ABOUT
As the Office of Tourism & Cultural Affairs for the City of Salem, Destination Salem works collaboratively with the City and business community to promote year-round visitation and travel to Salem. As a cornerstone of the Destination Salem marketing plan, the annual Guide to Salem provides information for leisure travelers, groups, event planners, and information specialists in the tourism industry. The contents of the publication are reflected on Salem.org and in the Destination Salem App.

MARKETING, COLLATERAL & MEDIA
2022 Salem Guide
- 275,000 distribution
- Advertising sections feature accommodations, attractions, museums, tours, dining, shopping, weddings, and family activities
- Distributed free via direct mail fulfillment, AAA Offices, tour operators, and CTM Media distribution

Salem App - Free for iPhone & Android
- Version 2 launched in August 2021
- 38,000 downloads
- Users generated 170K sessions in 2021
- 475K users generated 557K pageviews through September 2021.

Consumer Emails
- 30,000 opt-in subscribers
- Monthly emails promote seasonal activities
- Weekly emails the upcoming weekend

Salem.org
- Redesigned in 2021 features new, easy navigation and expanded business listings
- Traffic is up more than 50% in 2021, as compared to 2020, and 48% over 2019
- The site is approaching 1 million annual users, generating 1.3 million sessions and 3.6 million pageviews
- Additional content includes blog, history, directions, group tour, weddings, and media page

Industry Emails
- Industry Weekly to concierge and tourism professionals
- Weekly tour grid listing walking tour times
- Regular updates to advertisers on industry trends and opportunities
- Press releases and media alerts

ADVERTISING RATES & IMPORTANT DEADLINES
- A rate increase will go into effect for the 2022 Salem Guide after November 19. Advertisers who submit payment, artwork and listing copy must be submitted on or before November 19, 2021 can take advantage of 2021 pricing.
- Second deadline and first rate increase: November 26
- Final Deadline and second rate increase: December 3
- The brochure goes into production on December 6
- Creative and copy submissions cannot be accepted after December 3

<table>
<thead>
<tr>
<th>Advertising Medium</th>
<th>Creative, copy, and payment by November 19</th>
<th>Creative and Copy by November 26</th>
<th>Creative and Copy by December 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Listing</td>
<td>$550</td>
<td>$675</td>
<td>$750</td>
</tr>
<tr>
<td>Enhanced Listing</td>
<td>$700</td>
<td>$850</td>
<td>$1,000</td>
</tr>
<tr>
<td>Sixteenth Page</td>
<td>$825</td>
<td>$1,000</td>
<td>$1,150</td>
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<tr>
<td>Eighth Page</td>
<td>$1,500</td>
<td>$1,725</td>
<td>$2,000</td>
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<tr>
<td>Quarter Page</td>
<td>$2,475</td>
<td>$2,800</td>
<td>$3,450</td>
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<tr>
<td>Half Page</td>
<td>$4,375</td>
<td>$5,250</td>
<td>$6,000</td>
</tr>
<tr>
<td>Full Page</td>
<td>$8,000</td>
<td>$9,700</td>
<td>$11,025</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$9,000</td>
<td>$10,750</td>
<td>$12,500</td>
</tr>
<tr>
<td>Two Page Spread</td>
<td>$11,000</td>
<td>$13,125</td>
<td>$15,225</td>
</tr>
<tr>
<td>Salem App Banner Ad</td>
<td>$750/year, Nov.-Aug.: $100/month, Sept. and Oct: $150/month</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsored blog post</td>
<td>$250/post with social media, $400/post with social and email</td>
<td></td>
<td></td>
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</tbody>
</table>
DETAILED SPECIFICATIONS

1. Last date to submit advertising insertion, copy, and artwork is Friday, December 3, at 4:00 PM.
2. Advertising due dates are firm.
3. Listings in the Salem Guide include one full color, horizontal photograph or graphic, business name, address, telephone, and 30 words of text. Listings exceeding 30 words will be edited.
4. Enhanced listings in the Salem Guide will have a color block behind them to distinguish them from the other listings.
5. Display advertisements include one listing in the printed guide, on salem.org, and on the app.
6. Listings on Salem.org (included with Salem Guide advertising) include one image, business contact information, social media links, health and safety checklist, and 100 words of text.
7. Listings on the Salem App (included with Salem Guide advertising) include an image (photograph is better) and 100 word description. Listing images should be PNG or JPEG files, high resolution, and sized at approximately 1280w x 800h pixels.
8. 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.
9. 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.”

SALEM CALENDAR

The calendar spread in the 2022 Salem Guide will feature annual events, exhibits and special programs that are selected from the calendars on salem.org and the DS App. To submit your event for the website and app, please email rmason@salem.org.

TECHNICAL INFORMATION

Full Color Display Ad File Formats
- Set up ad files as .eps, .pdf or .tif 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.

App Banner Ads—Two for the price of one!
- Rotating Sponsor Banners: PNG or JPEG files and sized at 640w x 100h pixels will run in your category
- Partner Banners (static on Partner Page): PNG or JPEG files sized at 640w x 178h pixels
- Include 3 pixel white border around the entire ad

SALEM GUIDE 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) 498-41472 | scooper@salem.org
81 Washington Street, Suite 204 | Salem, MA 01970 | Salem.org
2022 Destination Salem 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: ___________________________
- APP BANNER (MONTH(S): ___________________________
- SPONSORED BLOG POST (DATE: ___________________________

CATEGORY Please choose 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
- Real Estate

Please check all that apply

- Handicapped Accessible ♂
- Free Wi-Fi
- Groups Welcome (Check this box only 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 2021. _______ (initial here)

Should I not proof my ad and the advertisement or listing runs with an error, I understand that I will not receive a refund and I am still obligated to pay for the advertising that has been purchased with this contract. 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 in good standing before new advertising can be purchased.
- Participation in the Destination Salem payment plan requires a credit card on file at Destination Salem. Balances must be paid in full by June 30, 2022.
- Advertising payments and deposits are non-refundable. If an ad is pulled for non-payment, the deposit is non-refundable.
- Visa/MC/AmEx accepted

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 _____________