

WHAT YOU SHOULD KNOW ABOUT **THE GUIDE**

The Guide to Johnny Appleseed Country *Fact Sheet*

The Guide to Johnny Appleseed Country is published by Visit North Central Massachusetts (VNCM) to help promote tourism and travel in the region. The Guide is distributed at over 250+ locations across New England, including the Johnny Appleseed Visitors' Center on Route 2 in Lancaster and festivals across North Central Massachusetts. The guide is also provided at travel conferences, bus tours, mailed globally on inquiries, as well as on our website, www.visitnorthcentral.com.

With **165,000+** people visiting the Johnny Appleseed Visitors' Center each year, your ad will reach the visitors you want to attract!

Distribution

- ✓ Distributed at over 250 locations across Massachusetts, Rhode Island, Connecticut, New Hampshire, and Canada
- ✓ Visitors' Centers across Massachusetts including the Johnny Appleseed Visitors' Center off of Route 2 which welcomes over 165,000 people a year
- ✓ AAA Offices throughout Southeastern New England
- ✓ VNCM and Chamber Members, cities, and towns across Central Massachusetts including Davis Farmland, Doubletree by Hilton Leominster, Great Wolf Lodge New England, Wachusett Mountain, and many more!
- ✓ All expos and events that we attend including the Big-E, Discover New England, Kidsfest, and other regional and national shows.

Why Advertise in The Guide?

- ✓ To maximize exposure, **35,000** copies are produced twice a year
- ✓ *The Online Guide* now has **interactive hyperlinks** instantly connecting your website directly with your printed advertisements
- ✓ Your company presence will expand through print and social media sites
- ✓ **2 Million+** yearly hits from www.massvacation.com
- ✓ Complimentary Ad Design Support is available
- ✓ Your ad is posted for up to **six months** with a rate as low as \$175 for a 1/12 page.

Spring/Summer Guide covers: **March 1 - August 31, 2019**

Reservation Deadline: **December 28, 2018**

Mail to:

Johnny Appleseed Guide
1000 Route 2
Westbound between Exits 35 & 34
Lancaster, MA 01523



VISIT NORTH CENTRAL
MASSACHUSETTS
JOHNNY APPLESEED COUNTRY

Diane Burnette
978.534.2829

DBurnette@NorthCentralMass.com

WHAT WE OFFER

The Guide to Johnny Appleseed Country 2019 Advertising Rate Sheet



VISIT NORTH CENTRAL
MASSACHUSETTS
JOHNNY APPLESEED COUNTRY

Back Cover & Inside Cover
Trim Size:
8 1/4" W x 10 3/4" H
With Bleeds:
8 3/4" W x 11 1/4" H

Standard Full Page
7" W x 10" H
With Bleeds:
8 3/4" x 11 1/4"

Size/Placement	Cortland	York	Golden	Rome	Non-Member
Back Cover *	\$1480	\$1730	\$1980	\$2225	N/A
Inside Cover *	\$1210	\$1420	\$1610	\$1815	N/A
Full Page **	\$1000	\$1185	\$1355	\$1515	\$2180
1/2 Page (Horizontal)	\$630	\$745	\$840	\$945	\$1350
1/3 Page	\$475	\$540	\$620	\$690	\$1045
1/6 Page	\$310	\$360	\$395	\$465	\$665
1/12 Page	\$175	\$200	\$230	\$250	\$360

1/2 Page
7" x 4 3/4"

* 175 line screen ** 100 line screen

Production - Ads are accepted in the following formats

Electronic media:

Adobe Acrobat (PDF) files with fonts embedded (preferred);
InDesign for Mac/Windows (package with all fonts and images);
Macintosh QuarkXpress collected for output with fonts, images, and extensions accepted for full color (photos must be in CMYK format), B&W or spot color ads.

1/3 Page
4 5/8" W x 4 3/4" H

Photos:

Electronic preferred, slides or prints accepted (no negatives) or photographs. The Guide is printed in four-color process and cannot guarantee an exact PMS match. Laser prints are acceptable for black and white camera-ready ads.

Advertising/Calendar of Events Deadline: December 28, 2018

On a separate piece of paper, send calendar of events information including date, time, cost and description of events. Calendar runs from **March 1 - August 31, 2019**. There will be NO charge for your calendar listings.

1/6 Page
Vertical
2 1/4" x 4 3/4"
Horizontal
4 5/8" x 2 3/8"

Advertising Policy:

All advertisements are subject to the approval by the publisher. Visit North Central Massachusetts (VNCM) is not responsible for any errors on camera ready materials, late ads or changes made at no charge to advertisers or agencies. Advertisers and agencies assume responsibility for all content of advertisements (including text, representation, illustrations, sketches, maps, labels, trademarks or other copyrighted matters) and assumes responsibility for any and all claims arising therefrom against the publisher.

Order Form - Spring/Summer 2019

Half of payment must accompany order; remainder due within 30 days

Name of Business: _____

Name of Primary Contact: _____

Address (Street, City, State, Zip): _____

Business Phone: _____ Fax: _____

Company Email: _____

Visit North Central Massachusetts Membership Level: _____

Size of Ad: _____ Cost: _____

Ad Copy: Attached To Come Need Design Pick up from _____ Issue

Credit Card #: _____ EXP Date: ____/____

Issue(s): Fall/Winter Spring/Summer Both (**10% discount** if ordered & paid in full)

Date Ordered: _____ Signed: _____

1/12 Page
2 1/4" x 2 3/8"

Payment:

All advertising must be paid for when scheduled unless billing arrangements have been made with VNCM. The advertiser shall make payments upon receipt of VNCM's statement, and in the event that it fails to make payment within such time, VNCM may reject advertising copy and/or immediately cancel this contract. The advertiser agrees to indemnify VNCM for all expenses incurred in connection with amounts due under this contract, including but not limited to court costs and reasonable attorney fees.