



# 2019 Salem Haunted Happenings Official Guide & Map Insertion Order

## FIRST DEADLINE

April 26, 2019

## FINAL DEADLINE

MAY 17, 2019

## PUBLICATION

EARLY JULY 2019

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** 150,000 Copies

**DIGITAL FLIPBOOK** 42,000 annual issue visits (+17% over 2017)

**HAUNTEDHAPPENINGS.ORG** 374,340 users generated more than 1.3 million page views during 374,340 sessions in 2018.

**FACEBOOK** 63,500K likes

**TWITTER** 9,400 followers

**PINTEREST** Between 600–3,400 monthly viewers (low in February, high in October)

**INSTAGRAM** 9,560 followers

Salem Haunted Happenings social media engagement increased 17% in 2018 over 2017.

### THE PLAN

Every advertising dollar invested in the Guide to Haunted Happenings is reinvested into the marketing and promotion of Salem.

**Distribution** of the Haunted Happenings Guide is done through CTM Media to hotels, info centers, attractions, and AAA Offices from Providence, RI, to Portland, ME.

Destination Salem does **direct mail fulfillment** to group tour operators, travel agents, and leisure travelers.

CTM distribution is augmented by delivery services provided by the Salem Witch Museum.

The Haunted Happenings Guide is also distributed at the Big E in Springfield.

2019 advertising and promotion will include digital, print and radio.

Public relations efforts will include traditional press releases and social media influencer outreach. **The earlier we have your events, the more promotion we can give them.**



## ADVERTISING SPECIFICATIONS & RATES

**Large Listing**—Horizontal image (1.5" wide x 1" tall) and 30 Words

**Small Listing**—10 words (no image)

Listings include 10 or 30 word description and one line for title, one street address, one website URL, and one telephone number.\*

**HAUNTEDHAPPENINGS.ORG**

All listings will be published on HauntedHappenings.org with an image.

### Rates

Submit your creative and copy early to receive a discount!

Please be aware that we go into production on May 17 and creative and copy submissions cannot be accepted after that date.

**Calendar listings must be submitted before May 17 to be considered for the printed guide.**

\*Destination Salem reserves the right to shorten listings that exceed these word counts.

### Two Page Spread

7.5" wide x 8.5" tall  
No bleeds  
Includes up to 4 large listings

### Full page

3.5" wide x 8.5" tall  
No bleeds  
Includes up to 3 large listings

### Half Page

3.5" wide x 4.2" tall  
No bleeds  
Includes up to 2 large listings

### Quarter page

3.5" wide x 2.08" tall  
No bleeds  
Includes 1 large listing

### Eighth page

1.69" wide x 2.08 tall  
No bleeds

### Eighth Page

Includes 1 large listing.

Submit your calendar listings as soon as possible for HauntedHappenings.org!

	Creative and Copy by April 26	Creative and Copy by May 3	Creative and Copy by May 10	Creative and Copy by May 17
Small listing	\$ 250	\$ 275	\$ 300	\$ 350
Large listing	\$ 500	\$ 550	\$ 600	\$ 675
Eighth page	\$ 800	\$ 850	\$ 975	\$ 1,075
Quarter page	\$ 2,250	\$ 2,450	\$ 2,650	\$ 2,900
Half page	\$ 4,500	\$ 4,950	\$ 5,400	\$ 5,900
Full page	\$ 8,000	\$ 8,800	\$ 9,650	\$ 10,600
Two-page spread	\$ 12,000	\$ 13,200	\$ 14,500	\$ 15,900

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

**PLEASE NOTE:** Space cannot be held past May 17, 2018

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



# 2019 Salem Haunted Happenings Official Guide & Map Insertion Order

Final Deadline for advertising is May 17, 2019.

## AD SIZE

- Small Listing (10 words)
- Large Listing (30 words) with Image
- Eighth Page
- Quarter Page
- Half Page
- Full Page
- Two Page Spread

## CATEGORY

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

- Special Events
- Museums & Attractions
- Tours
- Haunted Houses
- Psychic Fairs
- Shopping
- Sweets & Treats
- Delis, Pizza & Sandwich
- Restaurants & Bars
- Nightlife
- Accommodations
- Accommodations—Regional
- Other: \_\_\_\_\_

*3 listings required to create a new category.*

## AVAILABLE ICONS

- 21 and Older [21+]
- Family Friendly
- Licensed Tour Guide
- Wheelchair Accessible

## CALENDAR LISTINGS

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

Event listings must be submitted before May 17 to be considered for the printed guide.

Large or small listings promoting events will be placed in the Special Events category.

## SPECIFICATIONS

- Listings should be submitted in an email or MS Word Document
- All listing images and display ads must be **high-resolution 300 dpi** files (.tif, .jpg or .pdf)
- Fonts in ads must be embedded. Ads not created in design software 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
- Please bill me (\*\*See terms and conditions) in two installments: June 13 and July 18
- Please bill me (\*\*See terms and conditions) in four installments: June 20, July 18, August 15, and September 12

## Initial Both:

\_\_\_\_\_ I understand that I must have a zero balance with Destination Salem as of May 31, 2019 if I want to participate in a payment plan.

\_\_\_\_\_ I understand that my Haunted Happenings balance must be paid in full by November 1, 2019 for me to advertise in the 2020 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



Use of the Salem Witch logo and Salem Haunted Happenings trademark is granted to Destination Salem by BPM Productions, Inc.

