

Illinois

the
middle
of
everything™



national

video: national



Fall in Love with Illinois

[watch now :30](#)

[watch now :15](#)

social carousel: national



Post Copy:
That perfect fall feeling is around every corner in the #MiddleOfEverything



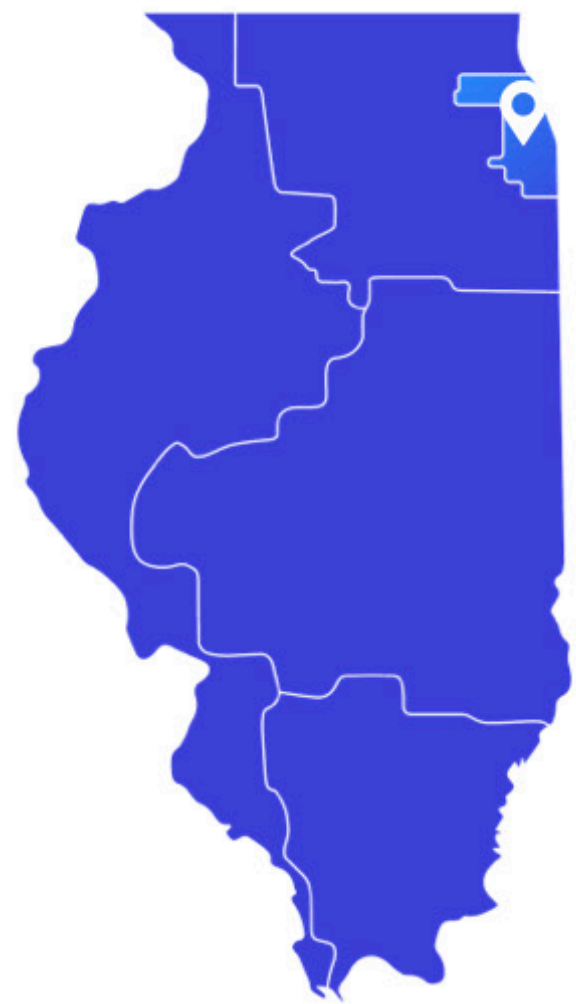
display: national



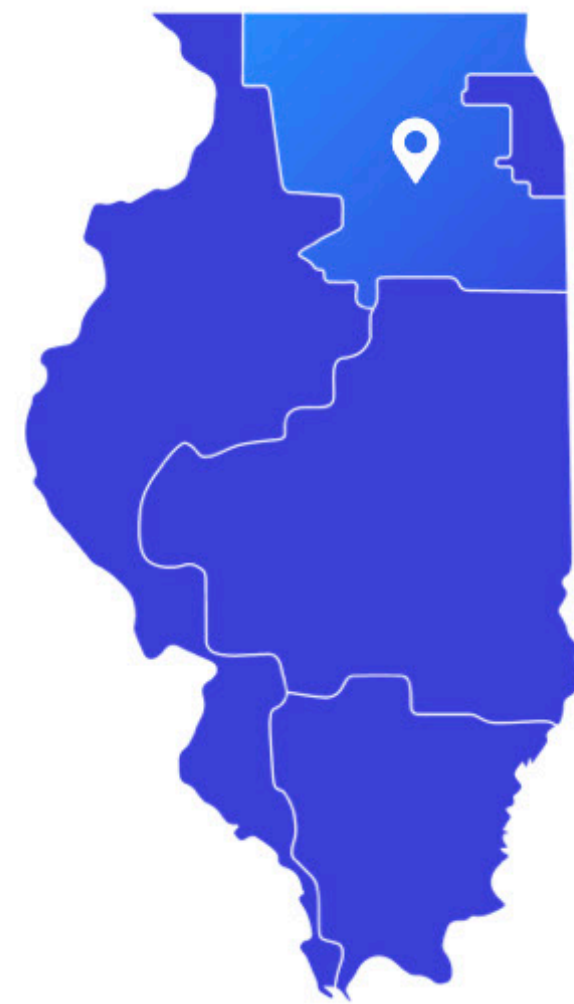
OOH: national



regional



Chicago



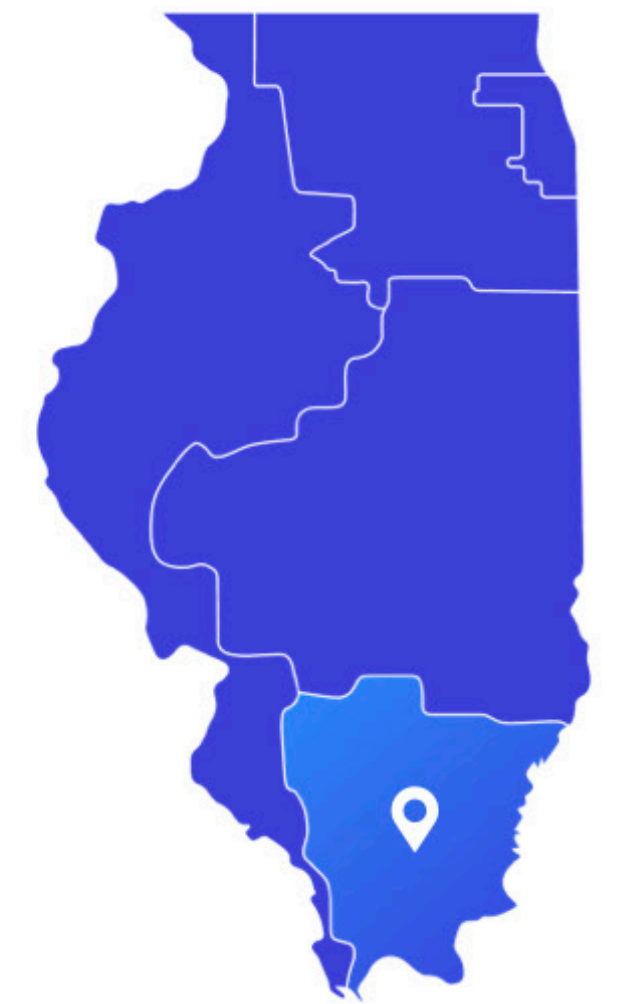
& Beyond



**Great Rivers
Country**

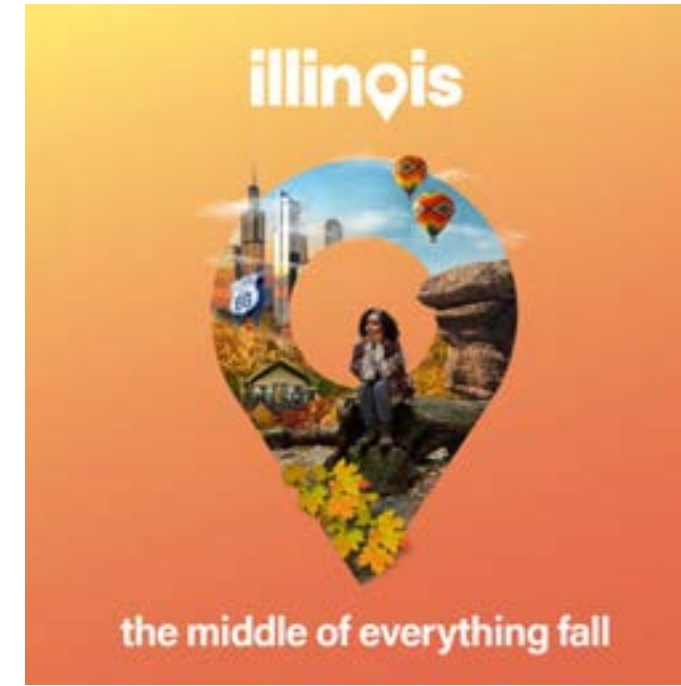
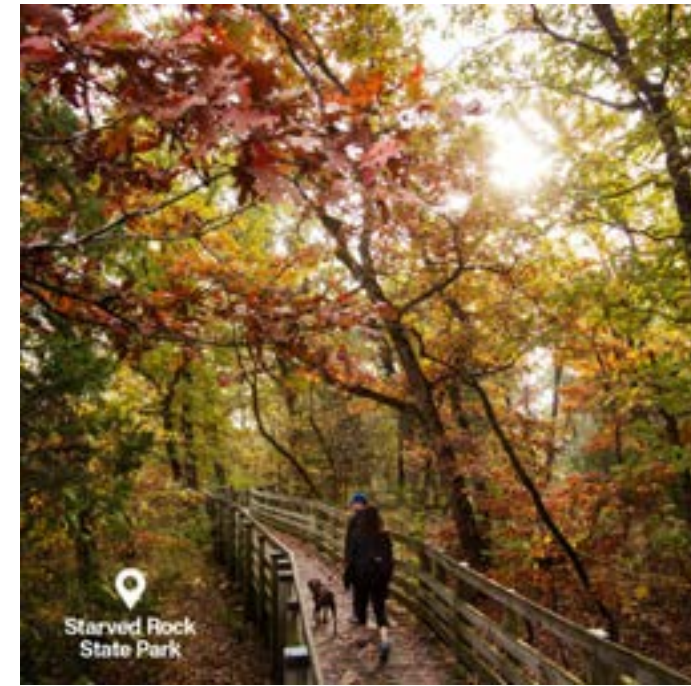


**Land of
Lincoln**



**Trails to
Adventure**

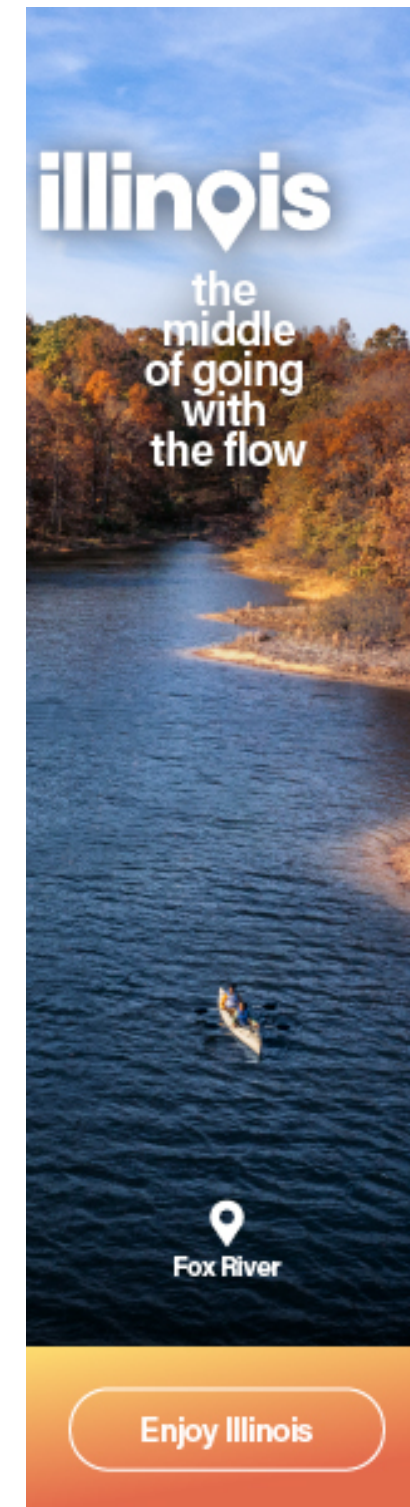
social carousel: beyond



Post Copy:
In Illinois, you're a short distance away from natural wonders, stunning rivers and historic parks where you can get that fall feeling 🍂



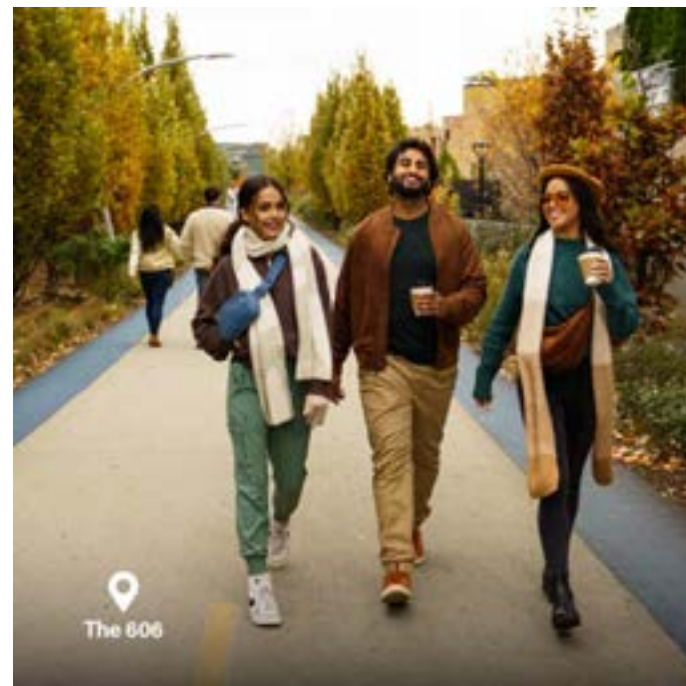
display: beyond



OOH: beyond



social carousel: chicago



Post Copy:
From world-class museums to fantastic food and culture, fall is the best time to be in the #MiddleOfEverything



display: chicago



OOH: chicago



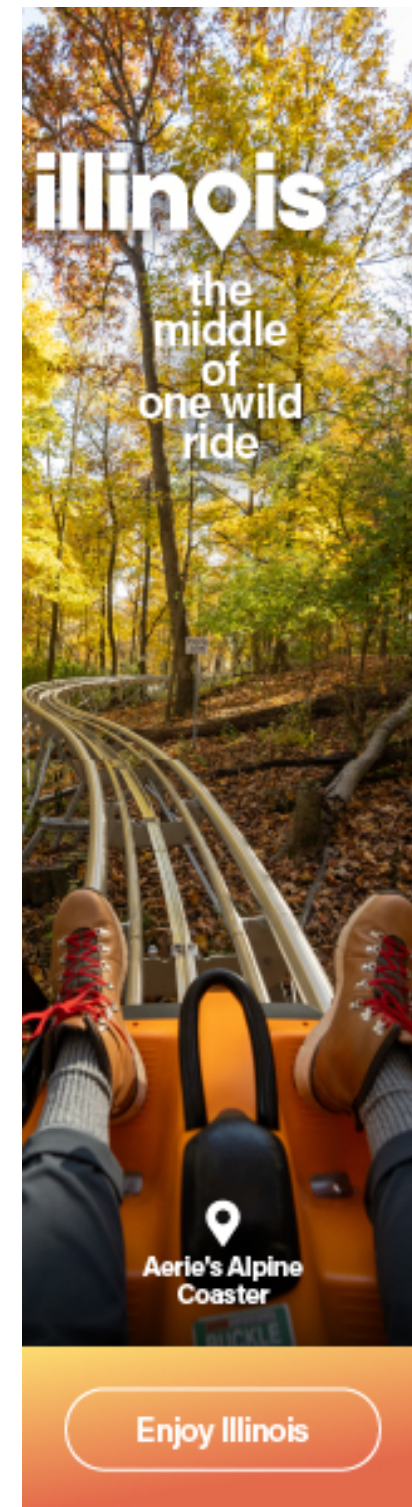
social carousel: great rivers country



Post Copy:
Fall is a great time to get outside and in touch with your spooky side in the #MiddleOfEverything



display: great rivers country



OOH: great rivers country



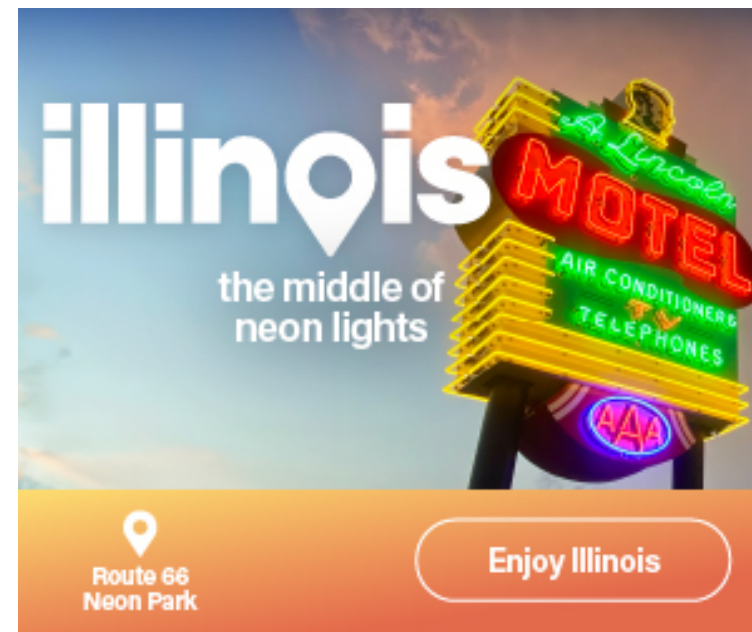
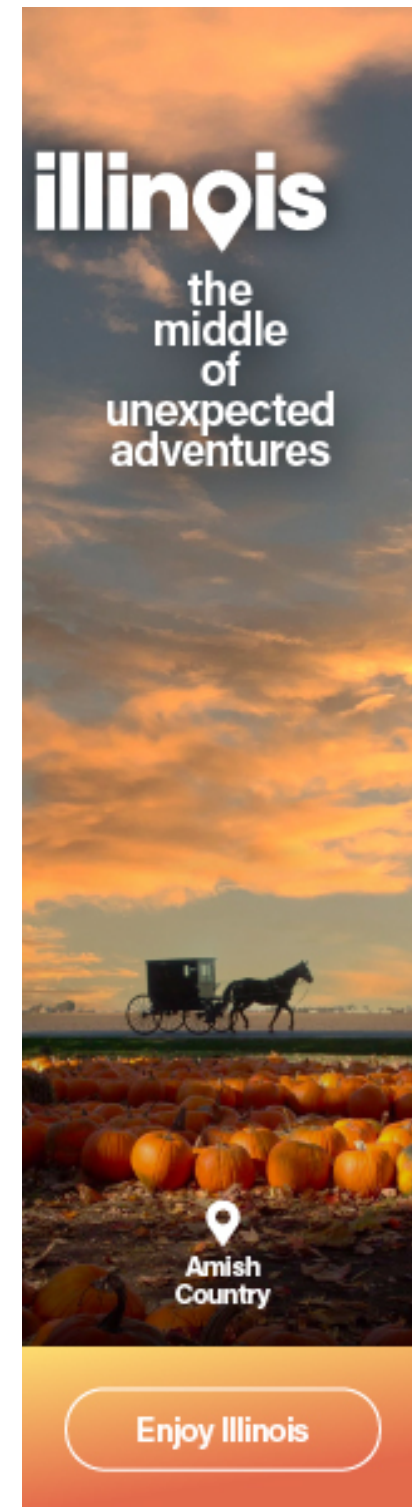
social carousel: land of Lincoln



Post Copy:
Iconic diners, delicacies and diversions are calling you to take a road trip through the #MiddleOfEverything



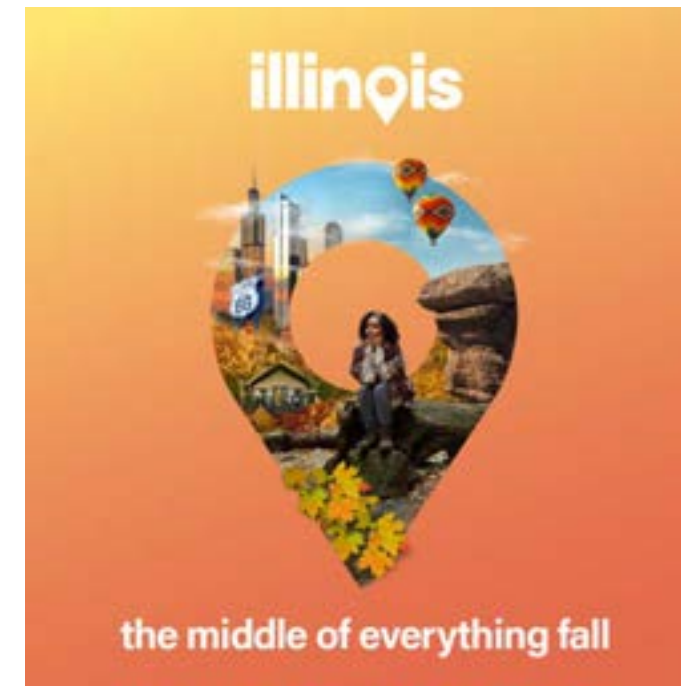
display: land of Lincoln



OOH: land of Lincoln



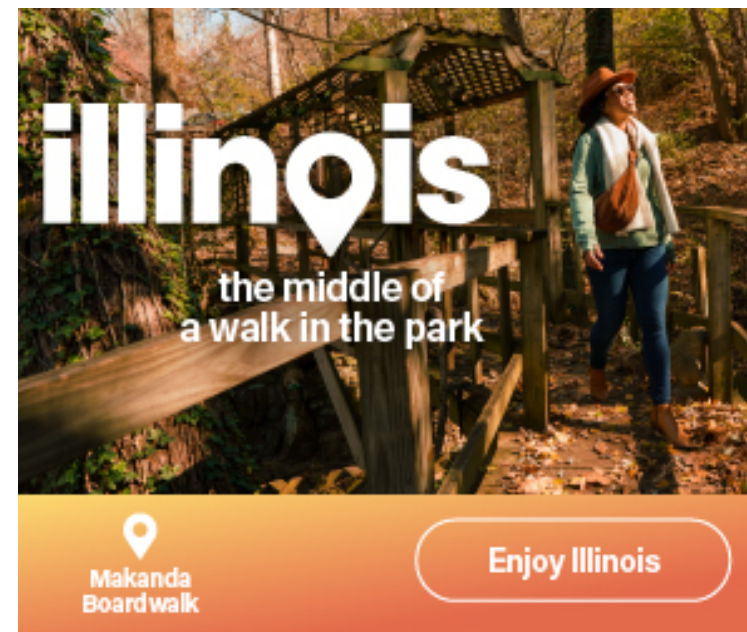
social carousel: trails to adventure



Post Copy:
On the trails or at the vineyard, a full spectrum of fall color is everywhere in the #MiddleOfEverything 🍁



display: trails to adventure



OOH: trails to adventure

