

WCVB Board Meeting

Meeting: February 10, 2022

Item: Terrain Magazine 2022 Campaign

Overview:

WCVB has advertised with Terrain Magazine since 2020.

In 2020 due to the Show Me Strong Funds, we had additional funds available for advertising. We were contacted by Terrain Magazine in 2019, so we started advertising with them to see what response we would get. It's been good. It's a free magazine distributed throughout the state.

Distribution Locations: <https://terrain-mag.com/magazine/>

This is not part of the MDT Marketing Matching Grant. The expense is included in our FY 21-22 budget. The campaign incorporates digital and print pieces.

Staff Recommendation:

Staff recommends the board approve the agreement with Terrain Magazine for advertising expenses in 2022 not to exceed \$4,275.

Additional Resources:

Proposed Campaign Attached (EMAIL 2/3/2022)

The proposed focuses will be revised.