



Bloomington

INDIANA

2025 BLOOMINGTON AREA VISITORS GUIDE

MEDIA KIT

BE PART OF THE 2025 BLOOMINGTON VISITORS GUIDE

The Bloomington Visitors Guide is an award-winning guide to Bloomington's best attractions, arts & culture, dining, shopping, nightlife, entertainment, recreation, and more.

EFFECTIVE ADVERTISING

Your ad reaches people who are actively planning trips and looking for things to do in Bloomington and Monroe County.



PRINT DISTRIBUTION

40,000 copies are distributed in local hotel rooms, state-wide welcome centers, area attractions, the Monroe Convention Center and several locations across Indiana University. Thousands more are mailed out in response to visitor requests.

TOP DISTRIBUTION CITIES

Through digital and print advertising and website requests the top cities via mail are;

Indianapolis

Ft. Wayne

Chicago

Cincinnati

Terre Haute

South Bend

Louisville

St. Louis

MULTIPLE IMPRESSIONS

Over 2 million tourists visit Bloomington each year. Vacationers, business travelers, meeting planners, convention attendees, new residents, college students and even locals will be exposed to your ad. The visitor guide's unique size, high-quality photos, and engaging editorial content makes it easy to keep, so it can be referred to again and again.

VIRTUAL VISITORS GUIDE

Thousands of people view the virtual visitor's guide on visitbloomington.com. All print advertisers are included in the digital guide—providing even more exposure to your ad.

NEW IN 2025

Our restaurant advertisers will be featured in the new **EAT LIKE A LOCAL** section of visitbloomington.com's homepage on a rotating basis. On average, the third highest visited page each month.



AFFORDABLE RATES

Visit Bloomington is committed to keeping the Visitors Guide affordable to advertisers. For the 13th year in a row advertising rates have not changed. We wholeheartedly believe that offering an affordable advertising option to small and locally owned businesses is what sets us apart from the rest.

ADVERTISING RATES

- Full page: \$3,000
- Half page horizontal: \$1,900
- Half page vertical: \$1,900
- Quarter page: \$1,000

PREMIUM PLACEMENT (full page only)

- Back cover: \$5,600
- Inside front cover: \$4,700
- Inside back cover: \$4,700
- Inside opposite front cover: \$3,900
- Inside opposite back cover: \$3,900



FULL PAGE

\$3,000



HALF PAGE HORIZONTAL

\$1,900



HALF PAGE VERTICAL

\$1,900



QUARTER PAGE

\$1,000

Ad space reservation deadline: **Friday, September 27, 2024**

Artwork submission deadline: **Friday, October 11, 2024**

2025 VISITORS GUIDE INSERTION ORDER

Space reservation deadline: **Friday, September 27, 2024**

Contact Name

Contact Email

Business Name

Website

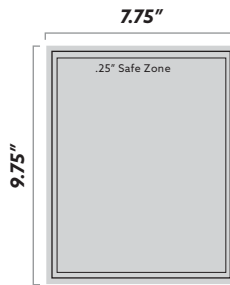
Mailing Address

Phone

City, State, Zip

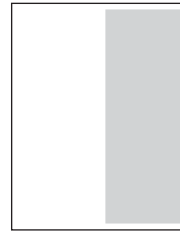
PRINT AD SIZES:

- back cover (1) **\$5,600**
- inside cover (2) **\$4,700**
- inside opposite (2) **\$3,900**
- full page **\$3,000**
- 1/2 page vertical **\$1,900**
- 1/2 page horizontal **\$1,900**
- 1/4 page **\$1,000**

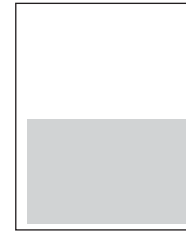


Full Page
7.75" x 9.75"
(includes .125" bleed;
trim size 7.5" x 9.5")

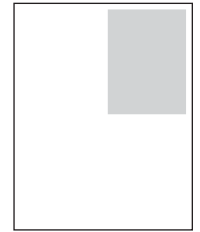
All ads must include a .25" safe zone. Keep all vital images and text within the safe zone. Any image or text outside of the safe zone margins are at risk of being trimmed off in the printing process.



1/2 Page Vertical
3.25" x 8.875"



1/2 Page Horizontal
6.675" x 4.35"



1/4 Page
3.25" x 4.35"

BILLING INFORMATION:

- Invoice **100%** now
- Invoice **50%** now (remaining balance billed January 2025)

Select payment type:

- Check
- Credit Card

AD DESIGN INFORMATION:

- Submit print-ready ad to mark@visitbloomington.com no later than **Oct. 11, 2024**. (Accepted file types: pdf, jpeg or tif—must be 300 dpi.)
- Run ad from 2024 Visitors Guide without changes. (Must run same ad size as previous year.)

CREDIT CARD INFORMATION:

Credit Card Number

Expiration Date (mm/yy)

CCV

PLACEMENT REQUEST:

(Every effort will be made to honor placement requests, however they cannot be guaranteed.)

I am an authorized agent of the advertiser and have read, understand and agree with all advertising policies.

Advertiser's Signature

Date

Visit Bloomington

Date



2025 VISITORS GUIDE **ADVERTISING POLICIES**

Space reservation deadline: **Friday, September 27, 2024**

- **ADVERTISING ACCEPTANCE POLICY:** Any advertising offered by a person to an outside vendor is subject to final acceptance by the publisher (Visit Bloomington) at any time prior to distribution of the publication. The publisher (Visit Bloomington) reserves the right to retain all money paid, to reject any offer to advertise, to cancel any advertisement or to refuse future advertisements at any time for any reason.
- Copy shall be published as submitted unless proof is requested by the advertiser. Visit Bloomington assumes no liability for any copy error unless proof is returned in time for correction to be made. Visit Bloomington reserves the right to edit all copy for brevity and clarity.
- **ALL DEADLINES ARE FIRM.** If the Advertiser must miss a stated deadline, he/she **MUST** notify Visit Bloomington prior to the deadline that they would like an extension. Extensions will be granted at the discretion of Visit Bloomington.
- All balances not paid within 30 days of invoice are subject to a delinquent charge of 1.5% per month (annual percentage rate of 18%). Credit may be extended to the Advertiser if a credit agreement is submitted for approval. Any account which is 60 days delinquent will forfeit any discounts given and be subject to collection costs and attorney fees, to be paid by the advertiser.
- For value received, advertiser assigns to Visit Bloomington all rights, title and interest to all layout of advertisements placed in the 2025 Visitors Guide and/or utilization of own illustrations, labor, composition or material. Advertiser understands that because of said assignment, he/she cannot authorize photographic or other reproductions of such advertising layout appearing in the 2025 Visitors Guide in any other publication without written permission from Visit Bloomington.
- Advertiser agrees to indemnify and hold harmless Visit Bloomington against all losses, liability damage and expense of whatever arises out of the copying, printing, publishing or distributing of the advertisement.
- The fulfillment of this agreement is subject to delays caused by fires, strikes, accidents or other causes beyond the control of Visit Bloomington.
- Total amount owed to be paid in full by February 28, 2025. Any discounts marked on insertion order are subject to fulfillment of discount criteria. If discount criteria are not met, discount(s) will not be awarded and invoice will be sent for full ad price.
- **IMPORTANT NOTE:** The contract is non-cancelable by the Advertiser. Advertiser acknowledges full understanding of these terms.
- For billing questions please contact Marcia Roach, Visit Bloomington Finance Director, at 812-355-7722 or marcia@visitbloomington.com. All other questions may be addressed to Jordan Smith, Visit Bloomington Leisure Marketing Manager, at 812-355-7723 or jordan@visitbloomington.com.
- All artwork must be final and submitted at 300 dpi to Visit Bloomington's Graphic Designer at mark@visitbloomington.com.

VISITBLOOMINGTON.COM

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