

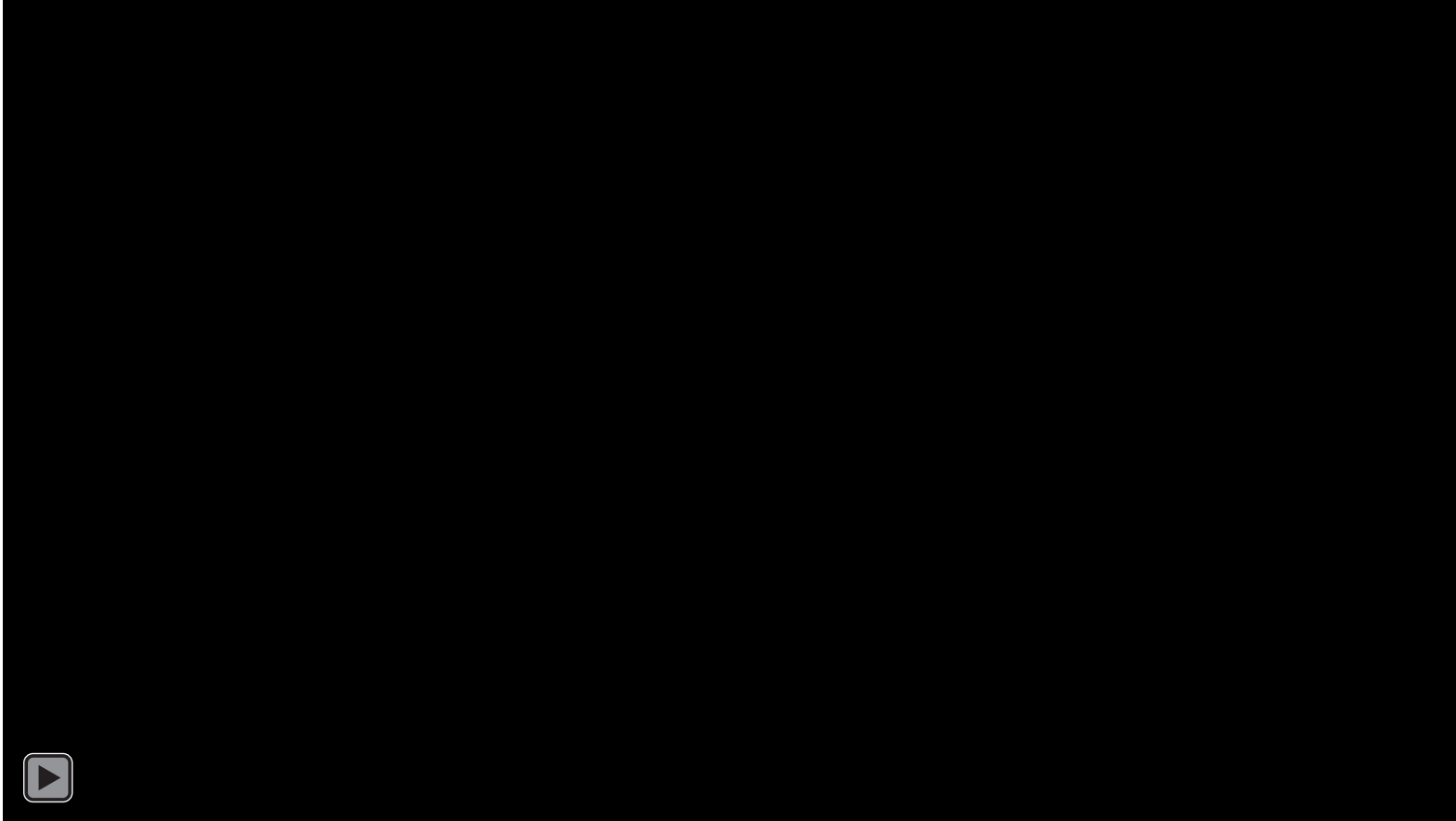


**TRAVEL NEVADA**  
**MARKETING COMMITTEE UPDATE**  
**OCTOBER 26, 2020**



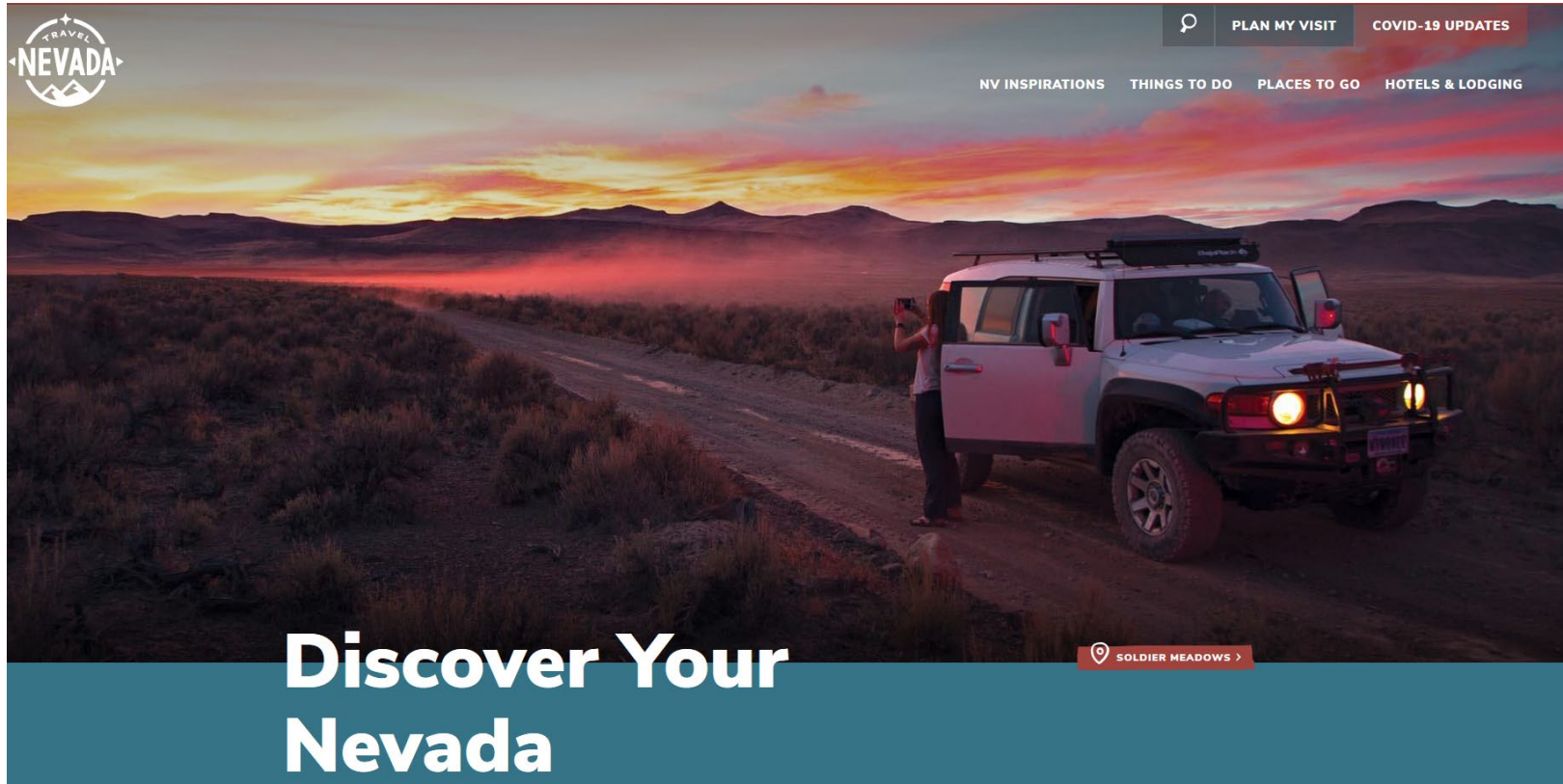
## DISCOVER YOUR NEVADA — Broadcast update

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# DISCOVER YOUR NEVADA – Website

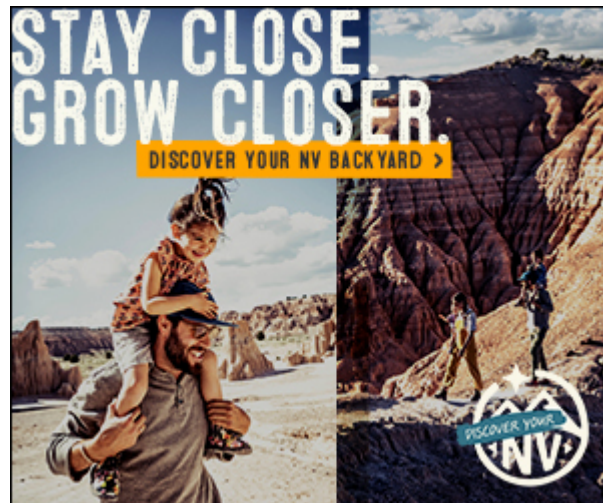
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[DiscoverYourNevada.com](https://www.discoveryournevada.com)

- Featured itineraries
- Newsletter signup
- Deals
- Social Follows
- Activities
- Local links
- [DescubrasuNevada](https://www.descubrasunevada.com)

# DISCOVER YOUR NEVADA — Digital ads reboot





# DISCOVER YOUR NEVADA — Print ads update



## BECAUSE YOU'RE BATTLE BORN TO ROAM.

On the road or off the grid, an only-in-Nevada adventure awaits. To be sure, our metros are some of the most vibrant, happening places on Earth. That's why people flock to them from all over the world. But when's the last time you left yours behind and hit the highway on a little only-in-Nevada adventure? Maybe it's time to discover YOUR Nevada.

DiscoverYourNevada.com/LVWeekly

CAVE LAKE STATE PARK, ELY



## NEW FRONTIERS. YOUR OWN BACKYARD.

When was the last time you left your own backyard? Got away from it all in one of our stunning state parks, miles from all the crowds? If you're looking for a safe, fun-filled adventure, you live in the right place. Because it's all right here. In your very own state. So, neighbor, what are you waiting for? Maybe it's time to discover YOUR Nevada.

DiscoverYourNevada.com/LVWeekly

MOUNT CHARLESTON, SPRING MOUNTAINS NATIONAL RECREATION AREA



## ROAM MEANS NEVADA.

When's the last time you packed the family into the car and hit the highway on a home-state excursion? To gaze up at thousands of stars in Nevada's dark skies? To explore a ghost town filled with stories? To get away from it all in one of our stunning state parks, miles from all the crowds? If you're looking for a safe, fun-filled road trip, you live in the right place. Because it's all right here. In your very own state. So, neighbor, what are you waiting for? Maybe it's time to discover YOUR Nevada.

DiscoverYourNevada.com

CATHEDRAL GORGE STATE PARK, PIOCHE



# DISCOVER YOUR NEVADA



## RENO GAZETTE-JOURNAL

- Insert to 22,000 RGJ subscribers
  - Featured road trips and safety messages/ stewardship
  - Included partner advertising
  - Overruns at visitor centers and distribution with Nevada News Group on Nevada Day
- Contest – 500,000 email subscribers
  - Included Pony Express Territory as contest sponsor, Virginia City, and Carson City
- Digital/paramount advertising
- Holiday wrap – Thanksgiving issue
- Added value : ~\$45,000

# DISCOVER YOUR NEVADA

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## LAS VEGAS REVIEW JOURNAL

- Spadea to 80,000 LV-RJ subscribers
- Sponsored content: Park-Packed Weekend
- Digital advertising
- Contest upcoming with Las Vegas Territory
- Magazine – Holiday Guide
- Newspaper – Guide to the Holidays/Las Vegas Territory
- Pre-roll
- Homepage Takeover week of Thanksgiving
- Terrible's partnership
- Added value: ~\$15,000

# DISCOVER YOUR NEVADA



## LAS VEGAS SUN/ WEEKLY (GREENSPUN)

- Six print ads
- Two sponsored content (print/digital)
- Three “Weekly Fix” emails
- Las Vegas Sun website takeover
- Las Vegas Weekly Sliding billboard digital package
- Bounceback email offer and opt-ins
- Six Full Page Ads in Las Vegas Monthly
- Added value: ~\$45,000 value



# DISCOVER YOUR NEVADA

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## OTHER LOCAL MEDIA

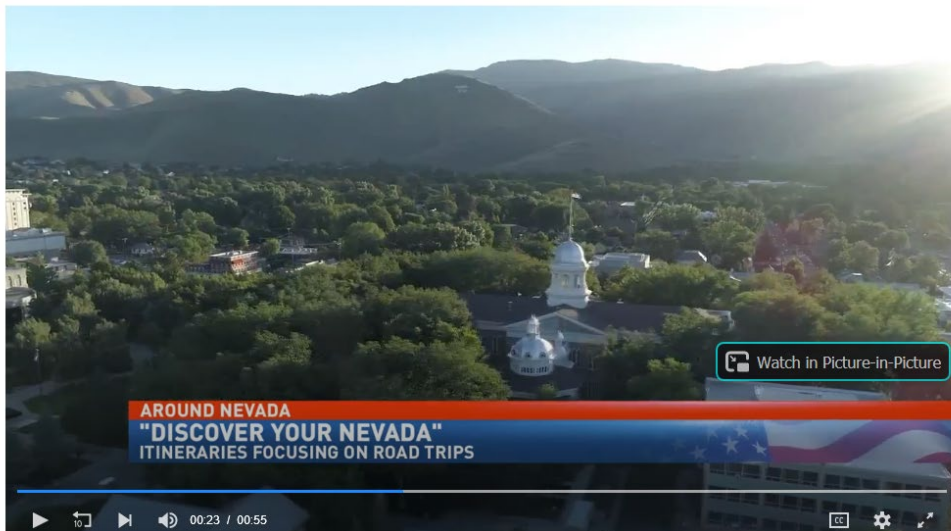
- Audio
  - Reno: Lotus, Cumulus, Reno Media Group, KUNR
  - Las Vegas: Beasley, Entercom, iHeart, Lotus
  - Hispanic in both markets: Lotus, La Tricolor, La Suevacita
- Video
  - Charter/Special Placements (Walking Dead, UNR Games)
  - KTVN – Exploring Our Backyard
- Print
  - Nevada News Group: Nevada Appeal, Record Courier, Tri-County, Lahontan Valley News
  - Pahrump Valley Times
  - Fallon Post
  - Elko Daily Free Post
  - Sierra Nevada Media Group
  - Edible Reno Tahoe
  - HOAs
- Digital
  - Local print news
  - Carson Now
  - This is Reno

# DISCOVER YOUR NEVADA – Press Coverage

## Travel Nevada launches new campaign to encourage in-state travel

by News 4 and FOX 11 Digital Team | Wednesday, September 16th 2020

AA



## Discover Your Nevada

- [The Center Square](#)
- [KRNV](#)
- [The Mountain, Las Vegas](#)
- [KOH](#)
- Alice 96.5
- [KTVN](#)
- KRNV, DYN: aired 9/22 and 9/23 (No links)
- [KOZZ](#)
- [KDOT](#)

## Dept. of Tourism and Cultural Affairs

- [KTVN - Exploring Nevada's Ghost Towns](#)
- KOH – Ghost Town Book
- KOLO – Ghost Town Book
- [KTVN – Suffrage Train Preview \(Nevada State Railroad Museum, Carson City\)](#)
- [KOLO – Suffrage Train Preview \(Nevada State Railroad Museum, Carson City\)](#)
- [KTVN – Suffrage Train Event \(Nevada State Railroad Museum, Carson City\)](#)
- [KTVN – Nevada State Museum Carson City Coin Press No. 1 special press of medallion](#)
- [KVVU Fox Las Vegas – Clint Brill exhibit at Lost City Museum](#)

# DISCOVER YOUR NEVADA

**HOME MEANS  
NEVADA  
FOR THE  
HOLIDAYS**

Life may look and feel a little different this holiday season. However, lucky for us, Nevada won't. In fact, perhaps this year presents the perfect opportunity for an unforgettable right-here excursion. To stay "home" and venture out—safely—among some stunning Silver State scenery to make the kind of lifelong only-in-Nevada memories that your family will cherish. (Plus, of course, to snag a few made-in-Nevada goodies along the way.)

**DISCOVER YOUR NV**

DiscoverYourNevada.com/Holiday

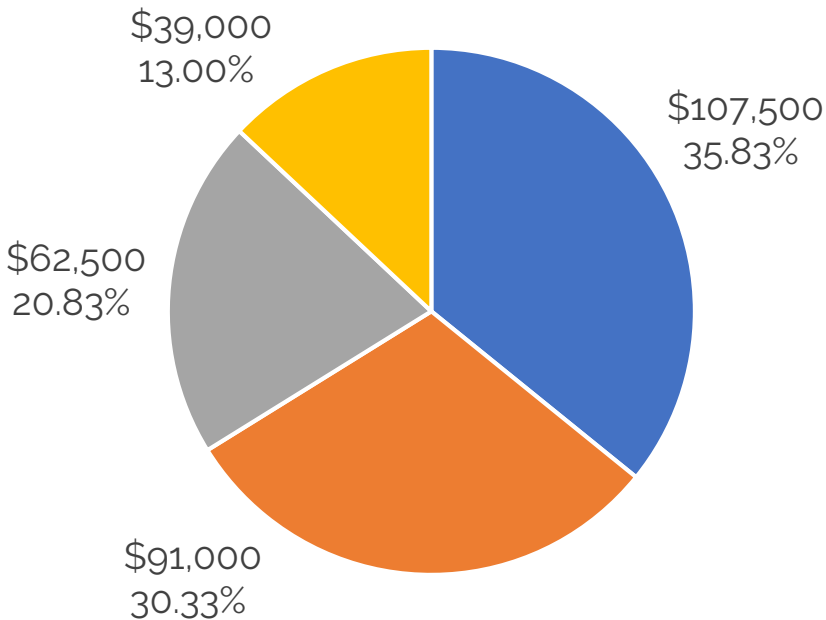
**BLACK ROCK HOT SPRINGS. FEATURING MUDPOT NATURAL MUD MASK. FROM BLACKROCKMUD.COM**

## SEASONAL TRANSITION

- Home Means Nevada For the Holidays
  - Packages
  - Gift Guide
  - Local Business inclusion
  - Winter activities
- Creative
  - Mask shoot
  - Winter shoot

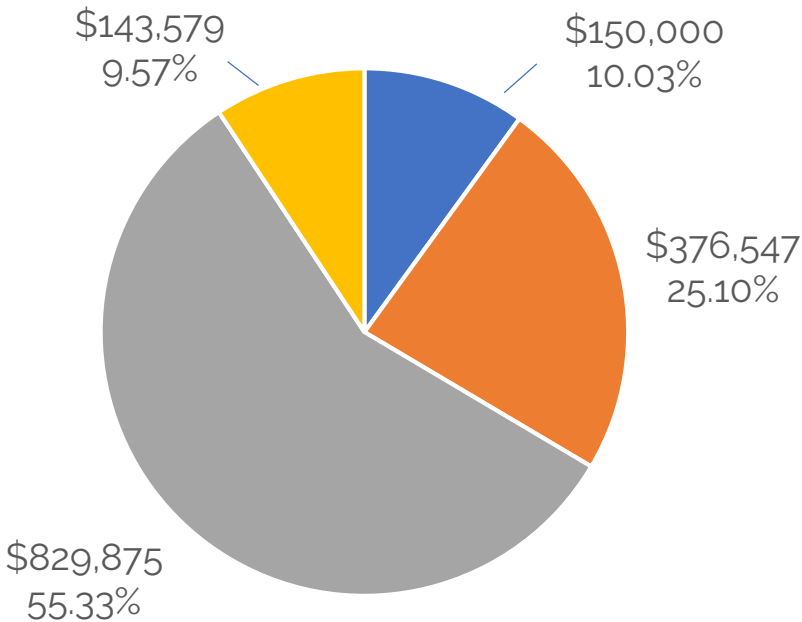
# DISCOVER YOUR NEVADA

Base Budget - \$300,000



■ Print ■ Digital ■ Audio/Video ■ Other

Current Budget - \$1,500,000



■ Print ■ Digital ■ Audio/Video ■ Other

- Print – includes newspaper, magazines, and digital enhancements for each
- Digital programs – includes search and social efforts as well as online travel agencies (OTA), and other online companies
- Audio/Video – includes full broadcast and online streaming for tv and radio
- Other – includes printed collateral and specialty items, as well as services and influencer hosting





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