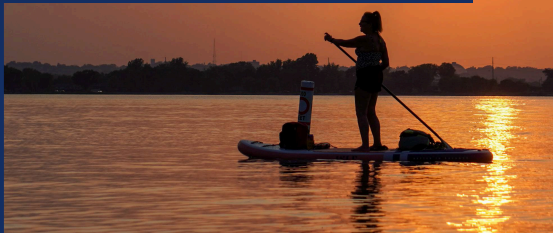




COOPERATIVE ADVERTISING

2024 MEDIA KIT



CONTACT US:

Emma Schwaller

Director of Marketing - Council Bluffs CVB
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The Council Bluffs CVB invites advertisers to join us in highlighting the unique attractions, events, hotels, restaurants, venues and hospitality that make Council Bluffs a must-visit destination for travelers and locals alike. This media kit provides a comprehensive guide of our cooperative advertising opportunities that seek to amplify the city's narrative and offerings.

UNLEASHCB.COM: A STRONG MARKETING ASSET TO REACH VISITORS AND RESIDENTS



**WEBSITE
OF THE YEAR IN
2017, 2020, 2022**



**537,740
PAGE VIEWS**



**279,108
UNIQUE VISITORS**



**5,518
NEWSLETTER
SUBSCRIBERS**



**20,000
FACEBOOK
FOLLOWERS**



**32,456 PROFILE
VISITS**



**2,180,113
FACEBOOK
IMPRESSIONS**



**64 NEWSLETTERS
SENT PER YEAR**

*2023 STATS

COUNCIL BLUFFS CVB

COOPERATIVE ADVERTISING OPPORTUNITIES

The CBCVB has several options to help their partners engage with visitors and locals across several platforms.

SOCIAL MEDIA ADVERTISING

• Facebook Match Program

Create greater awareness for your Council Bluffs or Pottawattamie County attraction, hotel, restaurant, or upcoming event with our \$1 to \$1 Facebook Match Program. For each dollar you contribute, between \$20 - \$50, the CBCVB will match it dollar-for-dollar.

• Reach Visitors

Looking to reach visitors outside of the Council Bluffs area? Our \$1 to \$1.50 Facebook Match Program option ensures that your post will be targeted to a geographic area between 50-225 miles away. For each dollar you contribute, between \$20 - \$50, the CBCVB will match it with \$1.50 per dollar contributed.

• Requirements / Things to Know

- The minimum contribution is \$20, and the maximum is \$50.
- Advanced reservations are encouraged two weeks prior to the desired boost date.
- Payment must be received in advance.
- The CBCVB will only match one boost per week, and partners are allowed one boost every two months.
- The link in the Facebook post must link back to UNleashCB.com, unless otherwise approved by the CBCVB.

EMAIL MARKETING

• UNleashCB Bulletin - Weekly Event Newsletter

The UNleashCB Bulletin is sent to more than 5,500 recipients on a weekly basis and, since 2017, has established itself as the go-to newsletter for events happening in Council Bluffs and Pottawattamie County. Your sponsorship will appear in the header of the bulletin, with a logo and customized call-to-action. (See next page for examples).

- \$95 for one issue
- \$92.50 per issue for an entire month (4 issues = \$370)
- \$90 per issue for once a month (12 issues = \$1,170) or 12 consecutive issues for three months
- \$85 per issue for every other week (26 issues = \$2,210) or 26 consecutive issues for six months
- \$80 per issue for every week (52 issues = \$4,160)

• UNdeniable - Industry Partner Newsletter

UNdeniable is sent to approximately 300 industry partners on a monthly basis. Since 2019, it has established itself as the go-to newsletter for CBCVB and local tourism news, and is one of the few ways to communicate directly to Pottawattamie's attractions, hotels, restaurants, and other hospitality partners. Your sponsorship will appear in the header of the bulletin, with a logo and customized call-to-action. (See next page for examples).

- \$75 for one issue
- \$70 per issue for one per quarter (4 issues = \$280) or four consecutive issues
- \$65 per issue for every other month (6 issues = \$390) or six consecutive issues
- \$60 per issue for every month (12 issues = \$720)

• Requirements / Things to Know

- Each issue can only have one sponsor/advertiser.
- Advanced reservations are encouraged two weeks prior to the desired boost date.
- Payment must be received in advance.
- Sponsorships must be compatible with the content of the Bulletin. The CBCVB reserves the right to refuse a sponsorship.

PRINT ADVERTISING

Every year, the CBCVB partners with Omaha Magazine to publish the Council Bluffs • Pottawattamie County Inspirational Guide (visitors guide). The following ad spaces are available: back cover, special position full page, full page, 1/2 page, 1/4 page, and 1/8 page. If interested, please contact the CBCVB to request a media kit.

COUNCIL BLUFFS CVB

COOPERATIVE ADVERTISING EXAMPLES

SOCIAL MEDIA ADVERTISING

Unleash Council Bluffs
1m · 🌐

Gather round for **Honey Creek Creamery** spring goat events! Namaste Goat Yoga sign up starts now with classes beginning April 23 through May 28. Bring your cell phones for selfies and be ready to enjoy nature and some laughs.


Goat yoga classes are 45 minutes long followed by a tour of the nursery. On Fridays, wine and cheese are provided following the class!

Sign up today by visiting https://uncb.link/namaste_goatyoga... See more



Unleash Council Bluffs
Just now · Paid Partnership · 🌐

Council Bluffs' newest entertainment venue is booking for 2023 + 2024! 🥳 The Acres' stunning entertainment space is ideal for parties of all sizes. With these spectacular hosts, you'll have the power to customize every aspect of your special day. Learn more and begin planning at https://uncb.link/the_acres




👍 Like 💬 Comment ➦ Share


EMAIL MARKETING

Having trouble viewing this email? [Click here](#)

August 11 - 18, 2022



The Bulletin is an e-newsletter of upcoming events in Council Bluffs and Pottawattamie County. Pottawattamie Conservation is the presenting sponsor of this issue.



[LEARN MORE >](#)


Visit their website to learn about their upcoming events and programming.

UPCOMING Events

At this time, some invasion events are beginning to take place. To ensure the safety of yourself and others, please check out the information on [best practices for attending events in our field](#).


EVENTS Calendar
June 23 - September 9
Brendan Van Sledright: The Unleash Experience
Mid-America Center
August 4 - 6
Cassidy Community Center

Having trouble viewing this email? [Click here](#)



Notes from the Council Bluffs Convention & Visitors Bureau | December 21, 2021


This e-newsletter is used to communicate with city and county tourism and hospitality stakeholders. Pottawattamie Conservation is the presenting sponsor of this issue.



[LEARN MORE >](#)

Visit their website to learn about their upcoming events and programming.

New Council Bluffs & Pottawattamie County Visitor Guide is Out!



COUNCIL BLUFFS CVB

PRINT ADVERTISING EXAMPLES

A welcome stay along the way.

Make yourself at home:

- Complimentary Hot Breakfast
- Pool and Whirlpool
- Free High-Speed Internet Access
- Free Freshly Baked Cookies
- Fitness Center
- Business Center



COUNTRY
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BY RADISSON

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17 Arena Way, Council Bluffs, IA 51501
712-322-8282

BOOK NOW AT

<https://www.choicehotels.com/IA335>

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PACE EVENTS & PROGRAMMING

Join us for all things ART at the Hoff Center!
Box Office Hours Tue/Wed/Sat 12-4 PM | Fri 4-8PM
Call 712.883.6831 or visit PACevents.org



HOFF FAMILY ARTS & CULTURE CENTER
1001 South 9th Street | Council Bluffs, IA 51501