

2018 Salem Guide Advertising

ABOUT

The cornerstone of Destination Salem's communication and promotion efforts, **The Salem Guide** is used as the fulfillment and promotional piece for visitors from around the globe, tour operators, travel agents, and cruise passengers.

FEATURES

- **2018 Calendar of Events** promoting the "Five Seasons of Salem," Winter, Spring, Summer, Fall, and Haunted Happenings.
- **2018 Editorial topics** to include Salem Souvenirs, Salem Witch Trials, The Turner-Ingersoll Mansion.
- **Advertising sections** featuring accommodations, attractions, museums, tours, dining, shopping, weddings, and family activities.
- **Fold-out Walking Map** of downtown Salem.

DISTRIBUTION—Reach visitors before they arrive!

- **Free visitor fulfillment** for requests placed through 877-SALEM MA and Salem.org.
- **350,000 printed copies** and the digital flipbook at Salem.org/Guide, which averages 3,400 issue visits each month.
- **Direct Mail fulfillment** to leisure travelers, travel agents, and tour operators around the world.
- **Year-round distribution** to more than locations throughout greater Boston, including hotels, info centers, and transportation hubs, Faneuil Hall, Logan Airport, and AAA offices.
- **Trade Shows:** American Bus Association Marketplace, Discover New England Summit, Greater Boston Concierge Association, New England Travel Showcase.
- **Consumer Shows:** AAA Travel Marketplace, Boston Spirit Networking Night, Hartford's Daytrips and Destinations, and the Big-E.
- And, this is **the only guide to Salem distributed** in the Salem Regional Visitor Center and on visiting cruise ships!

DIGITAL

- All advertisers' listings will be posted on Salem.org.
- Advertisers' listings and events are incorporated into the itinerary builder on Salem.org.

2018 SALEM GUIDE ADVERTISING RATES

The advertising rate structure has been changed for 2018. Submit your payment, creative and copy early to pay 2017 rates!

DEADLINE DATES ARE FIRM.

Advertising rates have increased slightly for the first time in ten years. This is due to increased printing prices because we are printing and distributing more guides than ever before.

Payment plans are available and require a credit card to be on file. Please be aware that we go into production on December 18 and creative and copy submissions cannot be accepted after December 15.

	Creative, copy, and payment in full by November 17	Creative and Copy by December 8	Creative and Copy by December 15
Listing	\$550	\$650	\$750
Enhanced Listing	\$700	\$800	\$950
Sixteenth Page	\$825	\$950	\$1,100
Eighth Page	\$1,350	\$1,500	\$1,775
Quarter Page	\$2,475	\$2,750	\$3,300
Half Page	\$4,375	\$5,000	\$5,750
Full Page	\$8,000	\$9,250	\$10,500
Back Cover	\$9,000	\$10,250	\$11,950
Two Page Spread	\$11,000	\$12,500	\$14,500
Web listing only	\$100 per month		

- All outstanding balances must be paid in full before new advertising can be purchased.
- Special placement request +10% and must be paid in full at time of insertion.

PUBLICATION: FEBRUARY 2018

2018 Salem Guide Specifications

DETAILS

1. Last date to submit advertising insertion, copy, and artwork is Friday, December 15 at 4:00 PM.
2. Advertising due dates are FIRM.
3. Listings include one full color, horizontal photograph or graphic, business name, address, telephone, website, and **30 words** of text. Listings exceeding 30 words will be edited.
4. Display advertisements include one listing in the printed guide.
5. All advertisers will receive one listing on Salem.org, which averages more than 45,000 sessions per month.
6. Enhanced listings will have a color block behind them to distinguish them from the other listings.
7. Destination Salem reserves the right to decline an ad, request changes, modify categories, text, and content as necessary. This guide is for the general public and ads must be geared for a family audience.

TECHNICAL INFORMATION

Full Color Display Ad File Formats

Set up ad files as .eps, .pdf or .-f files. Embed all fonts.

Photo & Logo Scans

Photos and logos must be 300 dpi resolution. No website images. Horizontal images for listings only. Please do not combine logos and photos.

SALEM CALENDAR

The calendar on Salem.org averages more than 7,000 page views per month. Event listings on the calendar are free and available to all Salem businesses and events. Regional advertisers are welcome to submit regional events. Advertisers' listings will feature an image, non-advertisers' listings will not.

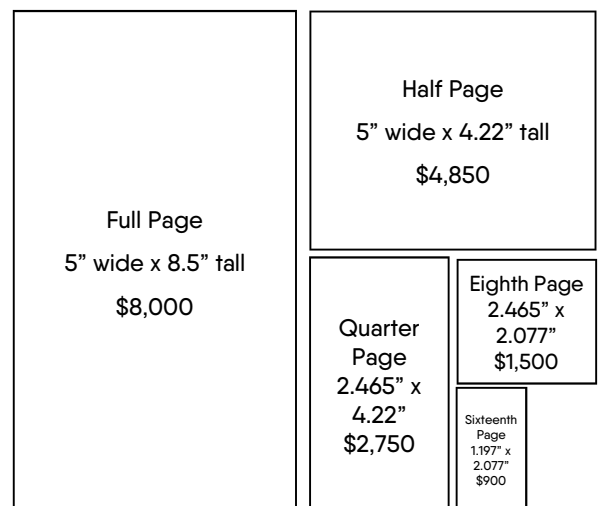
Destination Salem will select annual events and major celebrations from the online calendar for the printed calendar in the "Five Seasons of Salem" in the 2018 Salem Guide.

LAYOUT

Sizes (width x height)

Two Page Spread	10.25" x 8.25"
Full Page	5" x 8.5" (no bleeds)
Half Page	5" x 4.22"
Quarter Page	2.465" x 4.22"
Eighth Page	2.465" x 2.077"
Sixteenth Page	1.197" x 2.077"
Listing Photo Size	1.5" x .9"

Display ads must be exact sizes or ads will be returned for redesign. No rules for borders.



QUESTIONS? CONTACT DESTINATION SALEM

Stacia Cooper, Sales Manager | Destination Salem | (978) 741-3252 | scooper@salem.org

81 Washington Street, Suite 204 | Salem, MA 01970 | Salem.org

2018 Salem Guide Advertising Contract

COMPANY: _____ CONTACT: _____
BILLING ADDRESS: _____ CITY/STATE/ZIP: _____
MAILING ADDRESS: _____ CITY/STATE/ZIP: _____
TELEPHONE #: _____ FAX #: _____
WEBSITE: _____ EMAIL: _____

ADVERTISING SIZE

- TWO PAGE FULL PAGE HALF-PAGE QUARTER PAGE EIGHTH PAGE SIXTEENTH PAGE
 ENHANCED LISTING BASIC LISTING SPECIAL PLACEMENT (DISPLAY) REQUEST: _____

CATEGORY *Please choose only one (additional listings can be purchased)*

- | | |
|---|---|
| <input type="checkbox"/> Accommodations—Camping | <input type="checkbox"/> Dining—Deli, Pizza & Sandwiches |
| <input type="checkbox"/> Accommodations—Hotels/Motels | <input type="checkbox"/> Dining—Restaurants & Bars |
| <input type="checkbox"/> Accommodations—Inns/B&Bs | <input type="checkbox"/> Dining – Brewery / Cidery / Distillery |
| <input type="checkbox"/> Accommodations—Regional | <input type="checkbox"/> Shopping—Gifts & Souvenirs |
| <input type="checkbox"/> Activities—Museums & Attractions | <input type="checkbox"/> Shopping—Witch Shops |
| <input type="checkbox"/> Activities –Tours | <input type="checkbox"/> Receptive Tour Operators |
| <input type="checkbox"/> Activities –Psychics | <input type="checkbox"/> Wedding & Event Planning |
| <input type="checkbox"/> Activities –Regional | <input type="checkbox"/> Education |
| <input type="checkbox"/> Dining—Sweets & Treats | <input type="checkbox"/> Transportation |

Please choose all that apply

- Handicapped Accessible
 Free WiFi
 Groups Welcome

ADVERTISING APPROVALS

*I understand there will be a 24-hour proofing period in early January 2018. _____ (initial here)
Neither Destination Salem nor the creative agency will be accountable for ads that are not reviewed and proofed.*

PAYMENT TERMS AND CONDITIONS

- All outstanding balances must be paid in full before new advertising is purchased.
- Payment in 6 monthly installments requires a credit card on file at Destination Salem. **Balances must be paid in full by June 30, 2018.**
- Advertising payments and deposits are non-refundable. If an ad is pulled for non-payment, the deposit is non-refundable.
- Visa/MC/AmEx accepted
#: _____ Exp Date: _____ CV: _____

COST PER AD: _____
OTHER: _____
TOTAL: _____
DOWN PAMENT: _____
BALANCE DUE: _____
MONTHLY PAYMENTS: _____

Advertiser acknowledges receipt of production requirements and agrees to terms and conditions therein, including proofing period.

ADVERTISER SIGNATURE

TITLE

DATE