



**Destination Salem**

**2023 MEDIA KIT**



# ABOUT

Destination Salem has developed a marketing and communications strategy to increase year-round visitation and travel to Salem. We produce the annual **SALEM CITY GUIDE & MAP**, an annual **SALEM HAUNTED HAPPENINGS EVENT GUIDE & MAP**, and the year-round **DESTINATION SALEM APP**. These work with **SALEM.ORG** and **HAUNTEDHAPPENINGS.ORG** to present comprehensive visitor information for leisure travelers, families, groups, and international visitors.

In 2022, Destination Salem opened a new **VISITOR INFORMATION CENTER** in the South Harbor Garage (245 Derby Street), giving the organization its first retail location. Brochure distribution in the new information center is free for — and only available to — *Destination Salem advertisers.*

# PUBLICATIONS

## 2023 Salem City Guide & Map

**Distribution:** 275,000

**Publication date:** End of January

- ▶ 12-month shelf-life
- ▶ Advertising sections feature accommodations, attractions, museums, tours, dining, shopping, weddings, and family activities
- ▶ Distributed via direct mail fulfillment, AAA Offices, tour operators, CTM Media distribution, and the Destination Salem Information Center
- ▶ Available as a digital flipbook on Salem.org



## 2023 Salem Haunted Happenings Event Guide & Map

**Distribution:** 150,000

**Publication date:** Early July, distributed through the end of October

- ▶ Distributed via direct mail fulfillment, AAA Offices, tour operators, CTM Media distribution, and the Destination Salem Information Center
- ▶ Available as a digital flipbook on HauntedHappenings.org



# DIGITAL

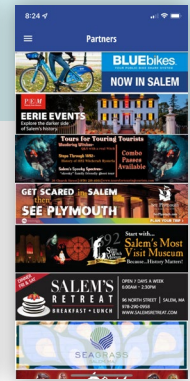
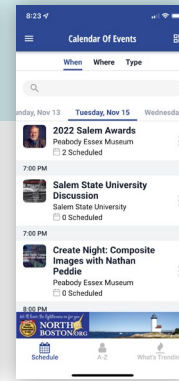
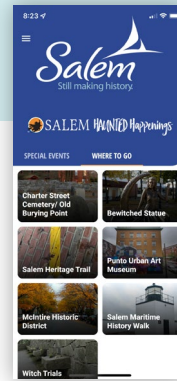
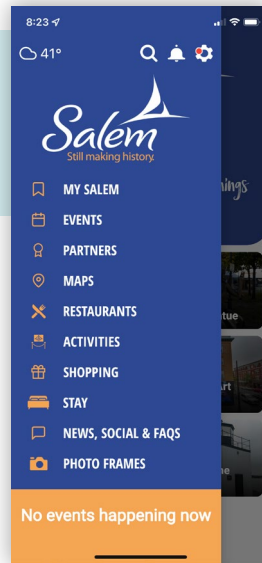
## Salem App (Free for iPhone & Android)

### Version 3.0 launched in September 2022

- ▶ 45,000 users through October 2022, up 23.7% over 2021
- ▶ 2.3M page views in 2022
- ▶ 4.1 stars in the App store, 3.8 stars in Google Play
- ▶ Includes a calendar of events, restroom locator, photo frames, and more!

### Additional Advertising Available

- Banner ads



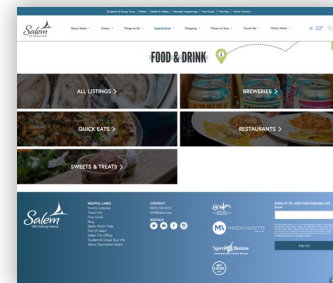
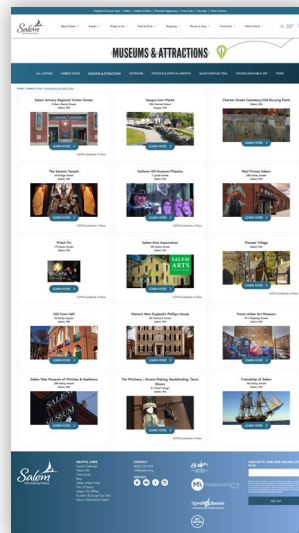
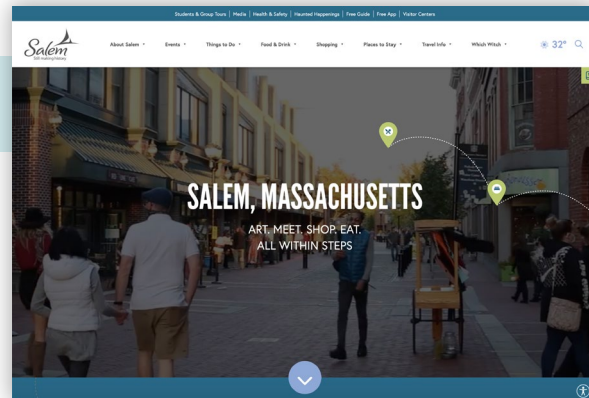
## Salem.org

### 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

### Additional Advertising Available

- Sponsored blog posts

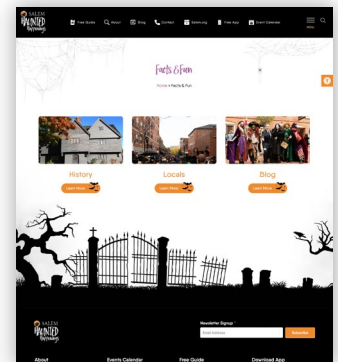
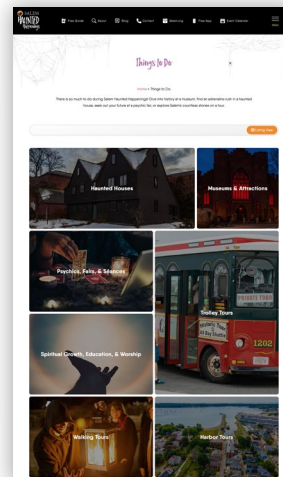
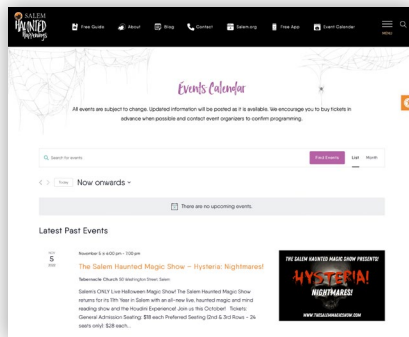




# HauntedHappenings.org

- ▶ 580K visitors generated 2.4 million pageviews between January 1 – October 31, 2022, an increase of 11% over 2021
- ▶ The website was redesigned in 2022 and includes event listings, business listings, a restroom finder, blog, maps, and a link to the Haunted Happenings digital flipbook

- Sponsored blog posts



The Salem Guide features a calendar spread that lists annual and city-wide events, exhibitions, and special programs that are selected from the calendars on Salem.org, the Destination Salem App, and HauntedHappenings.org.

# The FIVE SEASONS of Salem

With a short list of events for each season, you can plan your summer, fall, winter, spring and summer days around the city's calendar of events. You can also plan your summer, fall, winter, spring and summer days around the city's calendar of events.

## WINTER

**January 10-11** **Winter Fest**  
 10-11 Jan. 10-11  
 10-11 Jan. 10-11  
 10-11 Jan. 10-11

**February 10-11** **Winter Fest**  
 10-11 Feb. 10-11  
 10-11 Feb. 10-11  
 10-11 Feb. 10-11

**March 10-11** **Winter Fest**  
 10-11 Mar. 10-11  
 10-11 Mar. 10-11  
 10-11 Mar. 10-11

**April 10-11** **Winter Fest**  
 10-11 Apr. 10-11  
 10-11 Apr. 10-11  
 10-11 Apr. 10-11

## SPRING

**May 10-11** **Spring Fest**  
 10-11 May. 10-11  
 10-11 May. 10-11  
 10-11 May. 10-11

**June 10-11** **Spring Fest**  
 10-11 Jun. 10-11  
 10-11 Jun. 10-11  
 10-11 Jun. 10-11

**July 10-11** **Spring Fest**  
 10-11 Jul. 10-11  
 10-11 Jul. 10-11  
 10-11 Jul. 10-11

**August 10-11** **Spring Fest**  
 10-11 Aug. 10-11  
 10-11 Aug. 10-11  
 10-11 Aug. 10-11

## SUMMER

**June 10-11** **Summer Fest**  
 10-11 Jun. 10-11  
 10-11 Jun. 10-11  
 10-11 Jun. 10-11

**July 10-11** **Summer Fest**  
 10-11 Jul. 10-11  
 10-11 Jul. 10-11  
 10-11 Jul. 10-11

**August 10-11** **Summer Fest**  
 10-11 Aug. 10-11  
 10-11 Aug. 10-11  
 10-11 Aug. 10-11

**September 10-11** **Summer Fest**  
 10-11 Sep. 10-11  
 10-11 Sep. 10-11  
 10-11 Sep. 10-11

## FALL

**October 10-11** **Fall Fest**  
 10-11 Oct. 10-11  
 10-11 Oct. 10-11  
 10-11 Oct. 10-11

**November 10-11** **Fall Fest**  
 10-11 Nov. 10-11  
 10-11 Nov. 10-11  
 10-11 Nov. 10-11

**December 10-11** **Fall Fest**  
 10-11 Dec. 10-11  
 10-11 Dec. 10-11  
 10-11 Dec. 10-11



# VISITOR INFORMATION CENTER

Destination Salem opened a new Visitor Information Center in October 2022.

- ▶ Brochure distribution in the Information Center is a benefit for DS advertisers
- ▶ Advertisers are invited to provide one piece of collateral, either a 4" x 9" rack card or a business card, for distribution
- ▶ Additional brochure space and brochure space for larger publications can be purchased separately

#### **Additional Advertising Available**

- Additional brochure slots
- On-screen advertising





# SOCIAL MEDIA

Destination Salem features advertisers in promotions on the organization's social media channels.

## Targeted Email

- ▶ 49.5K opt-in subscribers
- ▶ 25.5K Monthly email subscribers
- ▶ 16.9K Haunted Happenings subscribers
- ▶ Monthly consumer emails
- ▶ Weekly emails to promote the upcoming weekend
- ▶ Weekly industry emails to concierge and tourism professionals
- ▶ Weekly tour grid promoting tour times

## Facebook

@DestSalem: 35K likes, 28K reach

@HauntedHappenings: 25.3K likes, 33K reach

## Instagram

@DestSalem: 33K followers, 42K reach

@HauntdHappnigs: 25.3K followers, 33K reach

## Twitter

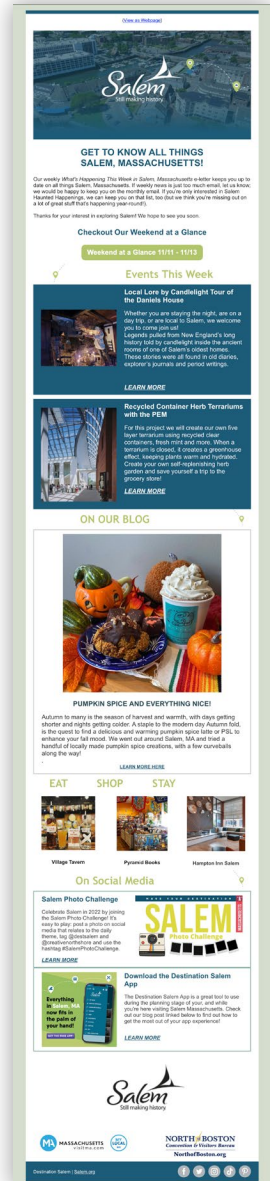
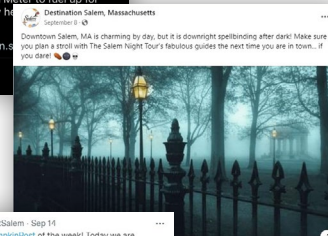
@DestSalem: 8K followers

@HauntdHappnigs: 10.4K followers

## TikTok

@DestSalem: 9.7K followers, 40.5K likes

@HauntdHappnigs: 2.4K followers, 7.5K likes



# COMMUNICATIONS & ADVERTISING

Destination Salem invests the revenue generated from advertising in its publications into a year-round marketing plan that includes advertising and public relations.

## Advertising

Advertising has been deployed across platforms, including:

- ▶ Print
- ▶ Radio
- ▶ Sponsored email campaigns
- ▶ Targeted Digital
- ▶ Television



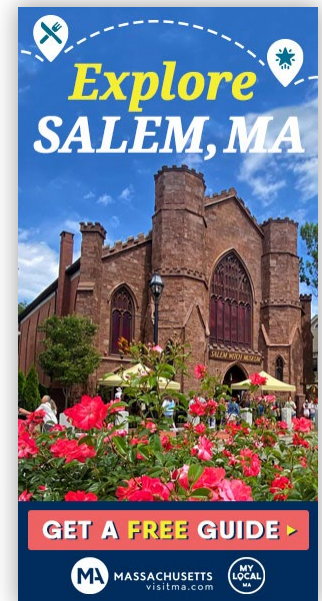
## Public Relations

Public relations initiatives include:

- ▶ Familiarization tours
- ▶ Image request fulfillment
- ▶ Press Releases
- ▶ VIP/Media Passes

Press releases and links to recent media coverage can be viewed at [saalem.org/media-kit](https://saalem.org/media-kit). 2022 coverage has included:

- ▶ Today
- ▶ Wall Street Journal
- ▶ WGBH
- ▶ The Salem News
- ▶ New England Traveler
- ▶ Northeast Traveler
- ▶ Connecticut Magazine
- ▶ AAA New England
- ▶ The Boston Globe
- ▶ Travel & Leisure
- ▶ Travel Girl Magazine





# PUBLICATIONS & ADVERTISING SPECIFICATIONS

## SALEM CITY GUIDE & MAP

- Advertising due dates listed on the insertion order are firm.
- Listings in the Salem Guide 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.
- Enhanced listings in the Salem Guide will have a color block behind them to distinguish them from the other listings.
- Display advertisements include one listing in the printed guide, on salem.org, and on the App.
- 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.
- 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.
- 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.
- **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."
- The calendar spread in the Salem City Guide & Map features 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 [khorrigan@salem.org](mailto:khorrigan@salem.org).

## SALEM HAUNTED HAPPENINGS OFFICIAL EVENT GUIDE & MAP

- The Haunted Happenings Insertion order will be available in 2023.
- Large Listing—Horizontal image (1.5" wide x 1" tall) and 30 words description
- Small Listing—20 words (no image) - Does not include the App or website.
- Large listings and above include one listing (100 words and one image) on HauntedHappenings.org
- Calendar listings may be submitted for hauntedhappenings.org and the Salem app only. Haunted Happenings "Special Events" are paid listings in the brochure.

## TECHNICAL INFORMATION FOR BOTH BROCHURES

- Display ads are full-color and should be submitted as .eps or .pdf files. Embed all fonts.
- Photos and logos must be 300 dpi resolution. No website images.
- Submit horizontal images for listings only. Please do not combine logos and photos.

## APP BANNER ADS

- 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
- **Please note:** Word counts do not include name or title. Word counts do include address, website, contact information, and description.\*

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

# CONTACT US

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