2021 Salem Haunted Happenings
Official Guide & Map Insertion Order

FIRST DEADLINE
May 21, 2021

FINAL DEADLINE
June 11, 2021

PUBLICATION AND DISTRIBUTION
The 2021 Guide to Salem Haunted Happenings will return to a saddle-stitched brochure with business listings and advertising. The 2021 brochure will not include a calendar of daily events, these will be listed online, on the app, and in the weekly "Weekend at a Glance."

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.

Brochures will be sent via direct mail fulfillment to leisure travelers, AAA offices, group tour operators, and travel agents.

MARKETING & PUBLIC RELATIONS
Our marketing and public relations strategy will be executed to promote Salem Haunted Happenings. The budget and scope is determined based on advertising investment. In the past, it has included print, radio, and digital; MBTA Commuter Rail trains and stations, and local, regional, and global media coverage.

DESTINATION SALEM'S REACH
The Guide to Salem Haunted Happenings reaches thousands of travelers before they arrive in Salem. As an advertiser, you will be part of Destination Salem’s integrated Haunted Happenings print and digital marketing campaign.

PRINT GUIDE 150,000 Copies
DIGITAL FLIPBOOK
24,000 downloads to date
HAUNTEDHAPPENINGS.ORG 359,000 users generated more than 1.4 million page views during 476,000 sessions in 2020.

FACEBOOK 74K+ likes
TWITTER 10K followers
INSTAGRAM 16.6K followers

DESTINATION SALEM APP
Downloads 24,000+
Push notifications Push notifications in 2020 reached 14,000+ users
4.3 Star average review in the App store and Google Play

ADVERTISING SPECIFICATIONS & RATES

Large Listing—Horizontal image (1.5” wide x 1” tall) and 30 Words
Small Listing—20 words (no image)
Word counts do not include name or title. Word counts do include address, website, contact information, and description.*

HAUNTEDHAPPENINGS.ORG
All advertisers receive one listing (150 words and one image) on HauntedHappenings.org

*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

Half page
3.5” wide x 4.2” tall
No bleeds
Includes up to 2 large listings

Full page
3.5” wide x 8.5” tall
No bleeds
Includes up to 3 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

Rates
Submit your creative and copy early to receive a discount!

Please be aware that we go into production on June 14 and creative and copy submissions cannot be accepted after June 11.

Calendar listings may be submitted for hauntedhappenings.org and the Salem app only. Special event listings are available for event advertising in the print guide.

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

<table>
<thead>
<tr>
<th>Creative and Copy by May 21</th>
<th>Creative and Copy by May 28</th>
<th>Creative and Copy by June 4</th>
<th>Creative and Copy by June 11</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small listing</td>
<td>$250</td>
<td>$275</td>
<td>$300</td>
</tr>
<tr>
<td>Large listing</td>
<td>$500</td>
<td>$550</td>
<td>$600</td>
</tr>
<tr>
<td>Eighth page</td>
<td>$800</td>
<td>$850</td>
<td>$975</td>
</tr>
<tr>
<td>Quarter page</td>
<td>$2,250</td>
<td>$2,450</td>
<td>$2,650</td>
</tr>
<tr>
<td>Half page</td>
<td>$4,500</td>
<td>$4,950</td>
<td>$5,400</td>
</tr>
<tr>
<td>Full page</td>
<td>$8,000</td>
<td>$8,800</td>
<td>$9,650</td>
</tr>
<tr>
<td>Two-page spread</td>
<td>$12,000</td>
<td>$13,200</td>
<td>$14,500</td>
</tr>
</tbody>
</table>

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

PLEASE NOTE: Space cannot be held past June 11, 2021.

Call (978) 498-4147 with questions. Fax (978) 741—7539. Email scooper@salem.org
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FINAL DEADLINE FOR ADVERTISING IS JUNE 11, 2021

AD SIZE
☐ Small Listing
☐ Large Listing with Image
☐ Eighth Page
☐ Quarter Page
☐ Half Page
☐ Full Page
☐ Two Page Spread

APP ADVERTISING
☐ Banner: $300 for September and October

SPONSORED BLOG POSTS
☐ $300 post with social media
☐ $450 post with social media and 
e-blast to consumers

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+]
☐ Licensed Tour Guide
☐ Wheelchair Accessible

CALENDAR LISTINGS
All calendar listings and events will be posted on
hauntedhappenings.org and the Salem app.

SPECIFICATIONS
• Submit listings in an email or MS Word
Document
• 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.
• Destination Salem is not responsible for
resizing ads.
• Website images or low-resolution ads will
not be accepted.
• App banner specs: 750 pixels wide x 180
pixels high, include a 3-pixel white border
around entire ad. PNG or JPG files accepted
• Design services are available for a fee.

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 or June.
☐ 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 19 and July 19
☐ Please bill me (**See terms and conditions) in four installments:
  June 19, July 19, August 19, and September 19.

Initial Both:

☐ I understand that I must have a zero balance with Destination Salem as of May 31, 2021 if I
want to participate in a payment plan.
☐ I understand that my Haunted Happenings balance must be paid in full by November 1, 2021.
  for me to advertise in the 2022 Salem Guide.

Please make checks or money orders payable to Destination Salem, PO Box 630, Salem, MA, 01970.
Fax credit card orders to (978) 741-7539, call (978) 498-4147 or email 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.