

FY21 Economic Development Co-op Marketing Program

FY21 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 do business
- Help support and grow businesses across the state



MESSAGE PILLARS

|  <p>CULTURE & LIFESTYLE</p> |  <p>ECONOMIC VIABILITY</p> |  <p>AFFORDABILITY</p> |
|--|---|--|
| <p>Thriving Communities & Abundance of Activities</p> | <p>Workforce</p> | <p>Cost of Living</p> |
| <p>Diverse Population</p> | <p>Infrastructure</p> | <p>Tax Incentives</p> |
| <p>Quality of Life</p> | <p>Site Selection & Industry</p> | <p>Income Potential</p> |

CAMPAIGN TARGET MARKET

TARGET AUDIENCES:

- **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**
- **Business Development, CFO, COO, R&D, Entrepreneurs in key industries**
- **Site Selection consultants**

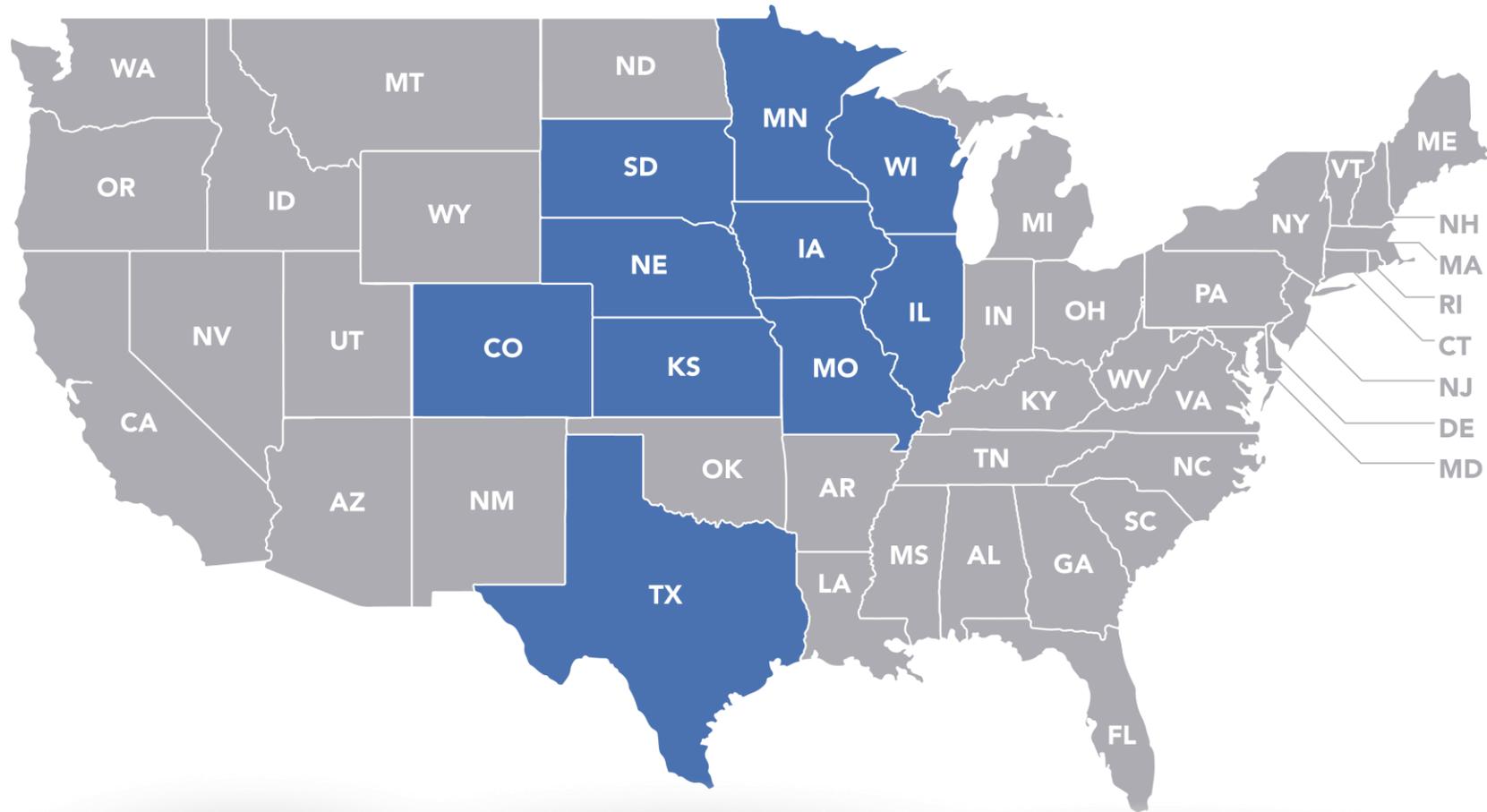
IOWA'S KEY INDUSTRIES:

- Bioscience
- Advanced Manufacturing
- Finance Services/Insurance
- Education Technology
- General Business

ADDITIONAL CONSIDERATIONS:

- Technology & Start-ups
- Healthcare Workforce

ECONOMIC DEVELOPMENT: TARGET GEOGRAPHY



PRINT OPTIONS

Business

| Currencies | | Commodities | |
|---------------------|-----------------------------|-------------|---|
| FTSE 100 | 6500.22 +100.80 (+1.55%) | Gold | AL18.00 \$1146.06 -0.94 (-0.08%) |
| FTSE All Share | 5471.31 +142.10 (+2.6%) | Brent Crude | AL18.00 \$52.14 (November) -0.54 (-1.04%) |
| FTSE All Share Euro | 5141.00 +100.00 (+1.9%) | | |
| FTSE Europe 500 | 2634.82 +31.10 (+1.2%) | | |
| Nikkei 225 | 20221.99 +100.00 (+0.5%) | | |
| DAX Germany 30 | 8200.40 +100.00 (+1.2%) | | |
| S&P 500 | 1160.44 +10.00 (+0.9%) | | |
| Hang Seng | 17940.00 +100.00 (+0.6%) | | |

News

Long haul for Tesco
Company halts sales spiral but profits fall

US Rate
1.5314
Change
-4.03c

EC Rate
1.3628
Change
-4.23c

global crisis, warns IMF



FLEISHMANHILLARD

IOWA
economic development

SITE SELECTION COMBO

Participation in this combo offering gives your organization/community exposure in every issue of each publication!

| Publication | Reader Profile | Circulation | In-Market Dates |
|------------------------------|---|-------------|---|
| Site Selection Magazine | Readers include C-level corporate executives, corporate real estate executives and site selection consultants | 48,700 | November: Opportunity Zones March: Certified Sites |
| Expansion Solutions Magazine | Readers include key site selection consultants and corporate real estate brokers | 20,000 | Nov/Dec: Opportunity Zones/Certified Sites May/June '21: BioTech |



Investment: \$2,875
Partner Limit: 4



BUSINESS JOURNAL COMBO

Participation in this combo offering gives your organization/community exposure in every issue of each publication!

| Publication | Reader Profile | Circulation | In-Market Dates |
|----------------------------|---|-------------|--|
| Corridor Business Journal | Eastern Iowa Corridor business decision makers | 10,730 | Sept 14: Education Dec 7: Manufacturing Jan 27*: Economic Dev. Forecast Feb 17*: Tech & Innovation April 27*: Real Estate/Development |
| Des Moines Business Record | Top management, decision makers, and leaders in the Des Moines metro area | 20,350 | October 16: Leaders in Insurance November 13: Healthcare Feb 14*: Workforce & Retention April 10*: Sustainability June 5*: Manufacturing |



FLEISHMANHILLARD

* Date may vary upon finalization of 2021 editorial calendar

Investment: \$1,900
Partner Limit: 4

SITE SELECTION MAGAZINE: WORKFORCE GUIDE 2020

| Publication | Reader Profile | Circulation | In-Market Dates |
|--|---|----------------|-----------------|
| * NEW Site Selection Magazine: WORKFORCE Guide | Site Selection Magazine Readers + Additional distribution to C-Level Executives | 35,000 C-suite | October 2020 |



DATA ANALYSIS

Demographic, business climate and labor force analysis



INDUSTRY REPORTS

Developing in-depth industry reports



WORKFORCE DEVELOPMENT TRENDS

Detailed reporting and analysis



COMPETITIVE ADVANTAGES

Actionable analysis of competitive advantages



EXECUTIVE INTERVIEWS

Interviews with C-Suite executives and educational leaders



Investment: \$1,100
Partner Limit: 4



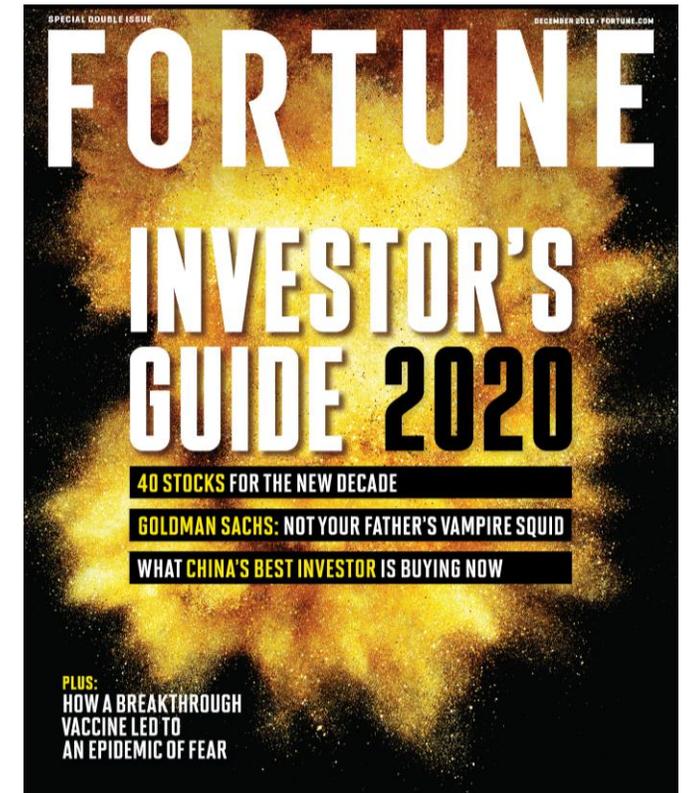
FORTUNE MAGAZINE

Audience Profile:

- FORTUNE Magazine delivers high-quality print and digital media to business decision makers, CFOs, R&D experts, and Entrepreneurs every day.
- 742, 000 national readers
- 131,600 Regional Audience in Iowa, Nebraska, Minnesota, South Dakota, North Dakota, Kansas, Missouri, Illinois, Wisconsin, Texas, Colorado

Program Details:

- December 2020: Best in Business Issue
 - Fortune's roundup of the best in the year that was, including best ideas, innovations, investments, hires and more
- Regional Audience distribution



Investment: \$2,200
Partner Limit: 8



DIGITAL OPTIONS

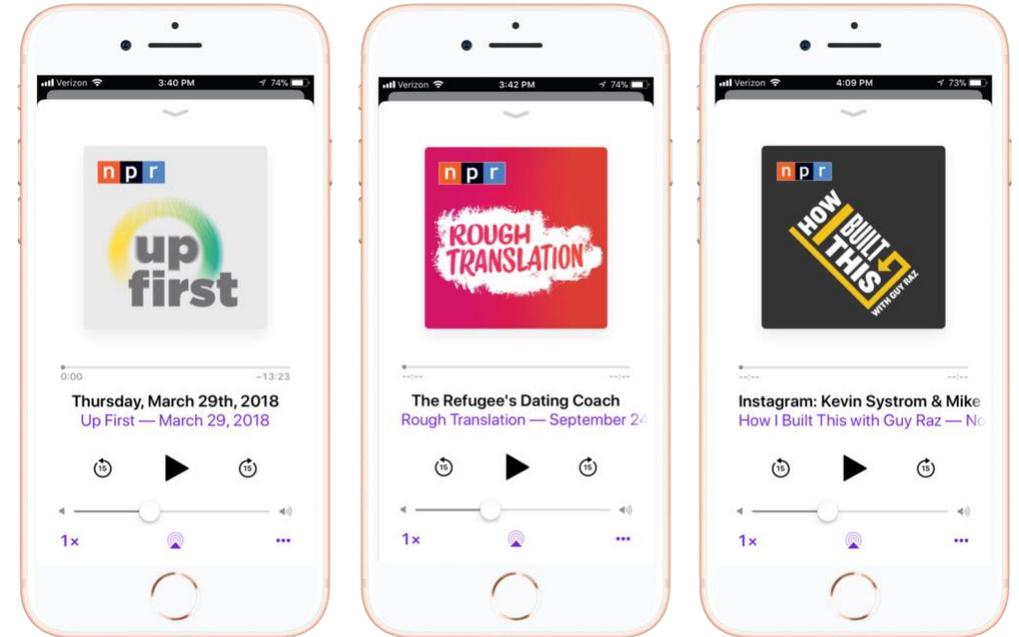
NPR Podcast Sponsorship

Audience Profile:

- NPR delivers podcasts to 23.6 million users each month, and is home to 8 of the top 20 podcasts in the U.S.
- 60% of NPR podcast users are 25-44
- 87% have a college degree or higher
- 67% earn more than \$75k per year

Program Details

- Script writing and production assistance
- :15 pre-roll audio ads dedicated to your messaging
- :30 mid-roll audio ads dedicated to your messaging
- 300x600 companion banner ad for desktop display
- January 1 – March 31, 2021
- Deliverables Goals: 380,000 total impressions



Investment: \$2,500
Partner Limit: 5

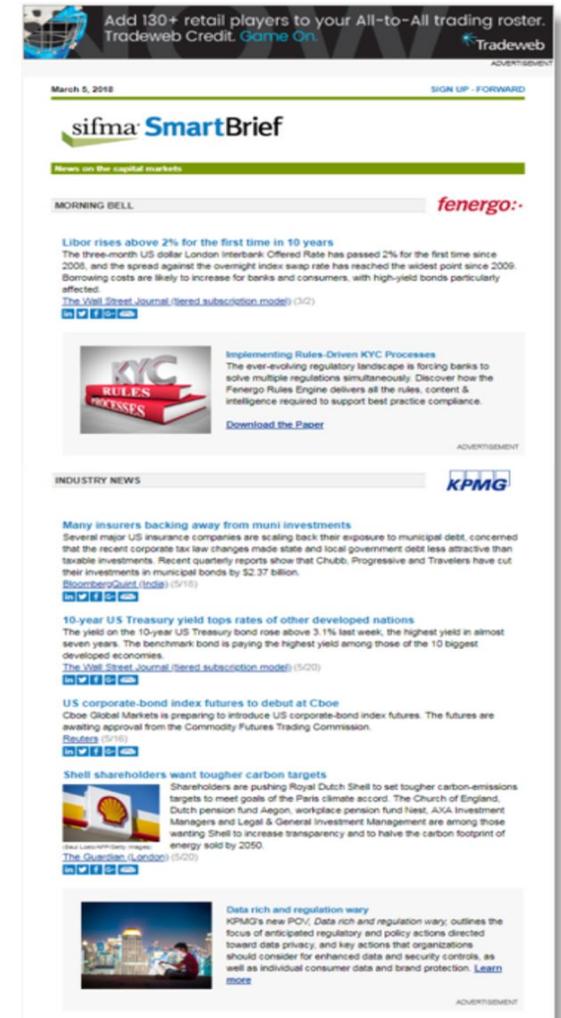
SMARTBRIEF E-BLASTS

SmartBrief is a daily e-Newsletter distributed 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.

Program Details

- You can select one, or more, of the SmartBrief newsletters listed below.
- Your ad will appear as native content within the SmartBrief industry newsletter
- Once partners are secured, we’ll work with the partners to determine a date in which to launch each eblast.

| Newsletter Option | Reader Profile | Subscribers |
|---------------------------------------|--|-------------|
| SmartBrief on Workforce | HR Professionals and managers | 40,970 |
| SmartBrief on Your Career | Rising stars looking to get ahead, professionals on the move, motivated job seekers | 56,670 |
| BioTech SmartBrief | Industrial BioTech professionals and decision makers across executive management and R&D. Official newsletter of the BioWorld Congress | 29,220 |
| SmartBrief on EdTech | EdTech professionals responsible for implementing and purchasing products in K-12 districts and schools | 63,490 |
| SmartBrief on Small Business | Small business owners | 35,360 |
| SmartBrief for CFOs | CFOs, treasurers, controllers, and other senior finance executives | 28,260 |
| ANA Nurse Career | Career seeking nurses | 5,040 |
| National Association of Manufacturers | Reaching senior-level executives and professionals at manufacturing companies | 6,780 |



Investment: \$500
Partner Limit: 2 per newsletter



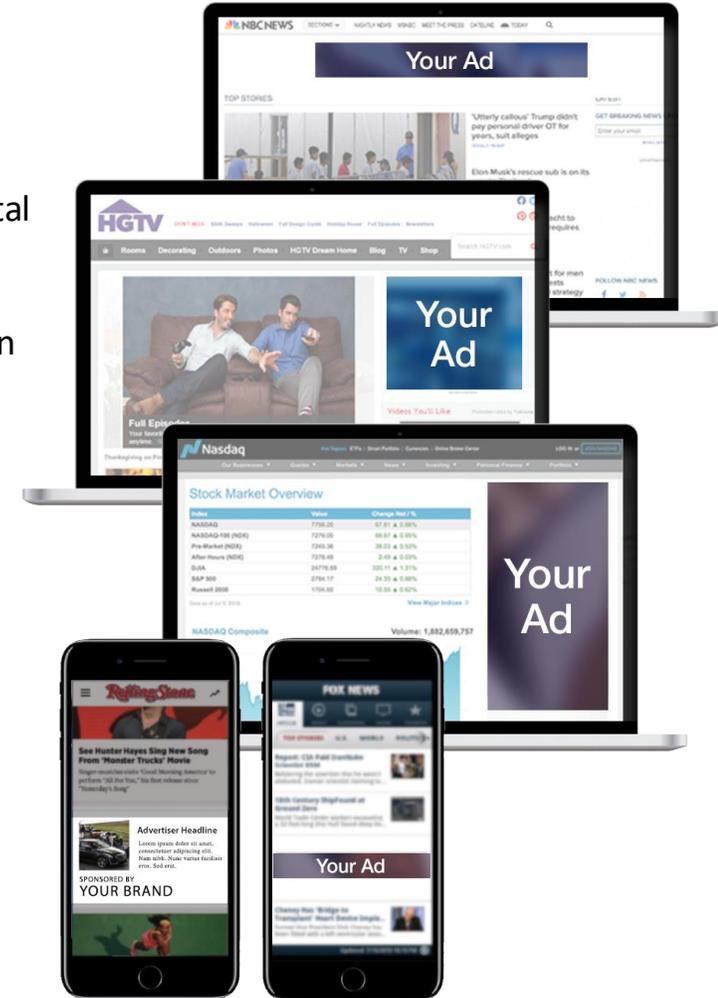
Townsquare Ignite: Digital Display

Digital marketing plans can be strategically laid out in many ways. Unique to your organization, a digital marketing plan should be tailored to your specific target market and their online search behavior.

IEDA, LS2group, and FleishmanHillard will work with your and your team during a private consultation to align your messaging with your online audience in ways you've never thought possible. Whether you want to target a skilled workforce, a specific industry, or a certain job type, we'll help you build a targeted digital strategy.

Program Details

- Agency consultation to build a targeted digital campaign to meet your needs and achieve your individual marketing goals
- 500,000 total campaign impressions
- 3-month duration
 - The ad campaign can go live anytime October 1, 2020 – June 30, 2021
- Depending on your campaign objectives it may be recommended to use a variety of targeting tactics including:
 - Advanced Audience Targeting
 - Search Retargeting
 - Contextual Targeting
 - Hyper-Local Mobile (Geofencing)
 - Website Targeting
 - Native
 - Retargeting



Digital Display Investment: \$3,000
Partner Limit: 6

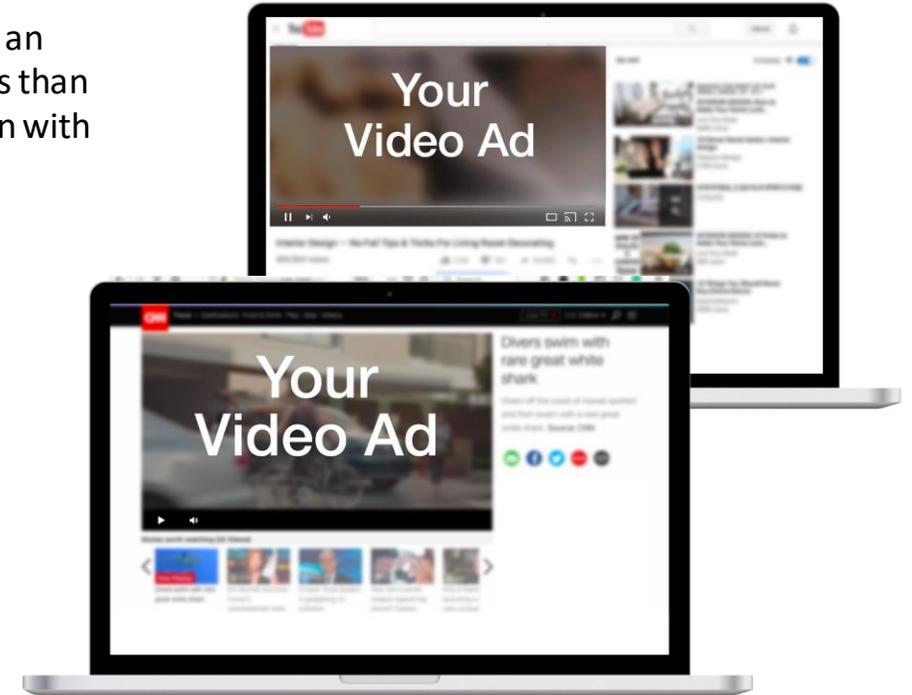


Townsquare Ignite: Digital Video

Video marketing garners one of the highest click-thru-rates of any digital medium with an average of 6.5%. It's not a surprise to learn that YouTube reaches more 18-49-year-olds than any broadcast or cable network alone. Be where your audience is, online and in-motion with video marketing.

Program Details

- Agency consultation to build a targeted digital campaign to meet your needs and achieve your individual marketing goals
- 65,000 total campaign impressions
- Video will play on Youtube TruView, and Video Pre-roll across the internet
- 3-month duration
 - The ad campaign can go live anytime October 1, 2020 – June 30, 2021
- Depending on your campaign it may be recommended to use a variety of targeting tactics including:
 - Advanced Audience Targeting
 - Contextual Targeting
 - Native video
 - Video Retargeting
- Ad Units
 - :15 or :30
 - Partner will supply the original video, or a link to download.



Video Marketing Option: \$2,000
Partner Limit: 6



IEDA OWNED ASSETS



ThisIowa.com Sponsored Listings

Drive traffic to your website through sponsored listings on ThisIowa.com feature stories.

Program Details

- The sponsored listings appear at the bottom of all This is Iowa feature stories under the “Work” category for that specific quarter.
- Sponsor listings will include:
 - One thumbnail image
 - One headline and link to a designated website
- In-Market Dates:
 - October – December
 - January – March
 - April – June

The screenshot displays the ThisIowa.com website interface. At the top, there is a navigation bar with 'VISIT | LIVE | WORK' and a 'THIS IS IOWA' header. Below the header is a large image of a woman in a blue dress standing in front of a cityscape. The main content area features a story titled 'Open for business' with a sub-headline 'Insurance, finance are top fields in Iowa'. The story text discusses the insurance industry in Iowa and mentions a woman named Sara Bernick. Below the story, there are two sections: 'Visit' and 'Work'. The 'Visit' section has three cards: 'Catch Des Moines', 'Iowa Cultural Festivals', and 'Iowa Wine Experience'. The 'Work' section has three cards: 'A Capital for Capital', 'Where Smart Money Lives', and 'Innovating Insurance'. A red box highlights the 'Work' section. At the bottom, there is a blue banner with the text 'Have an inspiring and unexpected Iowa story? Click here to share it!' and a footer with 'IOWA' and social media icons.

Investment: \$1,000
Partner Limit: 6 (2 per flight)

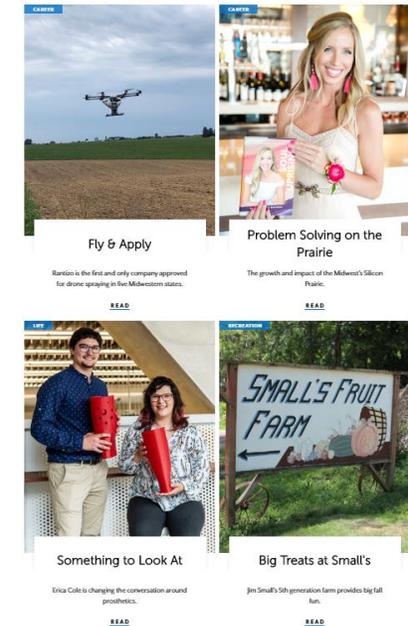


ThisIowa.com Featured Partner

Capture attention in this high-impact position on the home page of our lifestyle website, ThisIowa.com.

Program Details

- One full-width banner
 - Partner must provide an image with a strong call to action to a designated website.
- This sponsored banner will be positioned directly below the four, main feature stories for one month.
- You may select one month to be featured beginning September 2020 – June 2021



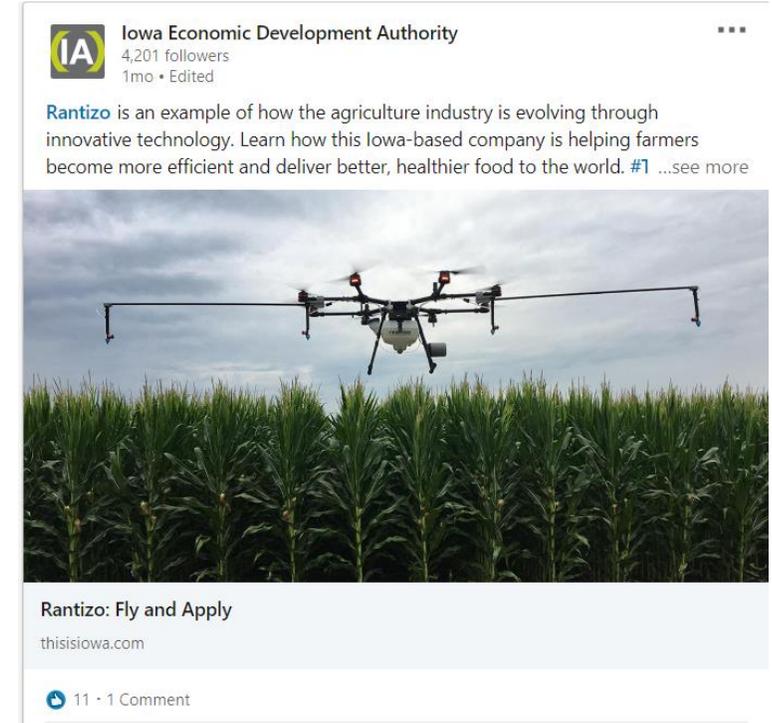
Investment: \$1,500
Partner Limit: 10 (one per month)



Social Media Advertising

Program Details

- 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



Investment: \$2,000
Partner Limit: 6

NEXT STEPS



SIGNUP ONLINE : July 28 – August 14, 2020



lowaeda.com/businesscoop

- *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, August 30, 2020*
- *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 8 and March 1 require payment of 50 percent of the placement value. After March 2, no refunds will be given.*
- *Artwork guidelines will be sent 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!

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APPENDIX

TERMS & CONDITIONS

RESERVATIONS:

Reservations are accepted beginning July 28, at 10 a.m. Space is available on a first come basis. Registration will close on August 14, 2020. 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 wait list. There is no cost to be on the wait list and being on the wait list 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 wait list, 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 8, 2020. Cancellations between September 9, 2020, and March 1, 2021, require payment for 50 percent of the ad placement cost. On or after March 2, 2021, 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, 2021.

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.



GLOSSARY

Advanced Audience Targeting: Leverages comprehensive first-party data and industry-leading third-party data to find and target your most likely customers. This tactic allows you to target mobile and desktop users based on demographics, online behaviors, interests, hobbies and purchase intention.

Contextual Targeting: Helps drive conversions by reaching consumers who are engaging with pertinent content across various networks of websites and apps.

Retargeting: Retargets people who have visited your homepage and/or specific site pages, showing them brand ads as they travel across the web and apps. There are two options that can be used individually or collectively; **Click Retargeting** targets users who have clicked on your banner ad; **Site Retargeting** targets users who have visited your website.

Search Retargeting: Leverages third-party data to target consumers with a relevant search history to your product or service. Obtains information from partner search sites (for example: search engines, travel and ecommerce sites), and you can also create a customized list of keywords and phrases to ensure consistency with other marketing efforts.

Website Targeting: In addition to targeting sites of specific categories, you can “whitelist” or create a custom list of sites you’d like your ads to appear on as well as create categories of sites including finance, family/parenting, health, travel, news, entertainment, etc.

Run of Network (RON): Maximizes your presence in markets by running ads across the entire extended network of more than 1,100 of the major exchanges, accessing millions of sites and over 300 billion impressions per day. Layer geo-targeting onto RON to ensure your message is delivered to consumers in your business footprint.

Native Display: Integrates your brand messaging directly into the pages of national and local publisher sites with native placements that mirror the form and style of the trusted editorial content that they are surrounded by. In-content placements create greater brand awareness and affinity by matching the publisher’s look and feel. Native ads are consumed by people the same way they view editorial.



GLOSSARY, cont.

Hyper-Local Mobile Plus: Delivers your messaging to mobile users based on their current physical location or locations they've previously visited (up to 365 days in the past). This tactic allows you to target mobile users in or who have been in your business location, your competitors' locations and/or other relevant places where your prospects may hang out.

Conversion Zones: Targets consumers through their mobile device apps based on location and recency. You can track the success of your campaign by measuring foot traffic to your business (conversion zone). **Configurable geo-fencing** allows you to more accurately target an audience based on size and location, which results in more accurate and efficient targeting. Addressable geo-fencing is available by uploading a database into the campaign planning software and targeting specific addresses for up to 30 days. Measures actual visitors to your location(s) who have seen your ad on their mobile device, as well those visitors who have been in a target fence, but not seen your ad.

Event Targeting: Captures your desired crowd by creating a target fence around an event location for a set timeframe, collects the device IDs of attendees and retargets those attendees during and up to 30 days after the event.

Event Targeting + Conversion Zones: Tracks the number of mobile users who saw your promotional ad in a relevant geo-fenced location near your event (such as a hotel or restaurant) and then set foot in your conversion zone (event space).

YouTube TrueView: Broadcasts your brand's video to consumers on the popular YouTube platform in the TrueView format. This effective and efficient format distributes pre-roll with a cost per view (CPV) pricing model, ensuring that you only pay for ads that have not been skipped by the viewer.

Video Network: Reaches engaged digital video viewers with your :15 or :30 video. This offering will deliver your messaging alongside video content across an extended network of sites and apps.

Native Video: Engages consumers with video appearing alongside the content on national and local publisher sites. The video will capture the attention of readers as they are consuming trusted editorial, matching the publishers' look and feel.

Connected TV (OTT): Broadcasts your commercial to engaged viewers across Connected TV (CTV) devices. Your video ad will play alongside premium CTV publisher content. Providers include: Turner (CNN), Sling TV (ESPN, TBS, TNT), Discovery and A&E. IP-based geo-targeting is available by DMA or state. CTV inventory runs on Smart TVs, streaming devices (Apple TV, Roku, Amazon Fire TV, Google Chrome) and gaming consoles (Sony PlayStation, Microsoft Xbox).

