are allowed to address several message pillars.
 - IEDA will include a section in your email to match the look and feel of our *This is Iowa* campaign.
- Multiple landing pages are encouraged to direct readers to differing landing pages.
- Select the launch date that makes the most sense to your organization!

DATABASE AUDIENCE PROFILES	DISTRIBUTION	PARTNER INVESTMENT
"Leadership" Business owners, C-level decision makers, Consultants, Executive Management, Presidents, CEOs, Principals, CFOs, CEOs, and Senior Executives , interested in leadership content and growing a team	195,655	\$8,500
"Council of Supply Chain Management" membership database: Supply Chain Professionals, Operations, Exec Management, Procurement	14,608	\$3,000
"Workforce" HR Decision Makers, Owners, CEOs, & Presidents	66,351	\$3,000
"Career" Young motivated professionals who are looking to get ahead in their careers	32,099	\$2,500
"Entrepreneurs" business owners, and senior level executives - strong audience to reach the "start-up" space	27,262	\$3,500
"Small Business" membership database: Small Business owners	20,907	\$4,000
"National Association of Manufacturers" membership database: Senior-level Executives and Professionals at Manufacturing companies	7,876	\$1,500
"Biotechnology Innovation Organization" membership database: Industrial Biotech Professionals	37,563	\$2,250
"SmartBrief on AgTech" membership database: Agriculture industry professionals with a focus on AgTech and Innovation	6,183	\$2,000

SmartBrief on
YOUR CAREER



The Quad Cities offers low cost of living & amazing work-life balance




When you find a company that aligns with your values, a career isn't work - it's a fun avenue to contribute and enrich your community. Jenna Blozevich is living that life in the QC, and she's not alone. Young professionals are planting roots in this riverfront region.

[Click Here](#)


Where is your next career awaiting you? Quad Cities That's Where!

The Quad Cities thrives on new ideas, encourages collaboration over competition, and invests in our people to push our community forward. QC, that's where we are building a culture of fearless talent, allowing each other to dream bigger than they thought they could dream. Hear from real Quad Citizens on why they have chosen to build a career in the QC.



[Click Here](#)

Iowa: The No. 1 state for opportunity




Ready for a place where you can dream it and do it? From scrappy start-ups to legacy enterprises, young professionals across Iowa are pairing new technologies with daring ideas and bringing transformational innovations to life. With opportunities galore, vibrant communities and an unmatched quality of life, Iowa is a smart investment in your future.

[Click Here](#)

Quad Cities is the place for budding entrepreneurs

Sam McCullum came to the QC from Chicago for college and discovered opportunities that kept him in the area. "The QC knows how to come together, once you find like-minded people, you can elevate your idea to the next level," McCullum said. Likewise, Annette Hutto moved to the QC and saw the potential for a community gathering space and opened a coffeehouse.



[Click Here](#)

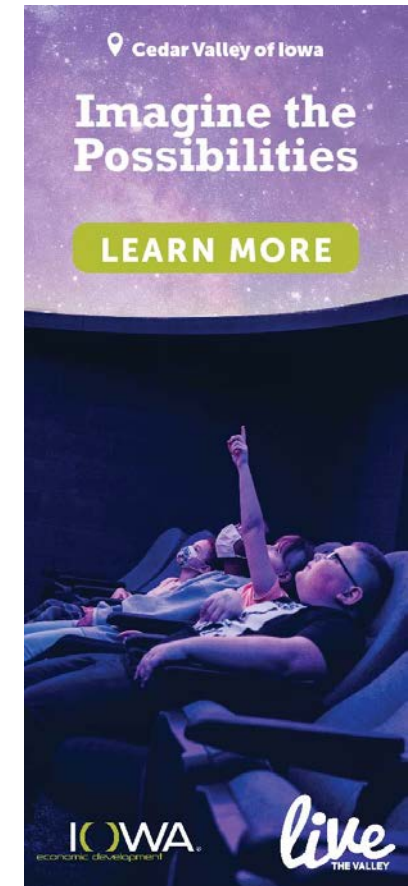
Partner Limit: 20

DIGITAL DISPLAY CAMPAIGNS

Reach various audiences on their mobile phones, laptops, tablets, and connected devices with a targeted digital display campaign. Banner ads will show on as many as 20 million + websites to those matching the audience descriptions below. IEDA will design the ads for you in the look and feel of our This is Iowa campaign. The destination URL will be directed to the landing page of your choice.



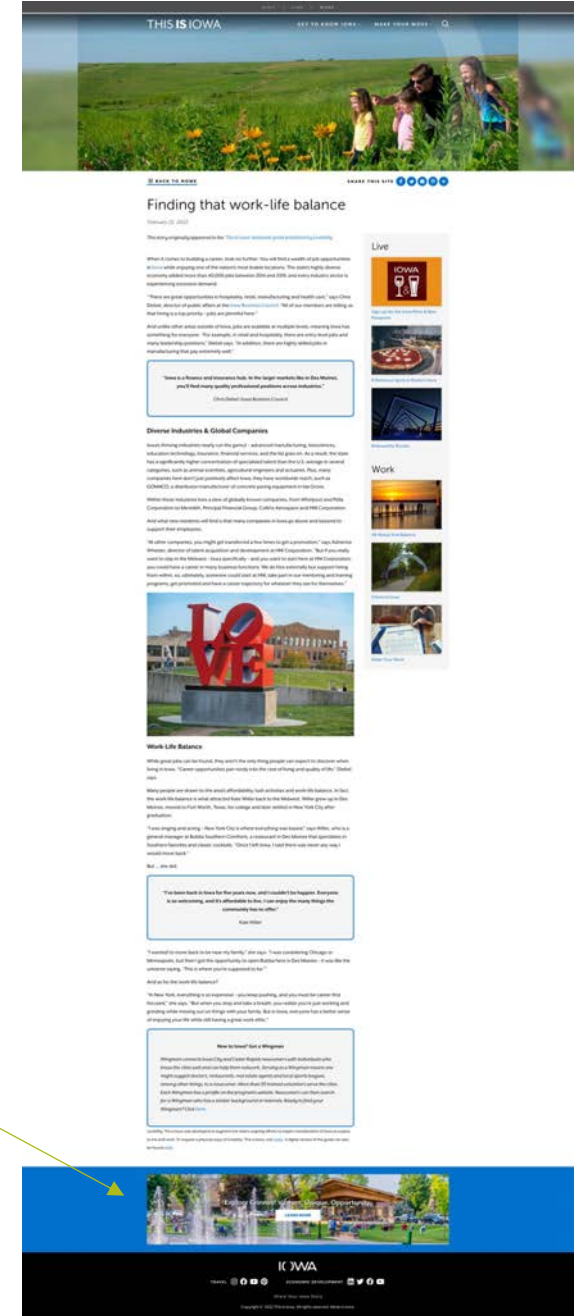
Campaign	Audience Description	Impressions per partner	In-Market Dates
Workforce Recruitment	<ul style="list-style-type: none"> • Adults 22-39 • Interested in relocating or moving to the Midwest or Iowa specifically • Interested in major Iowa employers (Collins Aerospace, Principal, Hy-Vee, Iowa State University, Pella, University of Iowa, and all 23 members of the Iowa Business Council) • Indicates having a skillset or knowledge in the following fields: Engineering, Healthcare, Advanced Manufacturing, Transportation and Logistics, Information Technology, Business and Management, Trade/Skilled • Previous search behavior includes balancing work and life, lowering cost of living, best states to raise children, recruitment or job search websites • Does not currently reside in Iowa, but has visited the state in the past • Currently reside in Minnesota, Wisconsin, Illinois, Nebraska, Missouri, South Dakota, Texas, California, Michigan, Indiana, Kansas, or Colorado 	350,000	1/1/24 – 3/31/24
Site Selection	<ul style="list-style-type: none"> • Job title targeting including Corporate Real Estate Executives and Site Selection Consultants • Work at or for corporations within target industries • Own or work for commercial real estate consultant firms and have clients with annual revenues of \$50M+ • Geofencing tactic includes 70+ site selection offices across the nation 	350,000	10/1/23 - 12/30/23
General Business Decision Makers	<ul style="list-style-type: none"> • C-suite (president, director, CEO, COO, CFO) • Male 45+ with a \$400k+ annual income • Work at or for corporations within target industries with an annual company revenue of \$50M+ • Job function include planning, R&D, finance, real estate strategy • Currently reside in Minnesota, Wisconsin, Illinois, Nebraska, Missouri, South Dakota, Texas, California, Michigan, Indiana, Kansas, or Colorado 	350,000	12/1/23 – 2/28/24
Entrepreneurs	<ul style="list-style-type: none"> • Adults 28-54 • Interested in ways to grow a business and searches online topics such as marketing, workforce attraction and retention, small business insurance, start-ups, human resources, inventor, venture capital, accounting, etc. • Has shown interest in Iowa by previous online searches • Noted as “self employed” • Currently reside in Minnesota, Wisconsin, Illinois, Nebraska, Missouri, South Dakota, Texas, California, Michigan, Indiana, Kansas, or Colorado 	350,000	11/1/23 – 1/31/24



THIS IS IOWA.COM TAKEOVER BANNER ADS

Take over ThisisIowa.com's stories for one month and drive traffic to your website through static banner ads!

- Banner ads appear on all *This is Iowa* story pages during your selected timeframe
- Exclusive one-month flight will not be shared with any other partner
 - August 2023 – June 2024
- Banner ads follow existing ThisisIowa.com design style

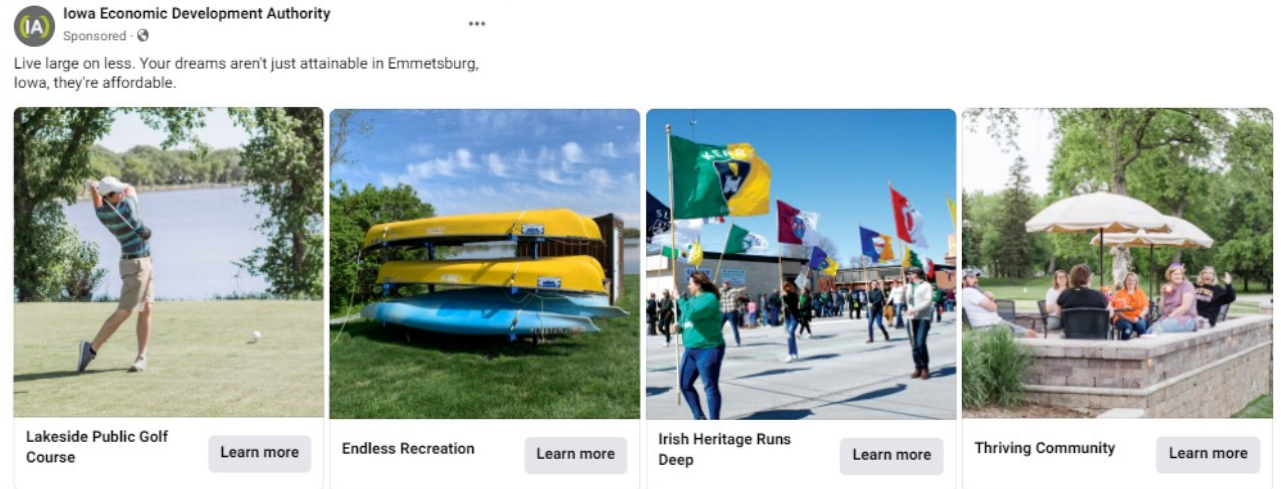


Investment: \$1,000
Partner Limit: 11 (1 per flight)

SOCIAL MEDIA ADVERTISING

Leverage the power of IEDA's social media following with partnering on this opportunity! The social media sponsorship provides the following:

- Agency consultation to identify the right platforms
 - Facebook
 - and/or LinkedIn
- Custom Audience Targeting
- Ads will come from Iowa Economic Development Authority platforms
- Partners must provide creative assets and specs will be provided
- Content topics can range from workforce recruitment and affordability to certified sites and more



Investment: \$2,000
Partner Limit: 6



NEXT STEPS

SIGNUP ONLINE : May 31 – June 18, 2023



www.iowaeda.com/marketing-coop

- *There is limited availability per opportunity.*
- *All opportunities are first-come, first-served. Sign up early!*
- *Registration is online only and will be date/time stamped.*
- *You will receive an email copy of what you signed up for immediately after you submit your request, but this is not confirmation of your participation.*
- *You will receive official confirmation of your participation on or before Friday, July 7, 2023*
- *If a program sells out, you will be placed on a waitlist and contacted if space opens in the order of registration.*
- *Cancellations between September 1 and March 1 require payment of 50 percent of the placement value. On or after March 2, no refunds will be given.*
- *Artwork guidelines will be sent in by the end of September, or sooner, and consultations will be scheduled in order of deadlines.*
- *IEDA reserves the right to discontinue tactic offerings based on low partner participation.*



THANK YOU!

Emily Hockins, Business Communications Manager | emily.hockins@iowaEDA.com | 515.348.6255

Renee Schneider, TRIO Agency | renee@TRIOagency.com | 316.644.7029

TERMS & CONDITIONS

RESERVATIONS:

Reservations are accepted beginning May 31, 2023, at 10 a.m. Space is available on a first come basis. Registration will close on June 18, 2023, at 11:59 pm. Within two weeks after registration closes, you'll receive a formal confirmation from the IEDA. When opportunities are full, partners will be placed on a waitlist. There is no cost to be on the waitlist and being on the waitlist does not confirm your interest in buying that opportunity if it becomes available. If space should become available and you are at the top of the waitlist, you will be offered the opportunity to confirm your space or pass. IEDA reserves the right to cancel a co-op offering based on low partner participation.

CANCELLATION POLICY:

There is no penalty for cancellations before September 1, 2023. Cancellations between September 2, 2023, and March 1, 2024, require payment for 50 percent of the ad placement cost. On or after March 2, 2024, no refunds are available.

Partner ad materials and due dates will be shared in as soon as possible once confirmations are sent. Reminders to send in materials will be sent to partners prior to the due dates. If a partner doesn't submit their materials by the appropriate due date, IEDA may move forward with the ad without the partner's materials. The partner is still required to pay for the ad placement.

INVOICING:

You will receive an invoice for your confirmed selections before June 30, 2024.

Agency consultations will be scheduled in order of deadlines.

IEDA may edit any material provided by the partner for grammar or to fit within IEDA's brand standards. IEDA reserves the right to reject partner photos or ads based on content or image quality. All ads must be consistent with the IEDA brand campaign messaging and the messaging pillars.