



# 2026 Salem Haunted Happenings Official Guide & Map Advertising

## 2026 Salem Haunted Happenings Guide Advertising Rates & Deadlines

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

\*See "Advertising Inclusions" on the next page to see how many listings come with each ad size.

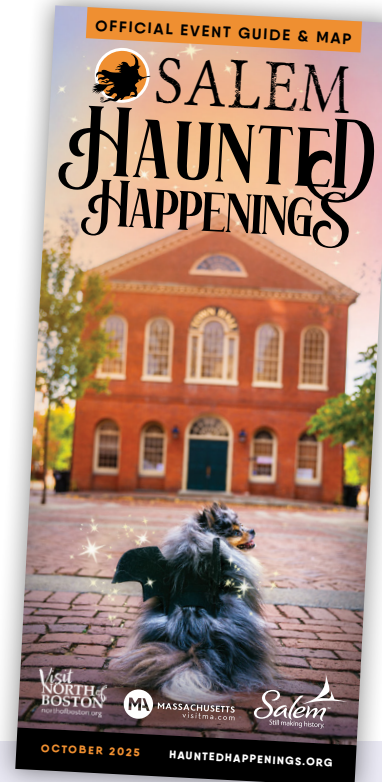
## Digital Advertising Add-Ons

<b>Salem Mobile App Ad</b> (Sep. & Oct.)	\$500
<b>TV Screen Static Slides at DS Info Center</b> (Sep. & Oct.)	\$500
<b>Sponsored Blog Post</b> (We photograph & write)	\$600
<b>Sponsored Blog Post</b> (You provide photo & content)	\$400

## SALEM HAUNTED HAPPENINGS BROCHURE LAYOUT

Layout	Sizes (width x height)
Two Page Spread	7" x 8.5" (no bleeds) / 8.25" x 9.25" (with bleeds)
Full Page	3.5" x 8.5" (no bleeds) / 4.25" x 9.25" (with bleeds)
Half Page	3.5" x 4.2" (no bleeds)
Quarter Page	3.5" x 2.08" (no bleeds)
Eighth Page	1.69" x 2.08" (no bleeds)

Display ads must be exact sizes or ads will be returned for redesign.



### Two Page Spread

7" w x 8.5" h (no bleeds) / 8.25" w x 9.25" h (with bleeds)  
(includes 4 listings)

### Full Page

3.5" wide x 8.5" high  
(no bleeds) /  
4.25" wide x 9.25" high  
(with bleeds) /  
(includes 3 listings)

### Half Page

3.5" wide x 4.2" high  
(includes 2 listings)

### Quarter Page

3.5" wide x 2.08" high  
(includes 1 listing)

### Eighth Page

1.69" w x  
2.08" h  
(includes  
1 listing)



# 2026 Salem Haunted Happenings Official Guide & Map Advertising

## TECHNICAL INFORMATION

### Haunted Happenings Listing Photo

- **Print:** Listing photo must be 470w x 300h px and 300 dpi resolution. Submit horizontal images for listings only.
- **Online:** 2000w x 1125h px at > 96 dpi.

### Full Color Ad File Formats

- Set up ad files as hi-res PDF or EPS files. Embed all fonts.

## SPECIAL PLACEMENTS

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

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

## ADVERTISING INCLUSIONS

- All print listings include digital listings on **HauntedHappenings.org** for one year, and the **Destination Salem app** for September and October.
- **Eighth Page Ad** includes 1 listing
- **Quarter Page Ad** includes 1 listing
- **Half Page Ad** includes 2 listings and business name printed on map
- **Full Page Ad** includes 3 listings and business name printed on map
- **Two Page Spread Ad** includes 4 listings and business name printed on map
- **Back Cover, Inside Front Cover, Inside Back Cover Full Page Ads** include 3 listings and business name printed on map
- **Back of Map Two Page Spread Ad** includes 4 listings and business name printed on map

## DETAILS

1. All forms, digital materials, and payments must be submitted by the advertising deadlines. **The early bird deadline is May 6** at midnight. **The final advertising deadline is June 1** at midnight. Advertising deadlines are firm.
2. Payment may be made in four installments. A 25% deposit is due upon invoice, with the remaining balance payable in three additional monthly installments of 25%.
3. Listings in the Haunted Happenings Guide include business name, address, phone number, website, 225 characters of text, and one full color, horizontal photograph (470w x 300h px). **Listings exceeding 225 characters will be edited. Please note:** Character counts do not include business name, address, website, or phone number.
4. Ads include 1–4 listings (see “Advertising Inclusions” box, left) in the printed guide, on HauntedHappenings.org, and on the app.
5. Listings on HauntedHappenings.org (included with all print listings) include one image, information, social media links, and 600 characters of text.
6. Listings on the Salem App (included with all print listings) include a photograph and 600 character description.
7. **Please note:** Alphabetization of business names will not include pronouns or prepositions. “A Special Place” will be listed under “S,” “The Greatest Tour” will be listed under “G.”

*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.*