

# 2020 Salem Guide Advertising

## ABOUT

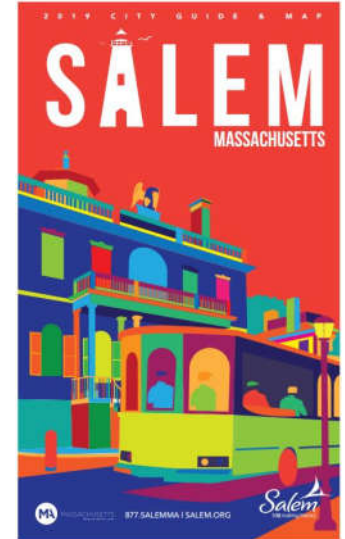
The cornerstone of Destination Salem's communication and promotion efforts, **The Salem Guide** is used as the fulfillment and promotional piece for visitors from around the globe, tour operators, travel agents, and cruise passengers.

## 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](http://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.
- **Trade Shows:** Discover New England Summit, Greater Boston Concierge Association.
- **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](http://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.

	Creative, copy, and payment in full by November 11	Creative and Copy by November 25	Creative and Copy by December 2
<b>Listing</b>	\$550	\$650	\$750
<b>Enhanced Listing</b>	\$700	\$800	\$950
<b>Sixteenth Page</b>	\$825	\$950	\$1,100
<b>Eighth Page</b>	\$1,500	\$1,650	\$1,925
<b>Quarter Page</b>	\$2,475	\$2,750	\$3,300
<b>Half Page</b>	\$4,375	\$5,000	\$5,750
<b>Full Page</b>	\$8,000	\$9,250	\$10,500
<b>Back Cover</b>	\$9,000	\$10,250	\$11,950
<b>Two Page Spread</b>	\$11,000	\$12,500	\$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 .-f 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

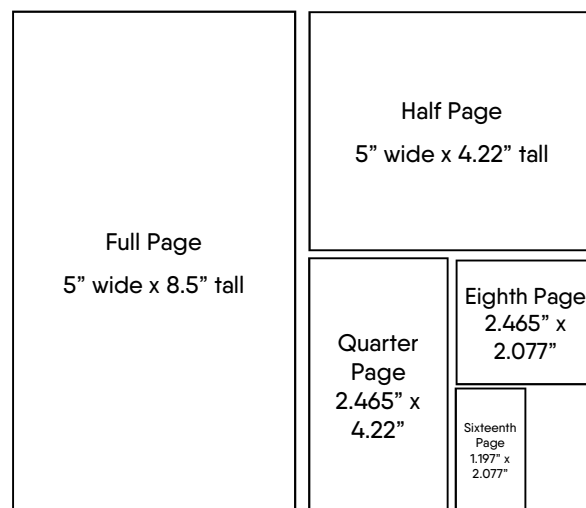
Destination Salem will select annual events and major celebrations from the online calendar for the printed calendar in the "Five Seasons of Salem" in the 2020 Salem Guide. The calendar on Salem.org averages more than 12,305 page views per month. Please send your events to [Brittany@salem.org](mailto:Brittany@salem.org) 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

Stacia Cooper, Assistant Director | Destination Salem | (978) 741-3252 | [scooper@salem.org](mailto:scooper@salem.org)

81 Washington Street, Suite 204 | Salem, MA 01970 | [Salem.org](http://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)*

- |   |   |
|---|---|
| <input type="checkbox"/> Accommodations—Camping           | <input type="checkbox"/> Dining—Restaurants & Bars              |
| <input type="checkbox"/> Accommodations—Hotels/Motels     | <input type="checkbox"/> Dining – Brewery / Cidery / Distillery |
| <input type="checkbox"/> Accommodations—Inns/B&Bs         | <input type="checkbox"/> Shopping—Clothing                      |
| <input type="checkbox"/> Accommodations—Regional          | <input type="checkbox"/> Shopping—Gifts & Souvenirs             |
| <input type="checkbox"/> Activities—Museums & Attractions | <input type="checkbox"/> Shopping—Witch Shops & Occult          |
| <input type="checkbox"/> Activities –Tours                | <input type="checkbox"/> Receptive Tour Operators               |
| <input type="checkbox"/> Activities –Psychics             | <input type="checkbox"/> Wedding & Event Planning               |
| <input type="checkbox"/> Activities –Regional             | <input type="checkbox"/> Education                              |
| <input type="checkbox"/> Dining—Sweets & Treats           | <input type="checkbox"/> Transportation                         |
| <input type="checkbox"/> Dining—Deli, Pizza & Sandwiches  |   |

*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: \_\_\_\_\_

COST PER AD: \_\_\_\_\_  
OTHER: \_\_\_\_\_  
TOTAL: \_\_\_\_\_  
DOWN PAYMENT: \_\_\_\_\_  
BALANCE DUE: \_\_\_\_\_  
MONTHLY PAYMENTS: \_\_\_\_\_

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

ADVERTISER SIGNATURE \_\_\_\_\_

TITLE \_\_\_\_\_

DATE \_\_\_\_\_