



2017 Salem Haunted Happenings Official Guide & Map Insertion Order

SPACE RESERVATIONS
May 5, 2017

CREATIVE DUE
MAY 12, 2017

PUBLICATION DATE
JULY 5, 2017

Reach thousands of Haunted Happenings travelers before they arrive when you are part of Destination Salem's integrated Haunted Happenings print and digital marketing campaign.

PRINT GUIDE 125,000 Copies

DIGITAL FLIPBOOK 70,000 annual issue visits

HAUNTEDHAPPENINGS.ORG 301,000 users generating more than 1 million page views during 400,000 sessions annually

FACEBOOK 53K+ likes

TWITTER 8,700 followers

PINTEREST 600 followers

INSTAGRAM 3,500 followers



THE PLAN

Every advertising dollar invested in the Guide to Haunted Happenings is reinvested into the marketing and promotion of Salem Haunted Happenings.

Distribution of the Haunted Happenings Guide is done through CTM Media to hotels, info centers, attractions and AAA Offices from Providence, RI, to Portland, ME.

Destination Salem does **direct mail fulfillment** to group tour operators, travel agents, and leisure travelers. CTM distribution is augmented by **delivery** services provided by the Salem Witch Museum.

The Haunted Happenings Guide is also distributed at the Big E in Springfield.

Advertising and promotion is done throughout New England and has included MBTA Commuter Rail trains and stations, Boston.com, *Boston Globe Magazine*, *Where Magazine*, *Boston Spirit*, TripAdvisor, and *Yankee Magazine*.



ADVERTISING SPECIFICATIONS & RATES

Listings—NEW for 2017! Large listings will have images!

Large Listing—Horizontal Image (1.5" wide x 1" tall) and 30 Words

Small Listing—20 Words (no image)

Word counts do not include name or title. Word counts do include address, website, contact information, and description.

HAUNTEDHAPPENINGS.ORG

All listings will be published on HauntedHappenings.org with an image.

Rates

The advertising rate structure has been changed for 2017. Advertisers who submit their creative and copy early will receive a discount.

Please be aware that we go into production on June 1 and creative and copy submissions cannot be accepted after May 30.

Calendar listings must be submitted before May 19 to be considered for the printed guide.

Two Page Spread

7.5" wide x 8.5" tall
No bleeds
Includes up to 4 large listings

Full page

3.5" wide x 8.5" tall
No bleeds
Includes up to 3 large listings

Half Page

3.5" wide x 4.2" tall
No bleeds
Includes up to 2 large listings

Quarter page

3.5" wide x 2.08" tall
No bleeds
Includes 1 large listing

Eighth page

1.69" wide x 2.08 tall
No bleeds

Eighth Page

Includes 1 large listing.

Submit your calendar listings as soon as possible for HauntedHappenings.org!

	Creative and Copy by May 5	Creative and Copy by May 12	Creative and Copy by May 19	Creative and Copy by May 30
Small listing	\$ 250	\$ 275	\$ 300	\$ 350
Large listing	\$ 500	\$ 550	\$ 600	\$ 675
Eighth Page	\$ 800	\$ 850	\$ 975	\$ 1,075
Quarter Page	\$ 2,250	\$ 2,450	\$ 2,650	\$ 2,900
Half Page	\$ 4,500	\$ 4,950	\$ 5,400	\$ 5,900
Full Page	\$ 8,000	\$ 8,800	\$ 9,650	\$ 10,600
Two-page Spread	\$ 12,000	\$ 13,200	\$ 14,500	\$ 15,900

Special placement requests (based on availability): +10%

PLEASE NOTE: Space cannot be held past May 30, 2017.

Call (978) 741-3252 with questions. Fax (978) 741-7539. Email scooper@salem.org



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Please complete and return this form before May 5, 2017.

AD SIZE

- Small Listing
- Large Listing with image
- Eighth Page
- Quarter Page
- Half Page
- Full Page
- Two Page Spread

CATEGORY

One category per listing. Destination Salem reserves the right to modify categories during production.

- Special Events
- Museums & Attractions
- Tours
- Haunted Houses
- Psychic Fairs
- Shopping
- Sweets & Treats
- Delis, Pizza & Sandwich
- Restaurants & Bars
- Nightlife
- Accommodations
- Accommodations—Regional
- Other: _____

3 listings required to create a new category.

AVAILABLE ICONS

- 21 and Older [21+]
- Family Friendly
- Licensed Tour Guide
- Handicapped Accessible

CALENDAR LISTINGS

Daily event listings in the guide will include the date, event name, location, and website or phone number for more information.

Event listings must be submitted before May 19 to be considered for the printed guide.

Large or small listings promoting events will be placed in the Special Events category.

SPECIFICATIONS

- Listings should be submitted in an email or MS Word Document
- All listing images and display ads must be high-resolution 300 dpi files (.tif, .jpg or .pdf)
- Fonts in ads must be embedded. Ads not created in design software must be converted to a .pdf file.
- The creative agency is not responsible for resizing ads.
- Website images or low-resolution ads will not be accepted.
- **Design services are available** from Sir Isaac for a fee.

ADVERTISER INFORMATION

COMPANY

CONTACT

STREET ADDRESS

CITY / STATE / ZIP

TELEPHONE

EMAIL

ADVERTISING APPROVALS

- I understand there will be a 24-hour proofing period in May.
- I understand that "picking up" a listing from a prior year does require re-entry of the information and the listing should be proofed for context and information even though it is a pick-up.

----- (Initial Here) Neither Destination Salem nor the creative agency will be accountable for ads, calendar listings, and map placements that are not reviewed and proofed.

PAYMENT INFORMATION / CHECK ONE:

- Payment in full enclosed
- Please bill me (**See terms and conditions) in two installments: June 15 and July 15
- Please bill me (**See terms and conditions) in four installments: June 15, July 15, August 15, and September 15

Initial Both:

----- I understand that I must have a zero balance with Destination Salem as of May 31, 2017 if I want to participate in a payment plan.

----- I understand that my Haunted Happenings balance must be paid in full by November 1, 2017 for me to advertise in the 2018 Salem Guide.

Please make checks or money orders payable to Destination Salem, PO Box 630, Salem, MA, 01970. Fax or call credit card orders to (978) 741-7539 or scooper@salem.org

TO PAY VIA CREDIT CARD

CREDIT CARD NUMBER (VISA, MASTERCARD, AMEX, DISCOVER)

EXPIRATION

CV #

BILLING ZIP CODE

BILLING ADDRESS

NAME ON CARD

SIGNATURE



Use of the Salem Witch logo and Salem Haunted Happenings trademark is granted to Destination Salem by BPM Productions, Inc.

