



2022 Salem Haunted Happenings Official Guide & Map Insertion Order

FIRST DEADLINE
May 13, 2022

FINAL DEADLINE
June 3, 2022

PUBLICATION DATE
July 15, 2022

PUBLICATION AND DISTRIBUTION

The 2022 Guide to Salem Haunted Happenings will be a saddle-stitched brochure with business listings and advertising. The 2022 brochure *will not* include a calendar of daily events, these will be listed on HauntedHappenings.org, 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 promote Salem Haunted Happenings. We anticipate running a mix of print, radio, digital, and outdoor advertising.

DESTINATION SALEM'S REACH
The Guide to Salem Haunted Happenings reaches thousands of travelers before they arrive in Salem. The call to action is to visit the website, request the guide, or download the app.

PRINT GUIDE 150,000 Copies
DIGITAL FLIPBOOK 4,100 downloads in 2021 (+54% from 2020)
HAUNTEDHAPPENINGS.ORG
Being redesigned in 2022
542,873 users generated more than 2.4 million page views during 794,139,000 sessions in 2020.

FACEBOOK 79K+ likes
TWITTER 10.2K followers
INSTAGRAM 21.6K followers

DESTINATION SALEM APP
Downloads 38,000+ in 2021
4.4 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) - Does not include the App or website.

NOTE: Word counts do not include name or title. Word counts do include address, website, contact information, and description.*

HAUNTEDHAPPENINGS.ORG

Large listings and above include one listing (100 words and one image) on HauntedHappenings.org

Rates

Submit your creative and copy early to receive a discount!

Please be aware that we go into production on June 6. Creative and copy submissions for the printed brochure cannot be accepted after June 3.

Calendar listings are for hauntedhappenings.org and the Salem app only. Special event listings can be purchased in the print brochure.

*Destination Salem reserves the right to shorten listings that exceed these word counts.

		Submit your calendar listings as soon as possible for HauntedHappenings.org!			
		Creative and Copy by May 13	Creative and Copy by May 20	Creative and Copy by May 27	Creative and Copy by June 3
Two-page spread 7.5" wide x 8.5" tall No bleeds Includes up to 4 large listings Full page 3.5" wide x 8.5" tall No bleeds Includes up to 3 large listings	Half page 3.5" wide x 4.2" tall No bleeds Includes up to 2 large listings	Small listing \$ 275	\$ 300	\$ 330	\$ 350
	Quarter page 3.5" wide x 2.08" tall No bleeds Includes 1 large listing	Large listing \$ 525	\$ 575	\$ 650	\$ 700
	Eighth page 1.69" wide x 2.08 tall No bleeds	Eighth page \$ 1,000	\$ 1,100	\$ 1,210	\$ 1,350
	Eighth Page Includes 1 large listing.	Quarter page \$ 1,950	\$ 2,150	\$ 2,350	\$ 2,600
		Half page \$ 3,800	\$ 4,180	\$ 4,600	\$ 5,000
		Full page \$ 7,400	\$ 8,140	\$ 8,900	\$ 9,800
		Two-page spread \$ 12,200	\$ 13,400	\$ 14,500	\$ 16,000
Special placement requests (based on availability): +10%					
PLEASE NOTE: Space cannot be held past June 3, 2022.					

Call (978) 498-4147 with questions. Fax (978) 741-7539. Email scooper@salem.org



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FINAL DEADLINE FOR ADVERTISING IS JUNE 13, 2022

AD SIZE

- Small Listing (print only)
- Large Listing with Image
- Eighth Page
- Quarter Page
- Half Page
- Full Page
- Two Page Spread

APP ADVERTISING

- Banner: \$300 for Sept. and Oct.

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

Calendar listings can be submitted for 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 _____ (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.
- I understand that "pick-up" ads should be proofed for errors _____ (initial here)
Picking up a listing from a prior year may require re-entry of the information and the listing should be proofed for context and information even though it is a pick-up.
- I understand neither Destination Salem nor the creative agency will be accountable for ads, listings, and map placements that are not reviewed and proofed _____ (initial here)

PAYMENT INFORMATION / CHECK ONE:

- Payment in full enclosed
- Please bill me (**See terms and conditions) in two installments:
June 15 and July 15
- Please bill me (**See terms and conditions) in four installments:
June 15, July 15, August 15, and September 15.

Initial Both:

- _____ I understand that I must have a zero balance with Destination Salem as of May 31, 2022 if I want to participate in a payment plan.
- _____ I understand that my Haunted Happenings balance must be paid in full by November 1, 2022. for me to advertise in the 2023 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 jscooper@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.