



Illinois

video

video

Summer Chicago



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Unique Chicago



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Summer Regional



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Unique Regional



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spanish video

Summer Chicago



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Unique Chicago



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Summer Regional



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Unique Regional



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print

print

WE'RE PRETTY DOWN TO EARTH.

BUT THE BITES ARE OUT OF THIS WORLD.

MEET IN THE MIDDLE, AND TAKE A DELECTABLE SPIN AROUND THE GLOBE WITHOUT LEAVING THE CHICAGO CITY LIMITS. WHETHER YOU'RE CRAVING WORLD-CLASS CUISINE OR LOCALLY LOVED BITES, IT'S ALL ON THE MENU IN ILLINOIS. UNFORGETTABLE FLAVORS, IRRESISTIBLE VIBES, AND PLENTY OF ARTFUL APPETIZERS ON VIEW. DIG INTO ALL THE POSSIBILITY, RIGHT IN THE MIDDLE OF EVERYTHING.

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ENJOYILLINOIS.COM

Bon Appetit

ALWAYS GOOD TIMES. BY DESIGN.

WHEN YOU MEET IN THE MIDDLE, IT'S EASY TO MAKE EVERY SINGLE MOMENT A MASTERPIECE. MAYBE BECAUSE YOU'RE SIMPLY SURROUNDED BY THEM. SO HOP ABOARD AN EYE-OPENING CRUISE BENEATH ICONS OF ARCHITECTURE. WANDER THROUGH WORLD-CLASS MUSEUMS AND FIND YOUR NEW FAVORITE COLLECTION. OR JUST SEE WHERE THE DAY TAKES YOU AS YOU EXPLORE EVERY ANGLE IN WONDERFULLY WALKABLE NEIGHBORHOODS. YOU'RE GOING TO LOVE WHAT YOU FIND IN THE MIDDLE OF EVERYTHING.

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CN Traveler

BIG PLANS. COMING RIGHT UP.

WHEN YOU MEET IN THE MIDDLE, THERE'S SIMPLY NO REASON TO COMPROMISE. BECAUSE IN CHICAGO, YOU CAN PEDAL ALONG A ONE-TIME RAILWAY THAT FLOATS ABOVE THE STREETS. SOAK UP THE SUMMER SUN ON A BEACH BENEATH ICONIC SKYSCRAPERS. AND THEN FRESHEN UP IN A BOUTIQUE STAY BEFORE EXPLORING ALL THE ELEVATED NIGHTLIFE THE NATION'S BEST BIG CITY HAS ON TAP. DON'T MISS OUT ON ANYTHING IN THE MIDDLE OF EVERYTHING.

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Origin

FROM HERE, THINGS ARE ALWAYS LOOKING UP.

LIFE'S A BIT BRIGHTER WHEN YOU MEET IN THE MIDDLE. MAYBE BECAUSE YOU'RE SURROUNDED BY PEOPLE, PLACES AND POSSIBILITIES THAT SIMPLY SHINE, AND INVITE YOU TO DO THE SAME. SO WHY NOT. GO BIG. GIVE IT YOUR ALL. GET EXACTLY WHAT YOU CAME FOR, AND A LITTLE MORE. HIKE WITH SOME FRIENDLY GOATS IN GALENA. TAKE TO THE SKIES ON A HOT AIR BALLOON RIDE. AND EXPLORE SPRAWLING POSSESS WITH BREATHTAKING VIEWS THAT CAN'T HELP BUT REFRESH YOUR POINT OF VIEW. IT'S ALL RIGHT HERE IN THE MIDDLE OF EVERYTHING.

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Chicago Magazine

THERE'S MORE IN THE MIDDLE.

YOU'RE GOING TO LOVE WHAT YOU FIND IN ILLINOIS. COME HOP ABOARD AN EYE-OPENING CRUISE BENEATH ICONS OF ARCHITECTURE IN CHICAGO. WANDER THROUGH WORLD-CLASS MUSEUMS AND FIND YOUR NEW FAVORITE COLLECTION. THEN HIT THE ROAD AND SEE WHERE THE ADVENTURE TAKES YOU AS YOU EXPLORE EVERY HISTORIC MILE OF ROUTE 66. GET EXACTLY WHAT YOU CAME FOR, AND A LITTLE MORE, IN THE MIDDLE OF EVERYTHING.

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Passport

print

GO A LITTLE FARTHER.

GET A LITTLE CLOSER.

CHICAGO BOTANIC GARDEN

ANDERSON JAPANESE GARDENS

WHEN YOU MEET IN THE MIDDLE, YOU DON'T HAVE TO GO FAR TO FIND JUST WHAT YOU'RE LOOKING FOR. BECAUSE JUST BEYOND CHICAGO, A WORLD OF NATURAL WONDER WELCOMES YOU TO EXPLORE. TAKE THE SCENIC ROUTE IN THE ANDERSON JAPANESE GARDENS. FOLLOW WINDING TRAILS THROUGH SANDSTONE CANYONS IN BREATHTAKING STATE PARKS. OR PADDLE CALM, QUIET RIVERS THAT REMIND YOU TO GO WITH YOUR OWN FLOW. THERE'S ALWAYS A NEW ADVENTURE RIGHT AROUND THE BEND IN THE MIDDLE OF EVERYTHING.

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Decorative icons include a compass rose, a leaf, a cardinal, and a boot.

Midwest Living Spread

display

display

300x600 Static & Animated



728x90 Static & Animated



300x250 Static & Animated



display: spanish

300x600 Static & Animated



300x250 Static & Animated



interstitials



**BIG PLANS.
COMING RIGHT UP.**



enjoy **illinois** **MEET IN THE MIDDLE**



**DON'T MISS OUT ON ANYTHING
IN THE MIDDLE OF
EVERYTHING.**




enjoy **illinois** **MEET IN THE MIDDLE**




**MAKE EVERY MOMENT
A MASTERPIECE.**



enjoy **illinois** **MEET IN THE MIDDLE**



**FROM HERE,
THINGS ARE ALWAYS
LOOKING UP.**



enjoy **illinois** **MEET IN THE MIDDLE**

interstitials

WHERE SMALL MOMENTS BECOME MOMENTOUS.

enjoy **illinois** MEET IN THE MIDDLE

GO A LITTLE FARTHER. GET A LITTLE CLOSER.

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LET THE GOOD TIMES ROLL.

enjoy **illinois** MEET IN THE MIDDLE

retargeting

RISE AND SHINE.

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FULL STEAM AHEAD.

enjoy **illinois** **MAKE BIG PLANS**

TAKE A STEP IN THE BRIGHT DIRECTION.

enjoy **illinois** **MAKE BIG PLANS**

INSIDER TIPS FOR EPIC TRIPS.

enjoy **illinois** **GET YOUR MAGAZINE**

pinterest

pinterest

Headline:
Chicago's Calling

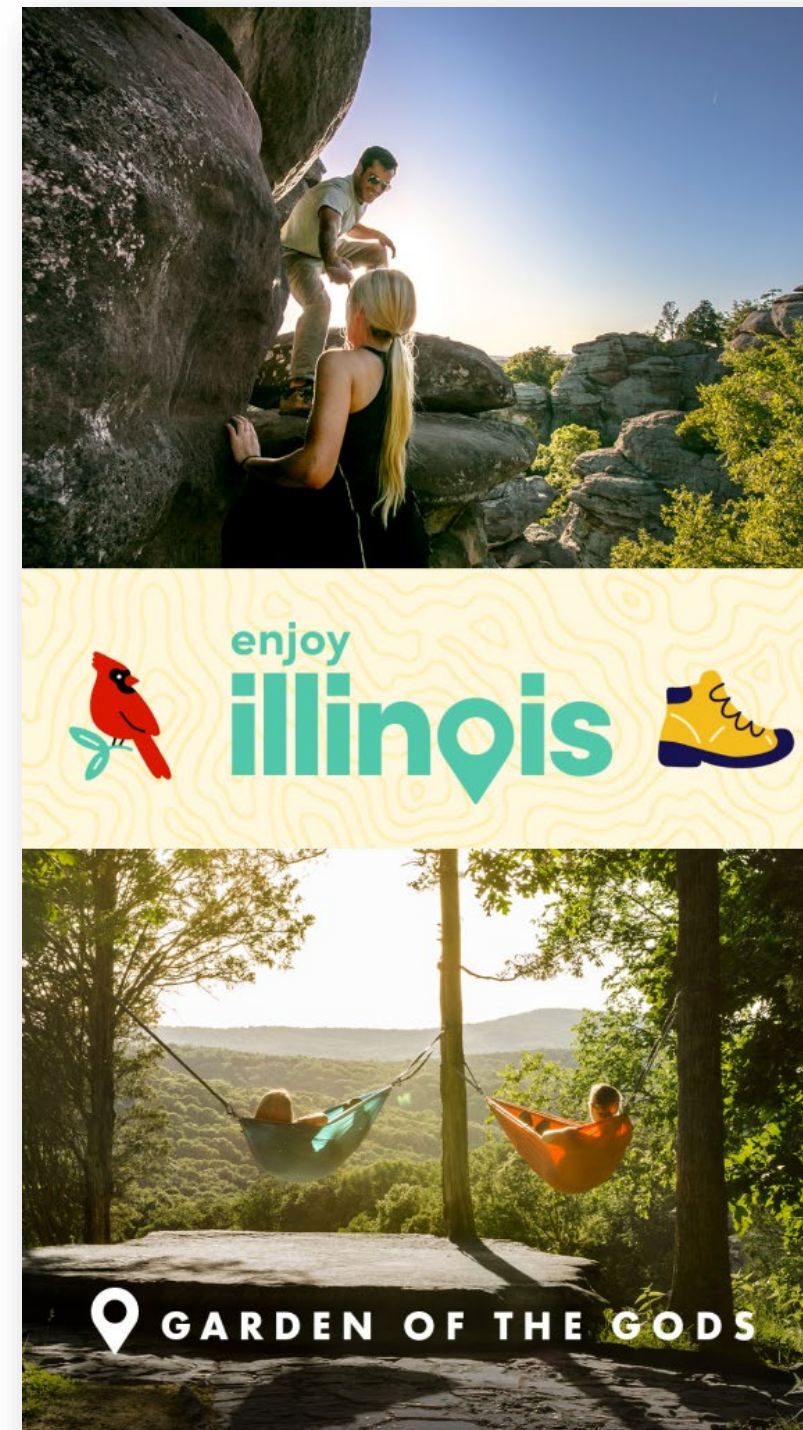
Post Copy:
Experience all the possibility,
right in the Middle of
Everything.



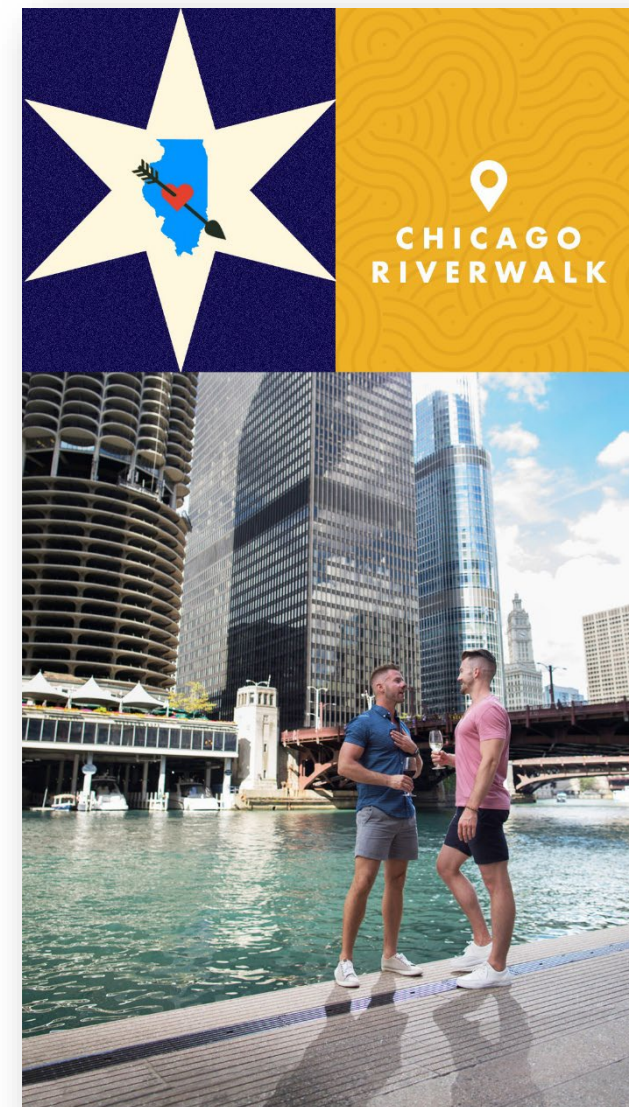
pinterest

Headline:
Wander into Wonder

Post Copy:
Explore state parks, trails, and forests that can't help but refresh your point of view.



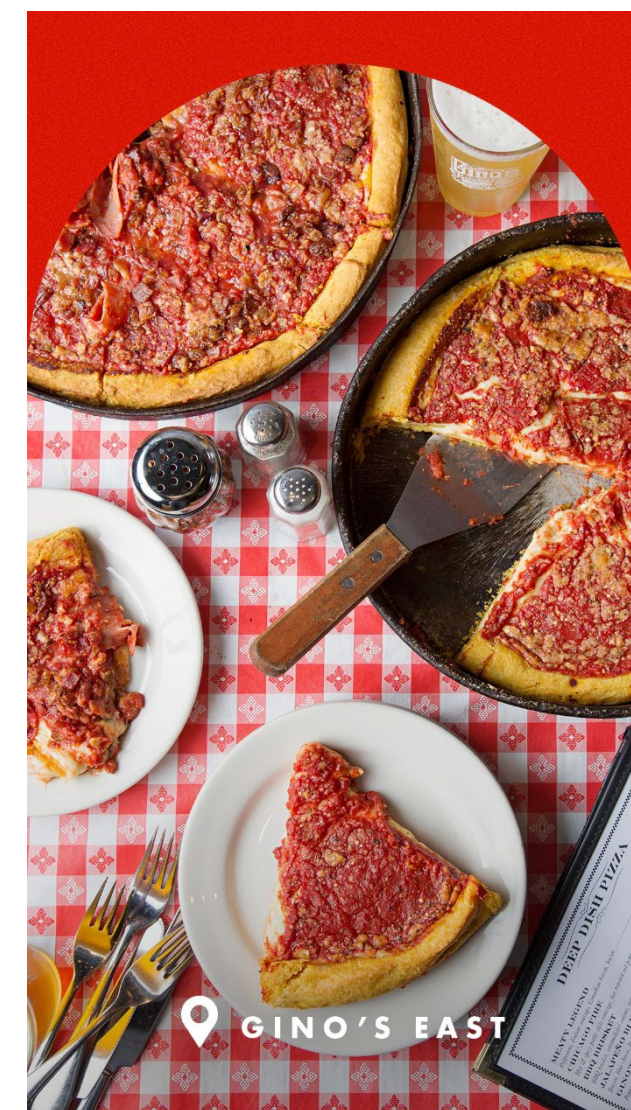
pinterest



Headline:
Celebrate Your Way

Post Copy:
From Chicago's action-packed Pride Fest to Galena's laid back main street, you'll find yourself right in the Middle of Everything.

pinterest

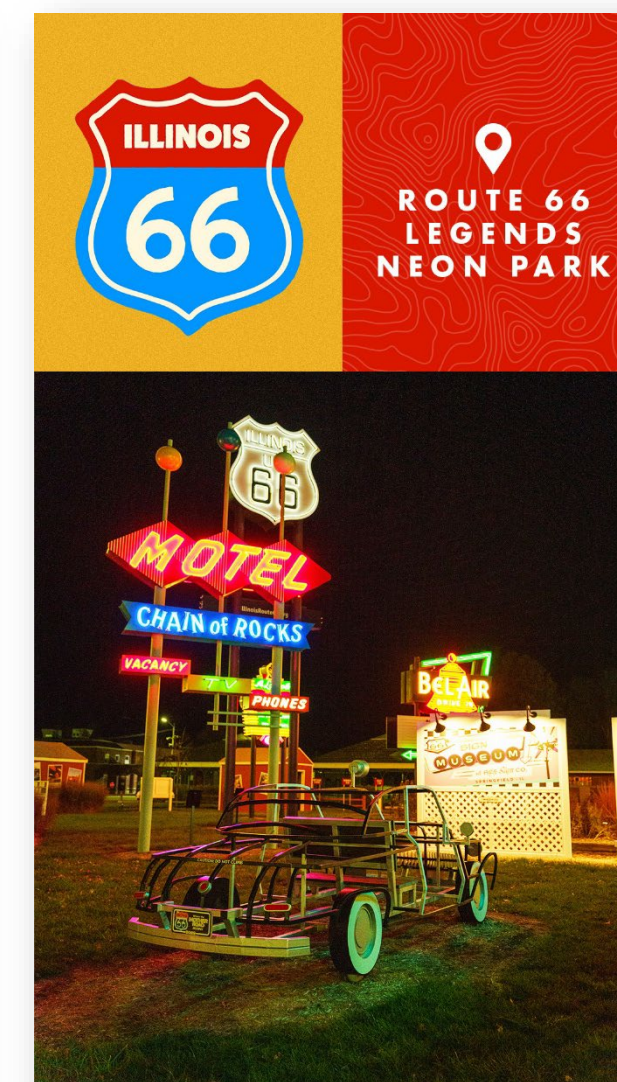
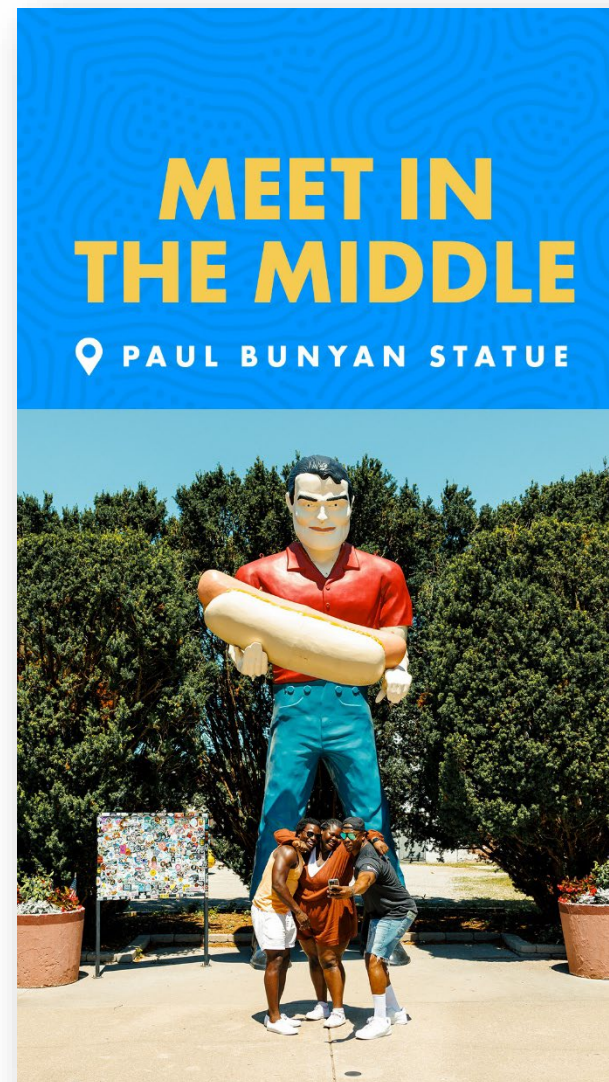


Headline:
Endless Possibilities

Post Copy:
You ever notice how the best part of anything is right in the middle? Come see for yourself in Illinois.

meta

paid social



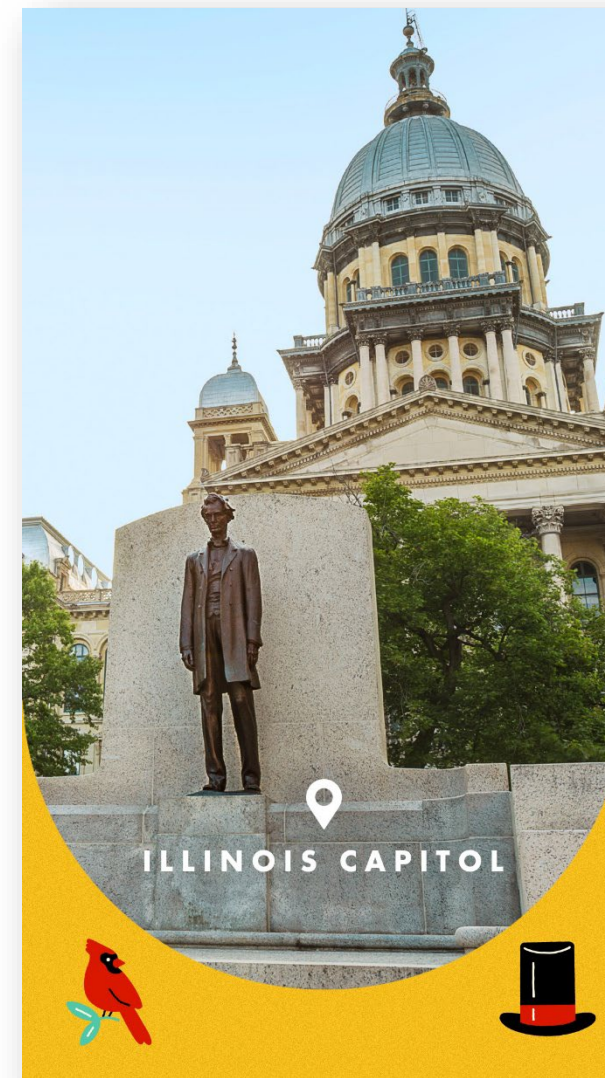
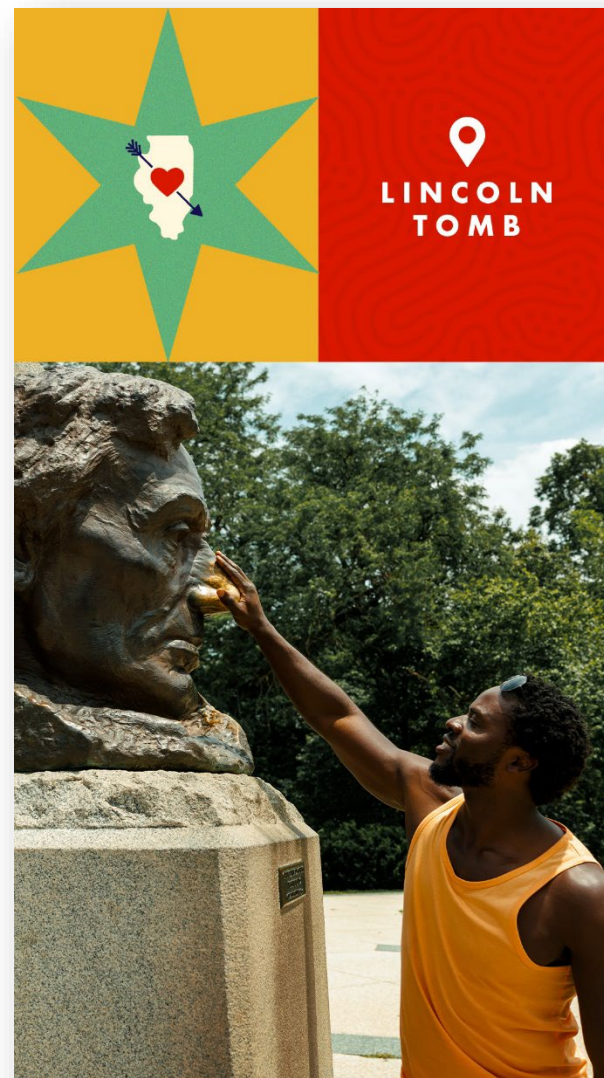
Headline:

Headline : Hit the Road

Post Copy:

For 100 years, Route 66 has paved the way for America's most iconic road trips. And yours starts in Illinois.

paid social



Headline:

Headline: Timeless Encounters

Post Copy:

History, culture, and innovation collide in the Middle of Everything. .

paid social

Headline:

Endless Possibilities

Post Copy:

You ever notice how the best part of anything is right in the middle?
Come see for yourself in Illinois.



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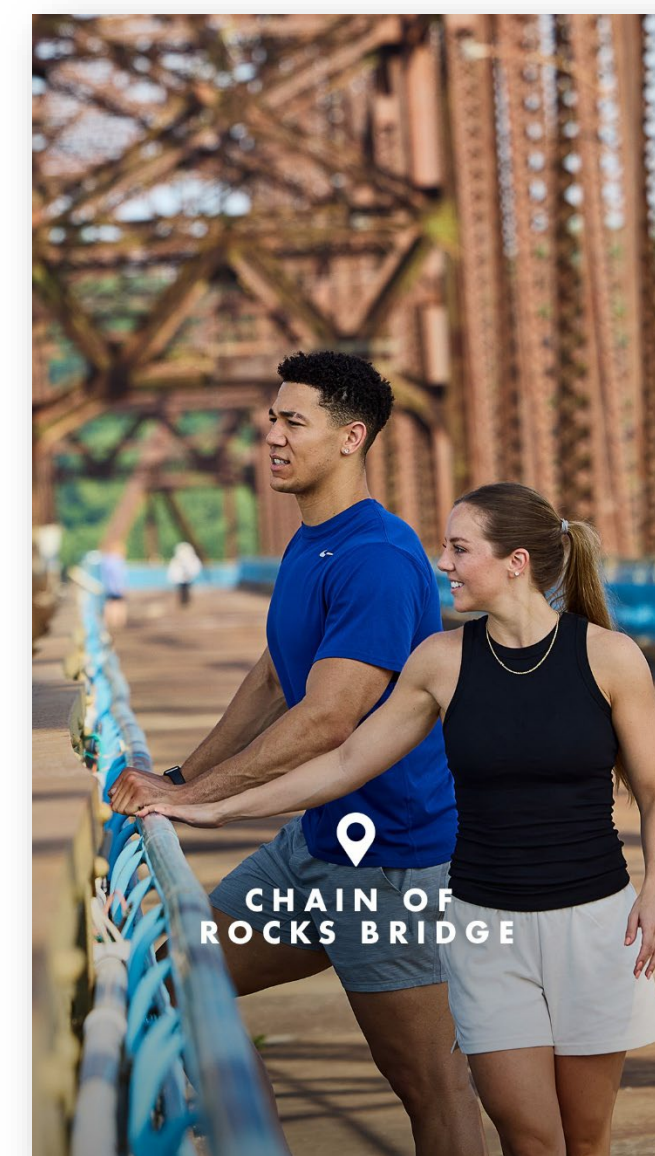
Headline:
Big Plans. Coming Right Up.

Post Copy:
Find big time fun for the whole fam.
Right in the Middle of Everything.



reddit

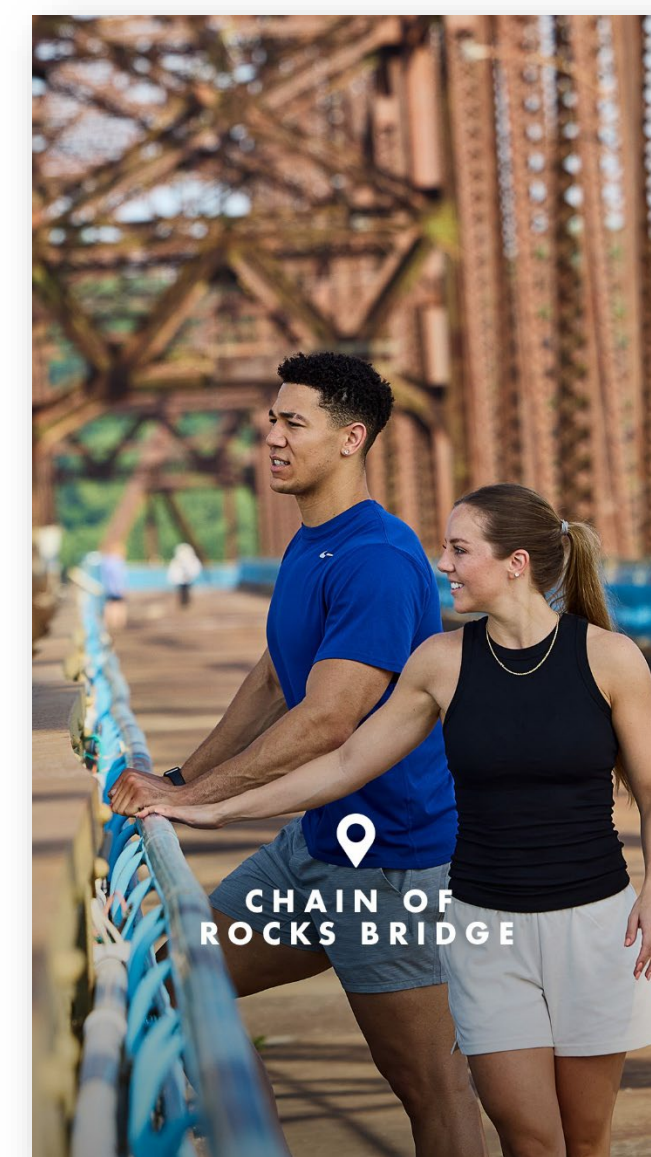
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Headline: Hit the Road

Post Copy: For 100 years, Route 66 has paved the way for America's most iconic road trips. And yours starts in Illinois.

paid social



Headline: Meet in the Middle for More Adventure

Post Copy: Just beyond Chicago, a world of natural wonder welcomes you to explore.