



Haunted Happenings Premium Location & Special Placement Policy

To ensure a fair, transparent, and organized process for high-demand ad placements, Destination Salem uses a structured policy for awarding Premium Locations and Special Placements in the Haunted Happenings Guide.

Premium Location Selection Process

- Advertisers interested in a **Premium Location** must submit the [2026 Haunted Happenings Guide Sign Up Form](#) by April 29, 2026.
- If more than one advertiser requests the same **Premium Location**, Destination Salem will conduct a digital raffle to determine the recipient. A virtual viewing of the selection can be arranged upon request for transparency.

The following are designated **Premium Locations**, each with limited availability and high visibility:

2026 Salem Haunted Happenings Guide Advertising Rates & Deadlines		
	Creative and Copy by May 6 (Early Bird)	Creative and Copy by June 1 (Final Deadline)
LISTINGS		
Listing	\$600	\$750
ADS (Include at least one listing)		
Eighth Page*	\$1,500	\$1,875
Quarter Page*	\$2,600	\$3,,250
Half Page*	\$4,400	\$5,500
Full Page*	\$8,100	\$10,200
Two Page Spread*	\$11,600	\$14,500
PREMIUM LOCATIONS (1 available per location)		
Back Cover*		\$10,000
Full Page – INSIDE FRONT COVER*		\$9,000
Full Page – INSIDE BACK COVER*		\$9,000
Two Page Spread – BACK OF MAP*		\$12,400

Premium Locations are exempt from the **Special Placement** Upcharge.

All **Premium Locations** include listings and business name on the map as outlined in the rate sheet.

To be eligible for the Back Cover, businesses must:

- Be physically located in Salem (not open to regional advertisers).
- Advertise in the Annual Visitor Guide (year-round investment), not just the Haunted Happenings Guide.

One-Year Skip Rule: Businesses awarded a **Premium Location** in the previous year must sit out the raffle for that specific placement the following year, unless no other requests are received for it.

Priority Hierarchy: In cases of overlapping requests (e.g., both a full-page and two-page spread requested for the same **Premium Location**), larger ad sizes take priority.

Special Placements

A Special Placement is any advertiser-requested location within the guide not listed above as a Premium Location (e.g., “opposite the Walking Tours section”).

- Advertisers may request a **Special Placement** on their order form.
- If the request can be accommodated, the advertiser will be informed that a 10% upcharge will be added to their invoice.
- If the request cannot be accommodated, Destination Salem will offer an alternative placement, which the advertiser may accept or decline.

We're here to help! For questions about 2026 advertising or placement policies, email Bridie O'Connell, Manager of Advertising & Tourism, at bridie@salem.org