



## 2019 Online Advertising & Digital Promotion

### ONLINE LISTINGS INCLUDE:

- One horizontal image
- 30 words of copy
- Address, Telephone, Web URL (with link)

**\$660 for the year, pro-rated at \$60 per month beginning in March.**



### The House of the Seven Gables

Halloween, History, Literature, Museums & Attractions

Embark on an unforgettable tour of The House of the Seven Gables. Admission also includes the Nathaniel Hawthorne birthplace, waterfront views, and a unique Museum store. Tours daily 10 am-5 pm (7 pm July - October).

#### BECOME A PART OF OUR STORY WITH THIS GREAT FAMILY DEAL!

Up to two free children/students with each paid, full price adult or senior admission.

\*Offer good January 18 - March 31, 2019. Must either show digital or print version of this deal to receive free child/student admission. Limit four free children/students per party. Adult admission must be paid at full-price (\$16) with no discounts. Cannot be combined with any other offers.

Groups welcome! [Click here to learn more.](#)

Soon-to-be-married? [Learn more about weddings and functions here.](#)



### Details

Address:  
115 Derby Street,  
Salem, MA

Phone:  
978-744-0991

Website:  
7Gables.org

### DEDICATED E-BLASTS


**\$100 to send to Destination Salem's 10K+ consumer subscribers.**


To protect our subscribers, Destination Salem will send no more than 3 sponsored e-blasts per month\*. Dedicated e-blasts require at least 2-weeks advance notice.

Purchase of dedicated e-blasts also includes social media posts on Twitter, Facebook, and Instagram depending on the creative submitted and the promotion content. Please send your social handles and preferred hashtag (if applicable) to Destination Salem.

### Destination Salem Social Stats:

 22K followers

 6,400 followers

 9,800 followers

PLEASE JOIN  
THE HOTEL SALEM FOR A  
**NEW YEAR'S  
EVE CELEBRATION**  
IN THE CELLAR!

**\$49 PER TICKET**

TICKETS INCLUDE

- CHAMPAGNE TOAST AT MIDNIGHT
- DESSERT BAR
- ENTERTAINMENT FROM DJ ZATI  
One of Boston and the North Shore's Best DJs

FOR DETAILS AND TO BUY TICKETS, VISIT THEHOTELSALEM.COM/NEW-YEARS-EVE



You are receiving this email because you requested information regarding visiting Salem, MA.

DEDICATED E-BLAST

- [ ] Haunted Happenings (July-October. Online advertising available in July.)
- [ ] Destination Salem (Year-round)

\*Number of e-blasts scheduled per month is subject to change based on the number of additional pre-planned consumer emails.

E-BLAST IMAGE SPECS

600 px wide / high-resolution

Images and email content are subject to approval by Destination Salem Staff.

*Destination Salem's weekly consumer emails feature advertiser events based on what is new and notable. To be considered for this free promotion, submit your event with a high-resolution image at least four weeks in advance.*

FOR PUBLICATION

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Website: \_\_\_\_\_

Handle: @ \_\_\_\_\_ Hashtag: # \_\_\_\_\_

BILLING INFORMATION

Contact Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_

PAYMENT:

Total Due: \_\_\_\_\_  Check Enclosed, Payable to Destination Salem  Credit Card

Credit Card Number: \_\_\_\_\_ Exp: \_\_\_\_\_

Name on Card \_\_\_\_\_

Don't forget to tag @destsalem and #destsalem in your social posts!

Contact Stacia Cooper at (978)741-3252 with any questions.  
Return this form to: Stacia Cooper, Scooper@Salem.org or fax to (978) 741-7539