



COVID-19 Recovery Marketing Initiatives & 2020 Salem Haunted Happenings Advertising Information

ONLINE DEADLINE

Rolling

MAP DEADLINE

August 7, 2020

APP DEADLINE

Rolling / Seasonal

2020 presents us with a unique set of circumstances. As the world grapples with the COVID-19 pandemic, we are facing rapidly changing consumer sentiment and evolving public health and travel guidelines that are affecting our traditional target audiences and their willingness and ability to travel.

Marketing Salem Haunted Happenings and October in Salem is one component of Destination Salem's Recovery Marketing Plan, which will promote local and regional travel to Salem in a manner that adheres to Massachusetts and CDC health guidelines.

Promotion of travel to Salem in the fall of 2020 will take a digital-first approach. Business listings on HauntedHappenings.org can be purchased, and will include a listing and map icon in a Salem Haunted Happenings map and on the new Salem App (iOS and Android). A limited amount of display advertising is also available on the new map/brochure. Deadlines for digital advertising are flexible and websites and the App will be updated easily and frequently.

HauntedHappenings.org

- In 2019, 338,000 users generated more than 1.7 million pageviews during 485,000 sessions
- Site traffic between September 1–November 1 averages: 227K users, 330K sessions, 1.2 million pageviews

Haunted Happenings Brochure/Map

- 16"x18" folded brochure
- Distribution: 75,000
- Featuring the Salem map with index to businesses
- Editorial to include traveler FAQs and advisories
- Distributed locally and in the Greater Boston market via CTM Media Group
- Publication date: September 15

Social Media

- Facebook 69K+ followers
- Twitter 6,085 followers
- Instagram 12,040 followers (more than double 2019!)

Salem App

The new Salem App will provide visitors with everything they need to navigate Salem in the palm of their hand! The calendar of events, points of interest, tours, attractions, museums, dining, shopping, parking, and more!

Publication date: September 1

The Salem App will be a year-round resource for visitors and locals that will be updated seasonally.

2021 Marketing and Publications

The Recovery Marketing Plan addresses the unique circumstances created by the COVID-19 pandemic. The scope and strategy for 2021 marketing will be determined at a later date.

Business Advisories

Businesses are encouraged and reminded to follow all Massachusetts and CDC guidelines as they plan events or operations for the fall.

HAUNTEDHAPPENINGS.ORG ADVERTISING SPECIFICATIONS & RATES

Listing on HauntedHappenings.org \$300.00

Includes:

- One online category (additional categories can be purchased at a reduced rate)
- One image or logo
- Business name, address, contact information
- URL and link
- 100-word description
- COVID-19 health guidelines checklist
- Listing will be live through June 30, 2021
- Prorated rates not available

Added Value

- Businesses will be included on the **printed map** and index if listing is purchased before August 15
- Includes one 20-word listing with image and link on the **Salem App** through October 31 (additional categories and longer duration can be purchased at an additional charge)

Health and Wellness Checklist

All listings on HauntedHappenings.org and Salem.org can add a health and wellness checklist to clearly and consistently tell visitors what is expected of them.



Salem Together Pledge

Businesses are encouraged to share their commitment to the health and safety of residents, employees **and** visitors by sharing the Salem Together Pledge on their websites and social media. The toolkit can be found at salem.org/salemttogether

DISPLAY ADVERTISING SPECIFICATIONS & RATES

SALEM HAUNTED HAPPENINGS MAP

A limited number of display advertisements are available on the map. These will be sold on a first come, first served basis. Please note: Full page ads and special placements are not available this year.

Quarter Page—\$800
Eighth Page—\$450

Quarter page

3.5" wide x 2.08" tall
No bleeds

Eighth page

1.69" wide x 2.08 tall
No bleeds

SALEM APP SPONSORSHIPS

Sponsor Banner in Points of Interest	\$100/month	\$225 quarterly
Sponsor Banner in Calendar of Events	\$100/month	\$225/quarterly
Featured Partners Display ad	\$150/month	\$350/quarterly

Advertisers in the Salem Guide and on Salem.org and HauntedHappenings.org receive one listing on the app. App listings include an image and 20 word description.

Listing images should be PNG or JPEG files, high resolution, and sized at approximately 1280w x 800h pixels.

Sponsor and Partner Banners are display ads and should be submitted as PNG or JPEG files sized at 750w pixels x 180h pixels.



2020 Salem Haunted Happenings Advertising Contract

Digital Advertising: Rolling / Printed Map Deadline: August 7, 2020

MAP DISPLAY AD SIZE

- Eighth Page
- Quarter Page

APP ADVERTISING SIZE

- Calendar Sponsor
- Points of Interest Sponsor
- Featured Partner Display

Sponsor and Partner ads should be PNG or JPEG files, sized at 750w pixels x 180h pixels.

LISTING CATEGORY

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

- Special Events
- Museums & Attractions
- Tours (Guides must be licensed by the City of Salem and in good standing)
- Haunted Houses
- Psychic Fairs
- Shopping
- Sweets & Treats
- Delis, Pizza & Sandwiches
- Restaurants & Bars
- Nightlife
- Accommodations
- Accommodations-Regional
- Other: _____

3 listings required to create a new category.

AVAILABLE ICONS

- 21 and Older [21+]
- Licensed Tour Guide
- Handicapped Accessible

APP LISTING

App listings include an image, URL/link, and 20 word description. Images should be PNG or JPEG files, high resolution, and sized at 1280w x 800h pixels.

WEBSITE LISTING SPECIFICATIONS

- Business name, address, telephone, website URL
- 100 word description
- Listings should be submitted in an email or MS Word Document
- Listing image should be high-resolution, horizontal, 300 dpi files (.tif, .jpg or .pdf)

MAP SPECIFICATIONS

- Please submit 300 dpi high resolution .tif, .jpg, or .pdf files
- Fonts must be embedded.
- Ads not created in design software must be converted to a PDF
- Destination Salem and the graphic designer are not responsible for resizing ads.
- Low resolution ads or images 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 to check the map
- 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 four installments: July 15, August 15, September 15, and October 15

Initial:

- _____ I understand that I must be current with existing payments and be a business in good standing in order to participate in a payment plan.
- _____ I understand that my Haunted Happenings balance must be paid in full by December 31, 2020 for me to apply for a payment plan for 2021 Salem Guide advertising.
- _____ The 2020 recovery marketing plan, strategy, and pricing has been developed to support recovery from the COVID-19 crisis, I acknowledge that the scope and strategy for 2021 marketing will be determined at an appropriate time, and may not replicate 2020 or 2019 initiatives.

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.