



Destination Salem

2024 Salem Guide Insertion Order

DETAILS

1. Last date to submit advertising insertion, copy, and artwork is Friday, December 8, 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, website, 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) include one image, information, social media links, and 100 words of text.
7. Listings on the Salem App (included) 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."

TECHNICAL INFORMATION

Full Color Display Ad File Formats

- Set up ad files as hi-res PDF or EPS files. Embed all fonts.

Salem Guide 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.

QUESTIONS?

Contact: Stacia Cooper, scooper@salem.org, (978) 498-4147

2024 Salem Guide Advertising Rates & Deadlines

| | Creative and Copy by November 17 | Creative and Copy by December 1 | Creative and Copy by December 8 (final deadline) |
|--|--|---|--|
| Listing | \$600 | \$725 | \$875 |
| Enhanced Listing | \$775 | \$925 | \$1,100 |
| Sixteenth Page | \$900 | \$1,075 | \$1,275 |
| Eighth Page | \$1,650 | \$1,975 | \$2,350 |
| Quarter Page | \$2,725 | \$3,250 | \$3,850 |
| Half Page | \$4,800 | \$5,750 | \$6,750 |
| Full Page | \$8,750 | \$10,500 | \$12,500 |
| Back Cover | \$9,750 | \$11,500 | \$13,500 |
| Two Page Spread | \$12,000 | \$14,000 | \$16,000 |
| Salem App Banner Ad | \$825/year, Nov.-Aug.: \$125/month, Sept. and Oct: \$200/month | | |
| Sponsored Blog Post | \$350/post with social media, \$475/post with social and email | | |
| TV Screen Static Slides at DS Info Center | \$250/month, \$2,750/year | | |

SALEM GUIDE LAYOUT

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"

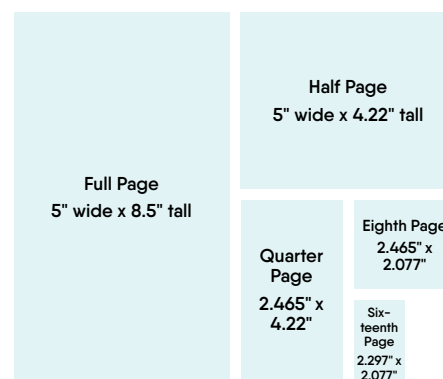
Quarter Page 2.465" x 4.22"

Eighth Page 2.465" x 2.077"

Sixteenth Page 1.197" x 2.077"

Listing Photo 1.5" x 0.9"

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





Destination Salem 2024 Advertising Contract

Company: _____ Contact: _____

Billing Address: _____ City/State/Zip: _____

Mailing Address: _____ City/State/Zip: _____

Telephone #: _____ Fax #: _____

Website: _____ Email: _____

PRINT ADVERTISING SIZE

- ☐ Two Page
- ☐ Full Page
- ☐ Half Page
- ☐ Quarter Page
- ☐ Eighth Page
- ☐ Sixteenth Page
- ☐ Enhanced Listing
- ☐ Basic Listing
- ☐ Special Placement (Display) Request: _____

DIGITAL ADVERTISING

- ☐ App Banner (640 x 100 Sponsor/640 x 178 Partner Page), *Month(s)*: _____
- ☐ Sponsored Blog Post – *Based on Availability – Date Request.* _____
- ☐ TV Screen Static Slides at DS Info Center, *Note Month(s) or Year.* _____

CATEGORY *Please choose only one (additional listings can be purchased):*

- | | |
|---|---|
| <input type="checkbox"/> Accommodations – Hotels/Motels | <input type="checkbox"/> Dining – Restaurants & Bars |
| <input type="checkbox"/> Accommodations – Inns/B&Bs | <input type="checkbox"/> Dining – Brewery/Cidery/Distillery |
| <input type="checkbox"/> Accommodations – Regional | <input type="checkbox"/> Dispensary |
| <input type="checkbox"/> Activities – Museums & Attractions | <input type="checkbox"/> Shopping – Clothing & Souvenirs |
| <input type="checkbox"/> Activities – Tours | <input type="checkbox"/> Shopping – Witch Shops & Occult |
| <input type="checkbox"/> Activities – Psychics | <input type="checkbox"/> Receptive Tour Operators |
| <input type="checkbox"/> Activities – Regional | <input type="checkbox"/> Wedding & Event Planning |
| <input type="checkbox"/> Dining – Sweets & Treats | <input type="checkbox"/> Education |
| <input type="checkbox"/> Dining – Deli, Pizza & Sandwiches | <input type="checkbox"/> Transportation |

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 2023. _____ (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, 2024.
- Advertising payments and deposits are non-refundable. If an ad is pulled for non-payment, the deposit is non-refundable.
- Visa/MC/AmEx accepted

CC#: _____ Exp Date: _____ CV: _____

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: _____