



2023 Salem Haunted Happenings Official Guide & Map Insertion Order

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 2000 px wide).

SALEM APP: Banner 750 pixels wide x 180 pixels high, include a 3-pixel white border around entire ad.

SPECS

- Submit listings in an email or MS Word Document.
- Calendar listings are for HauntedHappenings.org and the Salem app only. Special event listings can be purchased in the print brochure.
- Listing images and display ads must be high-resolution 300 dpi files (TIF, JPG, or PDF). Fonts in ads must be embedded.
- Salem App banners: PNG or JPG files accepted.
- Submit your creative and copy early to receive a discount!

**Destination Salem reserves the right to shorten listings that exceed word counts. Destination Salem is not responsible for resizing ads. Website images or low-resolution ads will not be accepted. Design services are available for a fee.*

2023 Salem Haunted Happenings Brochure Advertising Rates & Deadlines

Creative and copy submissions for the printed brochure cannot be accepted after June 2.

	Creative and Copy by May 12	Creative and Copy by May 19	Creative and Copy by June 2 (final deadline)
Small Listing (print only)	\$325	\$375	\$450
Large Listing	\$575	\$675	\$775
Eighth Page	\$1,100	\$1,250	\$1,400
Quarter Page	\$2,150	\$2,400	\$1,750
Half Page	\$4,175	\$4,750	\$5,500
Full Page	\$8,000	\$9,000	\$10,000
Two-Page Spread	\$13,000	\$14,000	\$15,000

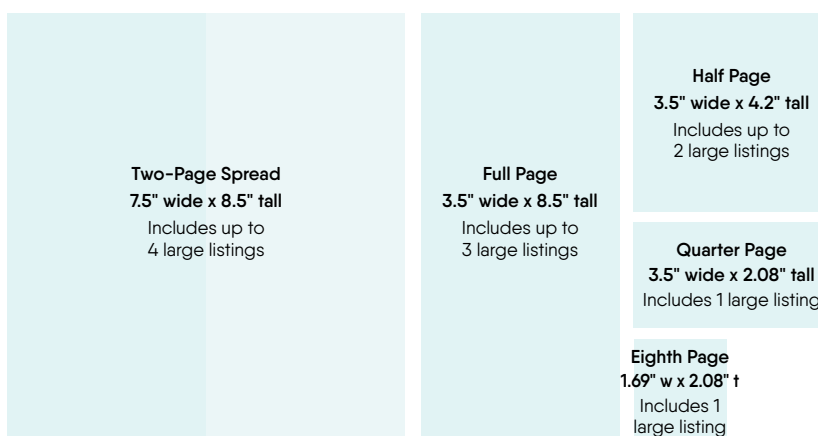
Special placement requests (based on availability): +10%

PLEASE NOTE: Space cannot be held past June 2, 2023

SALEM HAUNTED HAPPENINGS BROCHURE LAYOUT

Layout	Sizes (width x height)
Two Page Spread	7.5" x 8.5" (no bleeds)
Full Page	3.5" x 8.5" (no bleeds)
Half Page	3.5" x 4.2" (no bleeds)
Quarter Page	3.5" x 2.08" (no bleeds)
Eighth Page	1.69" x 2.08" (no bleeds)

Display ads must be exact sizes or ads will be returned for redesign. No rules for borders.



Digital: Sponsored Blog Posts – *Limited Space Available!*

Sponsored blog post	\$300
Sponsored blog post, with Instagram and Facebook	\$400
Sponsored blog post, with Instagram, Facebook, and TikTok	\$550

Digital: Salem App

Banner (for Sep. & Oct.)	\$300
-------------------------------------	-------



2023 Salem Haunted Happenings Advertising Contract

FINAL DEADLINE FOR ADVERTISING IS JUNE 2, 2023

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 ☐ Large Listing with Image
☐ Small Listing (print only) ☐ Special Placement Request (+10%): _____ ☐ Sponsored Blog Post
☐ Sponsored Blog Post (Instagram & Facebook) ☐ Sponsored Blog Post (Instagram, Facebook, TikTok) ☐ App Banner (Sep. & Oct.)

CATEGORY *Please choose only one. Destination Salem reserves the right to modify categories during production.*

- | | | |
|--|--|--|
| <input type="checkbox"/> Special Events | <input type="checkbox"/> Shopping | <input type="checkbox"/> Accommodations |
| <input type="checkbox"/> Museums & Attractions | <input type="checkbox"/> Sweets & Treats | <input type="checkbox"/> Accommodations – Regional |
| <input type="checkbox"/> Tours | <input type="checkbox"/> Delis, Pizza & Sandwich | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Haunted Houses | <input type="checkbox"/> Restaurants & Bars | (3 listings required to create a new category) |
| <input type="checkbox"/> Psychic Fairs | <input type="checkbox"/> Nightlife | |

CALENDAR LISTINGS *Calendar listings can be submitted for Haunted Happenings.org and the Salem app.*

Please check all that apply:

- ☐ Handicapped Accessible ☐ Licensed Tour Guide ☐ 21 and Older (21+)

ADVERTISING APPROVALS

_____ I understand there will be a 24-hour proofing period. 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. 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.

PAYMENT TERMS AND CONDITIONS

- Zero balance with Destination Salem as of May 31, 2023 required to participate in a payment plan (credit card on file required). Haunted Happenings balance must be paid in full by November 1, 2023 to advertise in the 2024 Salem Guide.
- Advertising payments and deposits are non-refundable. If an ad is pulled for non-payment, the deposit is non-refundable.
- Visa/MC/AmEx, check, or money orders accepted.

Cost Per Ad: _____

Other: _____

Total: _____

- ☐ Payment in full enclosed
- ☐ Please bill me (**See terms and conditions) in two installments:
Jun. 15 & Jul. 15
- ☐ Please bill me (**See terms and conditions) in four installments:
Jun. 15, Jul. 15, Aug. 15, & Sep. 15.

CC#: _____

Exp. Date: _____

CV: _____

Please make checks or money orders payable to: Destination Salem,
PO Box 630, Salem, MA, 01970.

Call (978) 498-4147 or email
scooper@salem.org for more
information.

Advertiser acknowledges receipt of production requirements and agrees to terms and conditions therein, including proofing period.

Advertiser Signature: _____ Title: _____ Date: _____

The name "Haunted Happenings" and the flying witch graphic are used with permission from PBM Productions, Inc.