

FY23 Economic Development Co-op Marketing Program

FY23 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
- Remote-work friendly
- 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

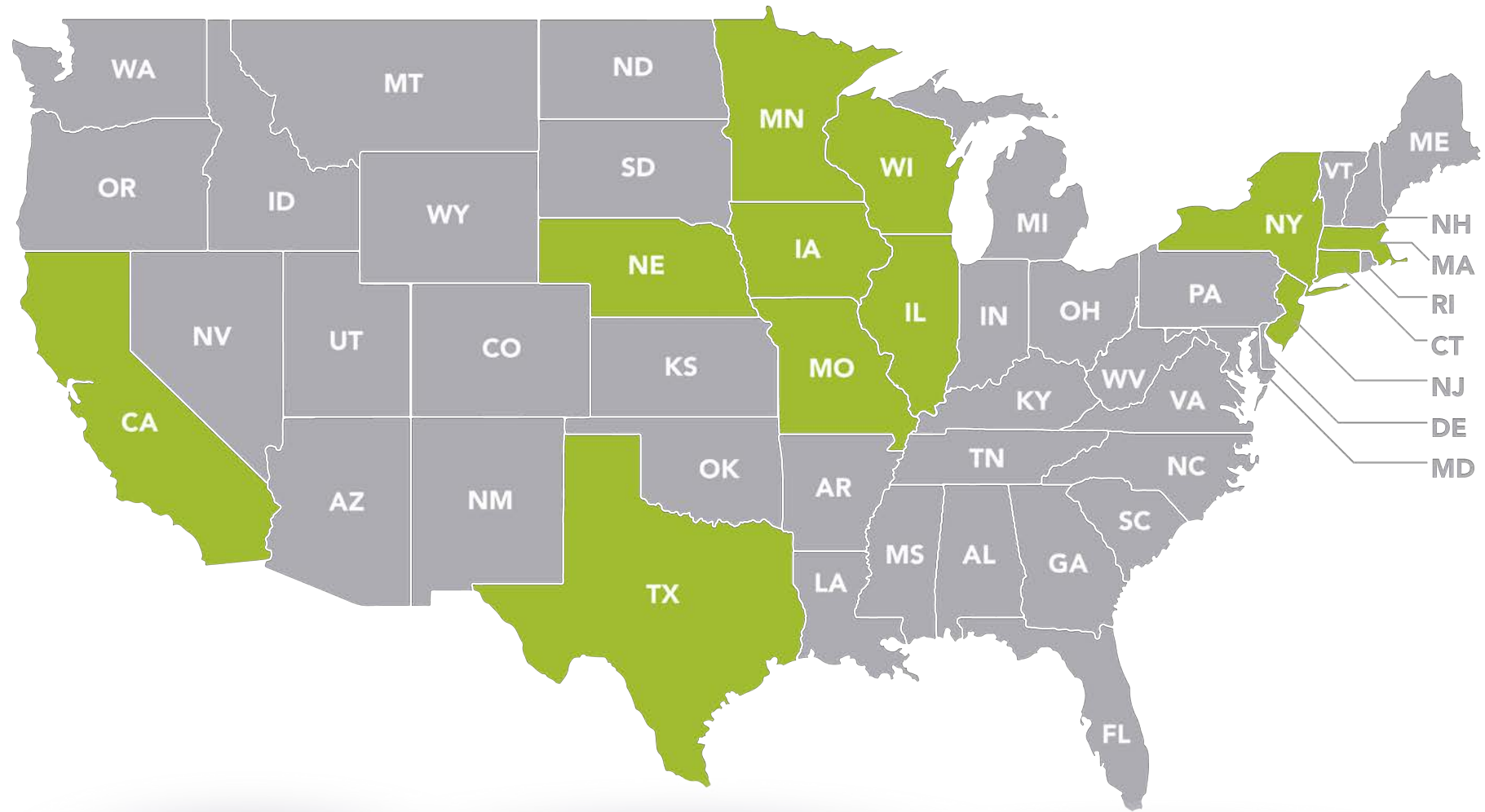
ECONOMIC DEVELOPMENT:

- Business Development, CFO, COO, R&D, entrepreneurs in key industries
- Site Selection consultants
- Thought leaders in target industries

FOCUS INDUSTRIES:

- Bioscience
- Advanced manufacturing
- General business

ECDEV CO-OP: TARGET GEOGRAPHY



A photograph of four business professionals (two men and two women) sitting around a table in a modern office setting, engaged in a conversation. They are all smiling and looking towards each other. The background shows a large window with a view of a city at night. A green banner is overlaid at the bottom of the image.

PARTNER OPPORTUNITIES

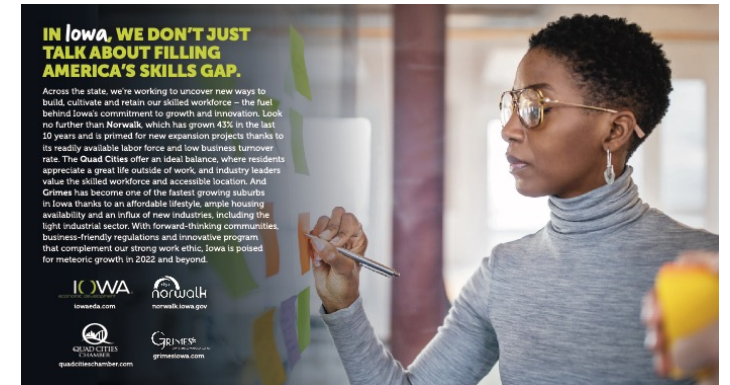
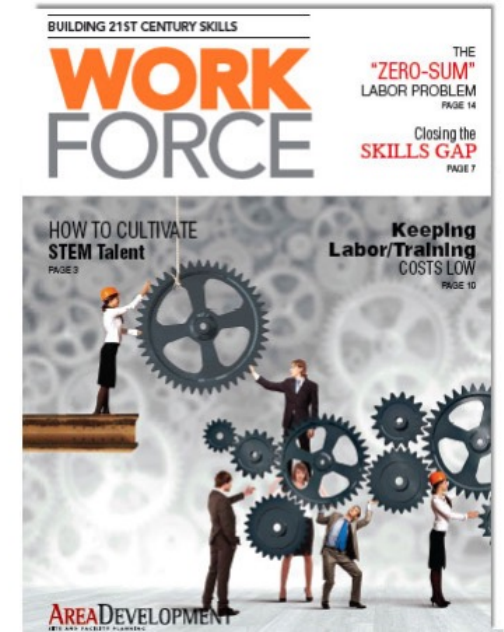
WORKFORCE EDITION COMBO

Back by popular demand, the Workforce Edition print combo was a partner favorite in FY22.

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 supplements in *Area Development Magazine* and *Site Selection Magazine* 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.**



Investment: \$2,350
Partner Limit: 4

Publication	Reader Profile	Circulation	In-Market Dates
Area Development: Workforce Supplement	Site Selection Magazine Readers + Additional distribution to C-Level Executives	35,000	October 2022
Site Selection Magazine: Workforce Special Issue	Nationwide. 65% of audience is C-suite 68% of readers have 100+ employees	40,000	November 2022

NEW! HARVARD BUSINESS REVIEW

Harvard Business Review offers a prestigious brand and trusted editorial environment for effectively and efficiently engaging with **senior business leaders** who decide if a site selection decision makes both strategic and financial sense for their organization.

By participating in this opportunity, you will be included in the ad 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.**

Average Circulation: 330,000

In-Market Date: Late Spring 2023



Investment: \$3,000
Partner Limit: 6

NEW! WIRED MAGAZINE

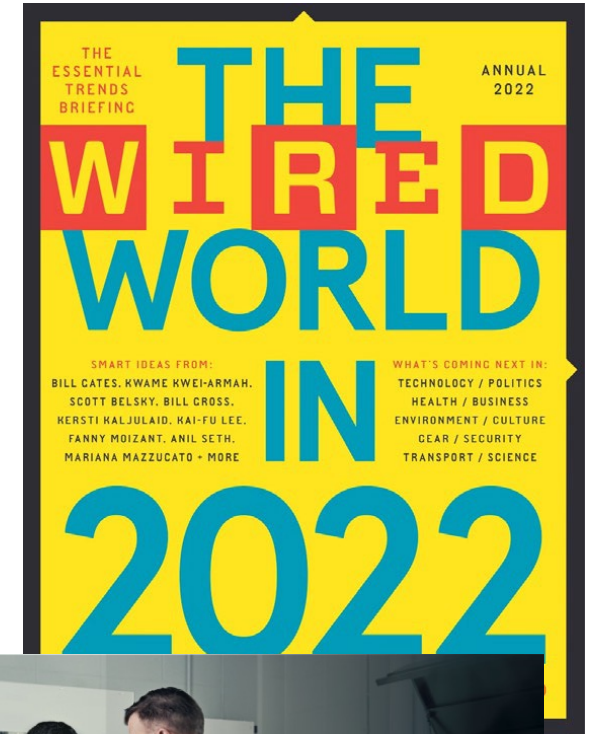
Reaching **entrepreneurs and tech-savvy thinkers**, *WIRED* is where tomorrow is realized. The content within *WIRED* illuminates how technology is changing every aspect of our lives—from culture to business, science to design. The breakthrough and innovations uncovered in this magazine lead to new ways of thinking, new connections, and new industries.

By participating in this opportunity, you will be included in the ad content written by IEDA’s writers and creative team. **The ad will focus on Iowa’s career advancement opportunities within the technology industry. Additionally, the ad may mention innovation in Iowa’s entrepreneurial ecosystem or targeted industries.**

Circulation of 207,000 includes our regional audience only.

- #1 career with readers: Technology
- Readers are 2.5x more likely to be in the C-Suite

In-Market Date: March 2023



Investment: \$2,200
Partner Limit: 6

NEW! 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.

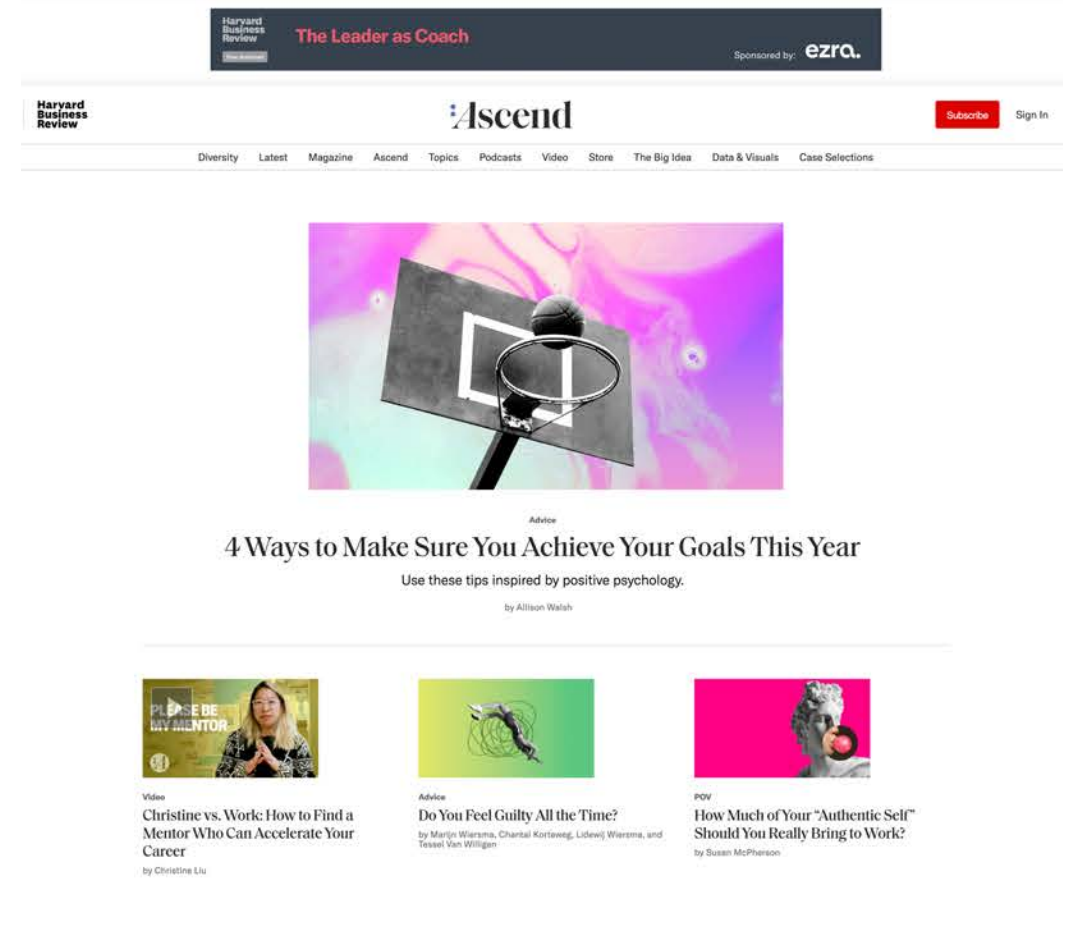
With 12.2 million viewers nationwide, Ascend’s website and social channels will be used to promote a featured article, written by IEDA. This article will be live on www.hbr.org/ascend forever.

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 2023 – June 2023

Receive inclusion in the following:

- Minimum of 15-25k impressions and 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 six months.
- Six-month inclusion in a social media promotional campaign linking to the article.



Investment: \$3,000
Partner Limit: 6

SMARTBRIEF: NATIVE AD

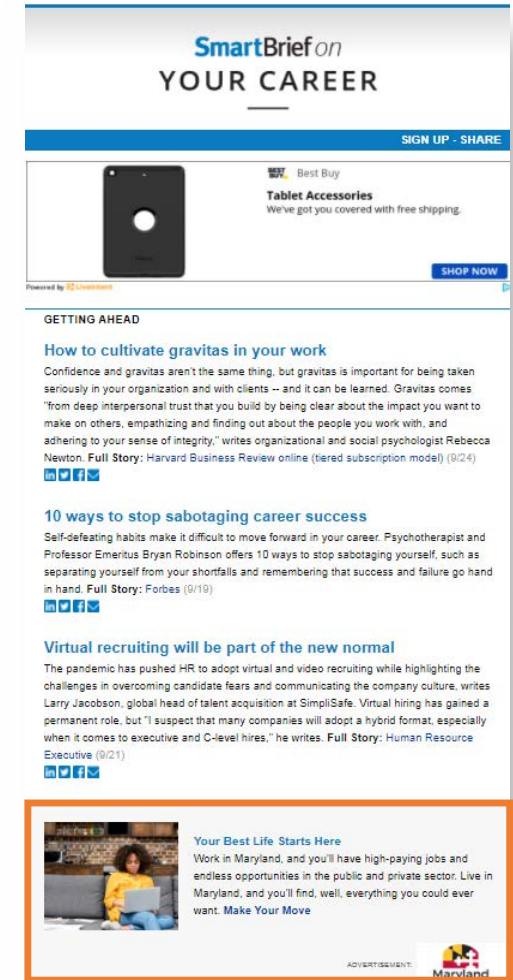
A partner favorite, SmartBrief e-Newsletter sponsorship ads deliver your message to a highly-targeted opt-in audience. Each newsletter's content is curated from major news outlets and niche industry sources, summarizing the most relevant articles for busy business professionals.

New this year, IEDA's writers will create the headline and ad copy as well as select the photo to align with the appropriate Iowa campaign.

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	54,135	HR and benefits decision makers, consultants, owners, CEOs, presidents, and principals	\$450
SmartBrief for Entrepreneurs	30,822	Entrepreneurs, business owners, and senior level executives - strong audience to reach the "start-up" space	\$350
CHRO Smartbrief	6,366	HR VP+, heads of HR, CHROs, consultants, presidents and CEOs	\$300
NAM Leading Edge SmartBrief	8,527	Senior-level executives and professionals at manufacturing companies	\$300
SmartBrief on Your Career	37,769	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

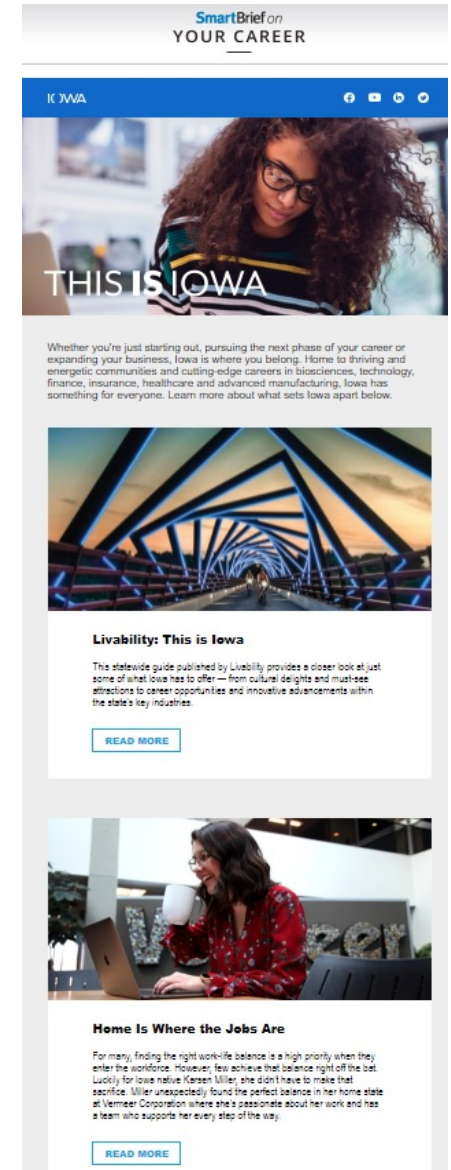


NEW! SMARTBRIEF TARGETED E-BLASTS

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 align with the appropriate Iowa campaign.
- Multiple landing pages are encouraged to direct readers to different landing pages.
- Select the launch date that makes the most sense to your organization!

DATABASE AUDIENCE PROFILES	DISTRIBUTION	PARTNER INVESTMENT
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	198,873	\$8,500
<i>Council of Supply Chain Management</i> membership database: supply chain professionals, operations, executive management, procurement	16,179	\$3,000
HR decision makers, owners, CEOs, and presidents	54,135	\$3,000
Young motivated professionals who are looking to get ahead in their careers	37,769	\$2,500
Entrepreneurs, business owners, and senior level executives - strong audience to reach the "start-up" space	30,822	\$3,500
<i>Association for Career and Technical Education</i> membership database: career and tech industry leaders	9,655	\$1,500
<i>National Association of Manufacturers</i> membership database: senior-level executives and professionals at manufacturing companies	8,537	\$1,500
<i>Biotechnology Innovation Organization</i> membership database: industrial biotech professionals	29,104	\$2,250



DIGITAL DISPLAY CAMPAIGNS

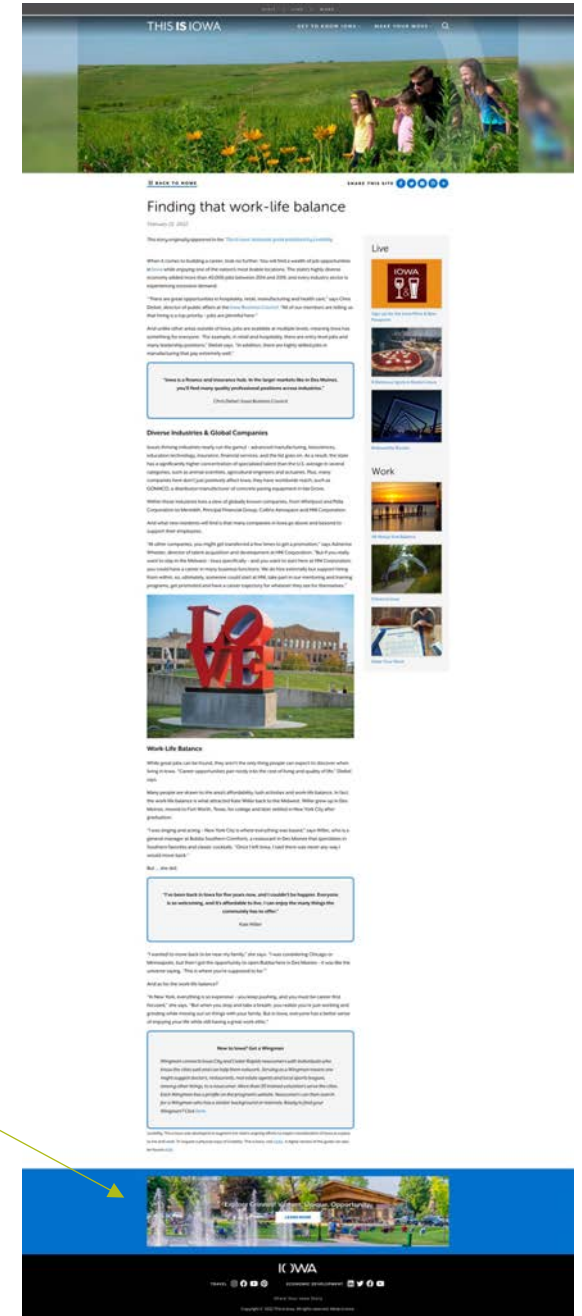
New this year, IEDA will design the ads for you in the look and feel of the appropriate state campaign. The destination URL will be directed to the landing page of your choice.

Campaign	Audience Description	Impressions per partner	In-Market Dates
Student Recruitment	<ul style="list-style-type: none"> Adults 19-24 who, based on previous search behavior and location data on their mobile devices, indicate they grew up in a rural area within the Midwest region, but outside of the state of Iowa. Geofencing tactic includes 68 schools previously identified in the FY22 co-op campaign which reflect in-and out-of-state schools offering curriculum matching the skillsets needed in our state. Additional schools may be added if requested for no additional charge. 	350,000	2/1/23-5/15/23
Workforce Recruitment	<ul style="list-style-type: none"> Adults 22-39 with children Interested in relocating or moving to the Midwest or Iowa specifically Interested in major Iowa employers (Rockwell Collins, Principal, Hy-Vee, Iowa State University, Pella windows, 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 	350,000	4/1/23-6/30/23
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	10/1/22-12/30/22
BioScience	<ul style="list-style-type: none"> C-suite (president, director, CEO, CFO, COO) Work at or for corporations within target industries Interests include agriculture, biofuels, fertilizer, feedstock, healthcare innovation, STEM, R&D Job functions include operations, R&D, real estate consulting, production/lab management, technology/engineering 	350,000	1/15/23-3/30/23
Advanced Manufacturing	<ul style="list-style-type: none"> C-suite (president, director, CEO, CFO, COO, plant manager) Work at or for corporations within target industries with a plant size of 50+ employees Interests include pharmaceuticals, green energy, information technology Job functions include R&D, operations, workforce development, production management 	350,000	2/15/23-4/30/23
General Business	<ul style="list-style-type: none"> C-suite (president, director, CEO, CFO) Male 45+ with a \$400k+ annual 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 	350,000	3/15/23-5/30/23

THIS IS IOWA.COM TAKEOVER BANNER ADS

Take over ThisisIowa.com 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 2022 – June 2023
- Banner ads follow existing ThisisIowa.com design style

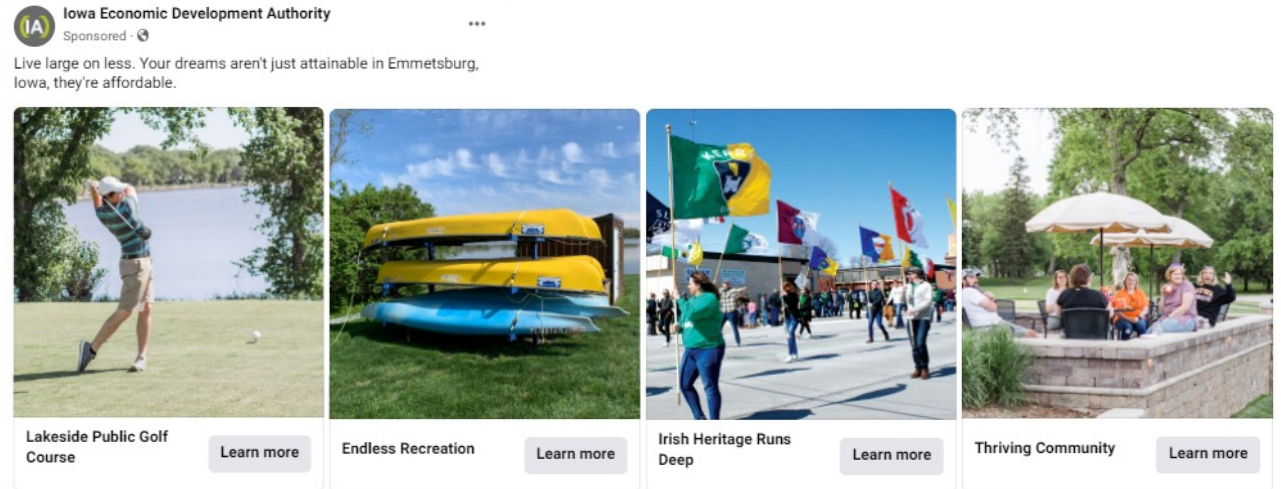


Investment: \$1,000
Partner Limit: 11 (1 per flight)

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 : June 1 – June 17, 2022



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 8, 2022.*
- *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. 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.*

The screenshot shows the IOWA website page for the IEDA Marketing Co-op Program. The header includes the IOWA logo and navigation links: Iowa Advantage, Expand Your Business, Grow Your Community, and Our Agency. The main heading is 'IEDA MARKETING CO-OP PROGRAM' with the subtitle 'Iowa Economic Development Authority'. Below this, there is a list of benefits for participants:

- Improve reach for your statewide campaign to recruit workers and businesses to Iowa (and your community)
- Gain visibility for your community that might not otherwise be accessible
- Learn about new communication channels for a relatively low cost and risk
- Leverage existing IEDA investments and expertise in market research and media buying
- [Download the FY 22 Economic Development Co-op Marketing Program Partnership Packet](#)

Below the list, there is a 'SIGN UP' section with the text: 'The FY 22 Economic Development Co-op Marketing Program sign-up period is now closed.' There is also a video player thumbnail for 'FY22 Economic Development Co-op Marketing Program'.

THANK YOU!

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

TERMS & CONDITIONS

RESERVATIONS:

Reservations are accepted beginning June 1, 2022, at 10 a.m. Space is available on a first-come basis. Registration will close on June 17, 2022 at 11:59 p.m. Within two weeks after registration closes, you'll receive a formal confirmation from 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, 2022. Cancellations between September 2, 2022, and March 1, 2023, require payment for 50 percent of the ad placement cost. On or after March 2, 2023, no refunds are available.

Partner ad materials and due dates will be shared 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, 2023.

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.