

## **WCVB Board Meeting**

**Meeting:** April 8, 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 if we would like to proceed with September. The cost of the April issue was \$1,897. 417 agreed to proceed pending the WCVB's approval of entire 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.

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