

# **Small Community Regional Advertising Program Grant Year 2014**

Pioneer Country Travel Council has money available for the development of small community regional advertising projects that meets the requirements of the Idaho Travel Council (ITC) grant program.

Pioneer Country Travel Council funds will provide up to 50% of the cost of the advertisement project, with the remaining money coming from the community. Communities that meet the cash match requirements are eligible to participate in the program.

The following must appear on the advertising piece:

- For Print - The PCTC logo must appear with the PCTC's website [www.seidaho.org](http://www.seidaho.org) (will provide logo when approved for funding).
- For Radio – The visit [www.seidaho.org](http://www.seidaho.org) wording must be said in the script
- For Online – Your website must have [www.seidaho.org](http://www.seidaho.org) website on the home page with a direct link to the website.

Contract or agreement with the advertiser must be submitted and approved by the PCTC. The contract can be between PCTC and the advertiser but not necessary. Submit a camera-ready picture of the ad to PCTC for review and approval prior to publication or funds will not be awarded. Upon approval from PCTC, the ad can be sent to advertiser for publishing. After project is completed submit an invoice to PCTC for the approved amount for the project along with a copy of the advertiser's invoice, a copy of the ad and a copy of the check you paid to the advertiser. PCTC will reimburse the amount that was approved.

## **PIONEER COUNTRY TRAVEL COUNCIL ADVERTISING APPLICATION GUIDELINES**

In addition to the Idaho Travel Council guidelines and requirements for advertising, the PCTC has the following requirements for application for funding assistance.

1. Any Southeast Idaho Region 5 community that is a member of the PCTC may submit an application on behalf of the entity requesting funding.  
Applications must be approved by your local PCTC member within your community.
2. Applications must be submitted to the Travel Council by March's meeting each year, unless the Council designates another date.
3. Request must be tourism related creating heads in beds within your community. Promoting outside of your region. Print, Radio & Online Advertising, Event promotion, including co-op advertising with PCTC etc. in any media that best fits your community's needs.

4. Each applicant must be able to provide a minimum of 50% of the total cost as cash match.
5. The following information must be provided in the application.
  - Name of the organization submitting the application
  - Proposed advertisement piece or subject
  - Publication name
  - Approximate cost for advertisement
  - Amount requested from PCTC
  - Any other information the applicant chooses to provide
4. Assurance that the applicant can meet all requirements and have the project complete no later than September 30, 2015. In unusual circumstances, extensions can be granted to December 31.