

WCVB Board Meeting

Meeting: March 11, 2021

Item: Advertising 417 magazine

Overview:

417 Magazine contacted me early February regarding the WCVB advertising in the publications travel and tourism issues. The issues are distributed in April and September. By advertising in both issues, a discount would be provided. The package includes two 1/3 page ads, listing in the digital directory (April-Sept) and an advertorial. The total package is at a cost of \$3,794.

Having never advertised with the publication, I asked if we could do the April ad and then decide to proceed with September. The cost of the April issue is \$1,897. 417 agreed to proceed with September pending the WCVB's approval of package at a later date. Working with them on the April print/digital pieces was a positive experience.

417 Magazine has 135,000 subscribers and approximately 72,000 monthly visitors to their website. A large portion of the subscribers are in southwest Missouri. The WCVB has not focused on the 417 area with past marketing efforts.

Staff Recommendation:

Staff recommends the board approve the WCVB to proceed with the September ad with 417 magazine, thus approving the total package of \$3,794. If the board does not want to proceed with the September ad, the WCVB will continue with only the April ad at a cost of \$1,897.

The cost of the package is included in the FY 20-21 budget.

Additional Resources:

Proposed total package agreement dated Feb. 9, 2021

Agreement for only the September ad dated March 9, 2021