Kid’s Activity Book

- 30,000 books are distributed to St. Louis hotels, five Visitor Centers, participating attractions and given out at all outreach marketing events. Books will be available in May.
- Eligible to participate: Attraction & Restaurant Partners
- Cost: $500/per page – includes full page activity/coloring page and coupon
- Deadline: March 2, 2020

Contact: Michelle Webb, Marketing Project Manager
mwebb@explorestlouis.com or 314.992.0635

Salute to Visitors at Busch Stadium

- Booth in Ford Plaza used to welcome visitors and encourage them to make posters with their hometown to hold up during the middle of the 4th inning
- Eligible to participate: Attraction Partners
- When: Every Saturday Home Cardinals Game – dates are first come first served
- Cost: $0
- Deadline: March 13, 2020

Contact: Mark Hermes, Digital Marketing & Social Media Manager
mhermes@explorestlouis.com or 314.992.0649

Spring & Fall Advertising Campaign Promotions

- Accompanies the media buy in target markets where radio and television stations will give away weekend getaway packages
- Eligible to participate: All Partners
- Timeframe: April – June (spring); September – December (fall)
- Spring Markets: Chicago, Memphis, Nashville, Louisville, Des Moines, and Quad Cities; Fall Markets: Cape Girardeau, Springfield, Columbia, Hannibal, Jefferson City and Quincy, MO; Bloomington, Champaign, Decatur, Peoria, Springfield, IL; Paducah, KY; Evansville, IN
- Cost: If your institution would like to participate in radio or television promotions during the spring and fall time periods, please let us know. We need hotel stays, attraction tickets, dining and shopping certificates, etc.
- Deadline: March 13, 2020 (spring); August 10, 2020 (fall)

Contact: Tony Paraino, Director of Communications
aparaino@explorestlouis.com or 314.992.0654

Advertising in the 2021 Official St. Louis Visitors Guide

- 300,000 copies are produced each year and are available starting in January
- Eligible to participate: All Partners

Editorial Contact (send information and photos from your venue):
Jen Hollenkamp, Director of Marketing
jhollenkamp@ explorestlouis.com or 314.992.0642
Editorial Deadline: May 4, 2020

Advertising Contact: Contact Marden Media – Vanessa Kosloski
vkosloski@maddenmedia.com
Advertising Deadline: September 4, 2020
explore st. louis partner
Advertising & Promotional Opportunities

Be A Tourist In Your Own Town
- Partner Tradeshow at Kiener Plaza – promote your venue to locals.
- Eligible to participate: All Partners
- TBD – usually in early May
- 9:30 a.m.–1:30 p.m.
- Cost: $150 – includes table, chairs, linens, balloons
- Deadline: April 10, 2020
Contact: Tony Paraino, Director of Communications
aparaino@explorestlouis.com or 314.992.0654

St. Louis Lambert International Airport/Clear Channel Advertising
Terminal 1 – Concourses A & C
- Displays of 16 panels are located directly past security in both A & C Concourses.
- Eligible to participate: Attraction Partners
- Cost: $750/month for both concourses + $400 production fee (one-time fee if creative is not switched out)
- 3 month minimum contract
- Deadline: Inquire anytime about available space
Contact: Jen Hollenkamp, Director of Marketing
jhollenkamp@explorestlouis.com or 314.992.0642

E-communications
- Cost: $0
- STL Insider consumer e-newsletter
  - Sent the middle of each month and highlights events for the following month (Example: the e-newsletter sent in mid-November would highlight activities in December and early January).
  - Sent to 100,000+ consumers that have opted in to receive information on St. Louis
  - Five topics chosen for each month
- 5 in 5 industry e-newsletter
  - Sent every Wednesday to partners, community relations contacts and elected officials
  - Five topics highlighted each week
  - Types of information needed: awards, stories written about St. Louis venues, large community-wide events
- Concierge Corner e-newsletter
  - Sent every Thursday to St. Louis City and County hotel concierges and other hotel staff
  - Highlights activities for the upcoming weekend that hotel staff can share with guests.
- @ExploreSTLnews Twitter feed
  - At any time, post information about your venue and share or use information posted.
  - This site is for St. Louis tourism professionals to share information with each other.
Contact for STL Insider and 5 in 5: Tony Paraino, Director of Communications
aparaino@explorestlouis.com or 314.992.0654
Contact for Concierge Corner and @ExploreSTLnews: Kiara Bryant, Public Relations Coordinator
kbryant@explorestlouis.com or 314.992.0614
Social Media

• Explore St. Louis has an extensive social media presence and we are always looking for content.
• Cost: $0
• Be sure to like and follow Explore St. Louis on Facebook, Twitter, Instagram and Pinterest
• Tag photos with #ExploreStLouis
• Ask about doing an Instagram Takeover on Explore St. Louis
• Check out our favorite photos at explorestlouis.com/social

Contact: Mark Hermes, Digital Marketing & Social Media Manager
mhermes@explorestlouis.com or 314.992.0649

Explore St. Louis Visitor Centers

• There are five Visitor Centers: America’s Center, Forest Park, Gateway Arch and both terminals at St. Louis Lambert International Airport.
• Partners can provide rack cards to be displayed
• Cost: $0

Contact: Karen Meirink, Director of Visitor and Volunteer Services
kmeirink@explorestlouis.com or 314.992.0678

Rob Gatz, Volunteer Services Manager
rgatz@explorestlouis.com or 314.992.0675

Calendar of Events

• Send event information at anytime to be included on the calendar of events on explorestlouis.com
- Send date, time, price, website, location and event information

Contact: Kiara Bryant, Public Relations Coordinator
kbryant@explorestlouis.com or 314.992.0614