



# 2016 Salem Haunted Happenings Official Guide & Map Insertion Order

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** 147,823 unique visits in 2015  
**HAUNTEDHAPPENINGS.ORG** 1.2 million page views/year  
**SALEM CALENDAR** 3,000+ subscribers and 513,000 page views in October 2015.

**FACEBOOK** 47,000+ likes  
**TWITTER** 8,000 followers  
**PINTEREST** 415 followers  
**INSTAGRAM** 2,000 followers



## SPACE RESERVATION

May 6, 2016

## CREATIVE DUE

MAY 13, 2016

## PUBLICATION DATE

JULY 6, 2016

## DETAILS

- The Salem Haunted Happenings brochure and marketing committee reserves the right to modify categories, text and editorial content during production as necessary. In the event major changes are necessary, the advertisers will be contacted.
- **A proof of the listing will be made available for viewing for one business day.**
- Advertisers **MUST** approve and sign-off on a proof of their ad(s).
- Any advertiser that does not view and sign-off on advertisement, listing, calendar listings, and map waives any right to make changes or be concerned with errors.
- Neither Destination Salem nor the assigned creative agency will be accountable for ads that are not reviewed and proofed.
- **All ad text and designs must be designed for a family-friendly audience.**

## SPECIFICATIONS & RATES

### Two Page Spread

7.5" wide x 8.5" tall  
 No bleeds  
 \$15,000  
 Includes up to 8 listings

### Full page

3.5" wide x 8.5" tall  
 No Bleeds  
 \$10,000  
 Includes up to 6 listings

### Half Page

3.5" wide x 4.2" tall  
 No Bleeds  
 \$5,000  
 Includes up to 4 listings

### Quarter page

3.5" wide x 2.08" tall  
 No Bleeds  
 \$2,500  
 Includes 2 listings

### Eighth page

1.69" wide x 2.08 tall  
 No Bleeds  
 \$1,000

### Eighth Page

Includes 1 categorical listing.

### LISTINGS

**Large Listing**—30 Words  
 \$500

**Small Listing**—15 Words  
 \$250

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.



### STREET BANNERS

Sponsorship Slice  
 \$100 each  
 Hangs below the street banner. Only 40 available.

**SAVE 10% WHEN YOU PAY IN FULL WITH INSERTION!**

*(Print advertising only, does not apply to street banners.)*

Call (978) 741—3252 with questions. Fax (978) 741—7539. Email [scooper@salem.org](mailto:scooper@salem.org)



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Please complete and return this form before May 6, 2016.

## AD SIZE

- Two Page Spread \$15,000
- Full Page \$10,000
- Half Page \$5,000
- Quarter Page \$2,500
- Eighth Page \$1,000
- Large Listing \$500
- Small Listing \$250

## STREET BANNER SPONSOR

- \$100 | Name to appear on slice:

## CATEGORY

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

- Accommodations
  - Accommodations—Regional
  - Delis, Pizza & Sandwich
  - Haunted Houses
  - Museums & Attractions
  - Nightlife
  - Psychic Fairs
  - Restaurants & Bars
  - Shopping
  - Sweets & Treats
  - Tours
  - Other: \_\_\_\_\_
- 3 listings required to create a new category.*

## AVAILABLE ICONS

- 21 and Older [21+]
- Family Friendly
- Handicapped Accessible

## CALENDAR LISTINGS

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

## SPECIFICATIONS

- Listings should be submitted in an email or MS Word Document
- All display ads must be high-resolution 300 dpi files (.tif, .jpg or .pdf)
- Fonts ads must be embedded. Ads done in MS Word 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.

## 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 for a 10% discount
- Please bill me (\*\*See terms and conditions) in two installments:  
July 15 and August 15
- Please bill me (\*\*See terms and conditions) in four installments:  
July 15, August 15, September 15, October 15

### Initial Both:

\_\_\_\_\_ I understand that I must have a zero balance with Destination Salem as of May 31, 2016 if I want to participate in a payment plan.

\_\_\_\_\_ I understand that my Haunted Happenings balance must be paid in full by November 1, 2016 for me to advertise in the 2017 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



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