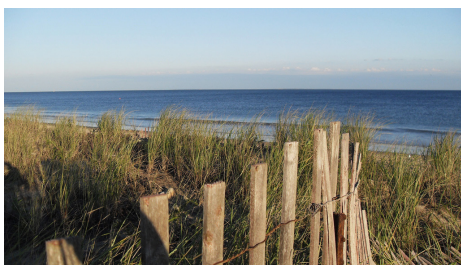




# NEW FOR 2015 TELL YOUR STORY

*Connecticut Office of Tourism and Madden Media  
Offer Amplified Storytelling in 2015*



Great marketing campaigns tell stories. They inspire readers to seek something new and live out experiences. They inspire readers to **travel**.

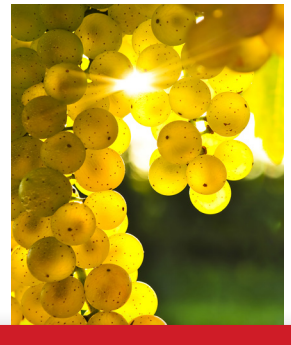
**Madden Media's Amplified Storytelling** provides a multi-sensory experience for readers. Thoughtful, long-form stories transport readers to a destination and allow them to vicariously be a part of the action.

Each **Amplified Storytelling Co-op** participant receives:

- » **Thorough review of content assets** to determine editorial strengths and opportunities
- » **Creative development and execution of long-form, engaging stories** that capture the heart of your destination
- » **Audience Development** through our exclusive network of premium news and lifestyle websites as well as social media networks
- » **Custom targeting** of all of your traffic
- » Opportunity to **link to and have the story appear on CTvisit.com\***
- » **Daily monitoring and optimization** by our digital media experts
- » **Detailed reporting of all key performance metrics**, including recommendations for social posts and SEO efforts



\*Participants must include the Connecticut still revolutionary logo on its landing page and provide a link back to CTvisit.com



## RATES AND DELIVERABLES

**SIGN UP NOW THROUGH APRIL 15**  
**FIRST COME-FIRST SERVE – SPOTS ARE LIMITED\***

**LAST DAY TO SIGN UP: APRIL 15, 2015**

**PRODUCTION CYCLE: 6 WEEKS**

**PROGRAM LAUNCH: FLEXIBLE ACCORDING TO  
 YOUR MARKETING CALENDAR**

	Tier 1	Tier 2
Number of Stories	1	2
Total Net Cost	\$2,500.00	\$5,000.00
Campaign Length (months per season)	2	3
Total Clicks	4,984	10,636

\*If all CT State funding has not been reserved by April 15, participants will be given the opportunity to increase their spend. Last day to increase spend will be May 25.

**100% MATCH**  
**from Connecticut**

*» Funding is limited — sign up now to secure your spot*

## HOW IT WORKS



Madden Media's team of experienced content producers generates compelling content on your destination



Your destination's content is presented to a geo-targeted audience, reaching them when and where they are actively engaged online



Once user clicks the link to view your article, they are redirected to your site to engage with the article, which in turn drives traffic to your site and increases time spent



As the story within the article captures and motivates the readers, potential travelers are now inspired to visit your destination to experience it for themselves

INFORMATION IS SUBJECT TO CHANGE.

**Contact Lori Stockman for more information on the  
 CONNECTICUT AMPLIFIED STORYTELLING CO-OP**



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**maddenmedia**  
 connecting people to places

**vacationfun.com**

**Connecticut**  
 still revolutionary

12/03/2014