2020 Salem Guide Advertising

ABOUT
The cornerstone of Destination Salem’s communication and promotion efforts, The Salem Guide is used as the fulfillment and promotional piece for visitors from around the globe, tour operators, travel agents, and cruise passengers.

FEATURES
- **2020 Calendar of Events** promoting the “Five Seasons of Salem,” Winter, Spring, Summer, Fall, and Haunted Happenings.
- **2020 Editorial and Sidebar topics**: The PEM Expansion, Victims of the Salem Witch Trials, Salem Connections to Plymouth, and more!
- **Advertising sections** featuring accommodations, attractions, museums, tours, dining, shopping, weddings, and family activities.
- **Fold-out Walking Map** of downtown Salem will be featured in the centerfold in 2020!

DISTRIBUTION—Reach visitors before they arrive!
- **Free visitor fulfillment** for requests placed through 877-SALEM MA and Salem.org.
- **350,000 printed copies** and the digital flipbook at Salem.org/Guide, which averages 3,400 issue visits each month.
- **Direct Mail fulfillment** to leisure travelers, travel agents, and tour operators around the world.
- **Year-round distribution** to more than locations throughout greater Boston, including hotels, info centers, and transportation hubs, Faneuil Hall, Logan Airport, and AAA offices.
- **Consumer Shows**: New York Times Travel Show, AAA Travel Marketplace, Boston Spirit Networking Night, Springfield Republican Dream Destinations Show, and the Big-E.
- **And, this is the only guide to Salem distributed** in the Salem Regional Visitor Center and on visiting cruise ships!

DIGITAL
- All advertisers’ listings will be posted on Salem.org.
- Advertisers’ listings and events are incorporated into the itinerary builder on Salem.org.

2020 SALEM GUIDE ADVERTISING RATES
Advertising rates have not increased.

DEADLINE DATES ARE FIRM
Your advertising investment promotes your business and allows Destination Salem to promote Salem to travelers and visitors from around the corner and around the globe.

Payment plans are available and require a credit card to be on file. Please be aware that we go into production on December 5 and creative and copy submissions cannot be accepted after December 2.

- All outstanding balances must be paid in full before new advertising can be purchased.
- Special placement request +10% and must be paid in full at time of insertion.

**Payment Plans**
- **Creative, copy, and payment in full by November 11**: $550
- **Creative and Copy by November 25**: $650
- **Creative and Copy by December 2**: $750

**Payment Plans**
- **Listing**: $700
- **Enhanced Listing**: $825
- **Sixteenth Page**: $1,500
- **Eighth Page**: $2,475
- **Quarter Page**: $4,375
- **Half Page**: $8,000
- **Full Page**: $9,000
- **Back Cover**: $11,000
- **Two Page Spread**: $14,500

**Publication**: JANUARY 2020
**2020 Salem Guide Specifications**

**DETAILS**

1. **Last date to submit advertising insertion, copy, and artwork is Monday, December 2, at 4:00 PM.**
2. Advertising due dates are firm.
3. Listings include one full color, horizontal photograph or graphic, business name, address, telephone, website, and **30 words** of text. Listings exceeding 30 words will be edited.
4. Display advertisements include one listing in the printed guide.
5. All advertisers will receive one listing on Salem.org, which averages more than 45,000 sessions per month.
6. Enhanced listings will have a color block behind them to distinguish them from the other listings.
7. 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.
8. 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.”

**TECHNICAL INFORMATION**

**Full Color Display Ad File Formats**
Set up ad files as .eps, .pdf or .ps files. Embed all fonts.

**Photo & Logo Scans**
Photos and logos must be 300 dpi resolution. No website images. Horizontal images for listings only. Please do not combine logos and photos.

**SALEM CALENDAR**

Destination Salem will select annual events and major celebrations from the online calendar for the printed calendar in the “Five Seasons of Salem” in the 2020 Salem Guide. The calendar on Salem.org averages more than 12,305 page views per month. Please send your events to Brittany@salem.org to have them posted. Complete guidelines for the calendar on Salem.org are available from Destination Salem.

**LAYOUT**

**Sizes (width x height)**

- **Two Page Spread** 10.25” x 8.25”
- **Full Page** 5” x 8.5” (no bleeds)
- **Half Page** 5” x 4.22”
- **Quarter Page** 2.465” x 4.22”
- **Eighth Page** 2.465” x 2.077”
- **Sixteenth Page** 1.197” x 2.077”
- **Listing Photo Size** 1.5” x .9”

Display ads must be exact sizes or ads will be returned for redesign. No rules for borders.

**QUESTIONS? CONTACT DESTINATION SALEM**

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81 Washington Street, Suite 204 | Salem, MA 01970 | Salem.org
2020 Salem Guide Advertising Contract

COMPANY: ___________________________ CONTACT: ___________________________

BILLING ADDRESS: ___________________________ CITY/STATE/ZIP: ___________________________

MAILING ADDRESS: ___________________________ CITY/STATE/ZIP: ___________________________

TELEPHONE #: ___________________________ FAX #: ___________________________

WEBSITE: ___________________________ EMAIL: ___________________________

ADVERTISING SIZE

☐ TWO PAGE ☐ FULL PAGE ☐ HALF-PAGE ☐ QUARTER PAGE ☐ EIGHTH PAGE ☐ SIXTEENTH PAGE

☐ ENHANCED LISTING ☐ BASIC LISTING ☐ SPECIAL PLACEMENT (DISPLAY) REQUEST: ___________________________

CATEGORY Please choose only one (additional listings can be purchased)

☐ Accommodations—Camping
☐ Accommodations—Hotels/Motels
☐ Accommodations—Inns/B&Bs
☐ Accommodations—Regional
☐ Activities—Museums & Attractions
☐ Activities —Tours
☐ Activities —Psychics
☐ Activities —Regional
☐ Dining—Sweets & Treats
☐ Dining—Deli, Pizza & Sandwiches
☐ Dining—Restaurants & Bars
☐ Dining —Brewery / Cidery / Distillery
☐ Shopping—Clothing
☐ Shopping—Gifts & Souvenirs
☐ Shopping—Witch Shops & Occult
☐ Receptive Tour Operators
☐ Wedding & Event Planning
☐ Education
☐ Transportation

Please check all that apply

☐ Handicapped Accessible (Checking this box ensures the icon is included in your listing.)
☐ Free Wi-Fi (Check this box and we will add Wi-Fi to your listing.)
☐ Groups Welcome (Check this box if you work with tour groups of 40+. We will add you to the Groups page of Salem.org.)

ADVERTISING APPROVALS

I understand there will be a 24-hour proofing period in December 2019. ______ (initial here)

Neither Destination Salem nor the creative agency will be accountable for ads that are not reviewed and proofed.

PAYMENT TERMS AND CONDITIONS

• All outstanding balances must be paid in full before new advertising is purchased.
• Payment in 6 monthly installments requires a credit card on file at Destination Salem. Balances must be paid in full by June 30, 2020.
• Advertising payments and deposits are non-refundable. If an ad is pulled for non-payment, the deposit is non-refundable.
• Visa/MC/AmEx accepted

#: ___________________________ Exp Date: __________ CV: ______

ADVERTISER SIGNATURE TITLE DATE

Advertiser acknowledges receipt of production requirements and agrees to terms and conditions therein, including proofing period.