

Bloomington
INDIANA

2020 BLOOMINGTON AREA VISITORS GUIDE

MEDIA KIT

BE PART OF THE 2020 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 looking for things to do in Bloomington and Monroe County.



PRINT DISTRIBUTION

50,000 copies are distributed in local hotel rooms, state-wide welcome centers, area attractions, the Monroe Convention Center and Indiana University. Thousands more are mailed out in response to visitor requests.

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.

AFFORDABLE RATES

Visit Bloomington is committed to keeping the Visitors Guide affordable to advertise in. For the 9th year in a row advertising rates have not changed. We wholeheartedly believe that offering an affordable advertising option to small businesses and locally owned businesses is what sets our guide apart from the rest.

DIGITAL DISTRIBUTION

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.

VISITOR TRENDS

\$384 million

Was spent by visitors in 2016.

67%

Primary purpose for their trip to Bloomington was for leisure and/or vacation.

535k

Hotel rooms were sold in Bloomington in 2017 vs. 515k in 2016.

2.6

Nights spent in Bloomington on average by visitors.

\$79

Out of every \$100 spent by visitors stays local.

All of this means more people spending more time and more money in Bloomington and Monroe County. Get a piece of the action by advertising in the 2020 Bloomington Visitors Guide.

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

CARDINAL SPIRITS
CRAFT COCKTAILS FULL KITCHEN DISTILLERY TOURS

312 S. HIGHWAY 17
706.524.1100 TRAM
706.393.4362
CARDINALSPIRITS.COM

FULL PAGE

\$3,000

BUTLER

Open 7 days a week. What's new!
Butler & Butler's - 3000 S. Taylor Street, 2025 S. Capital Ave.
Bloomington, GA 30611
800.728.7151
www.butlerycory.com

HALF PAGE HORIZONTAL

\$1,900

Needmore COFFEE ROASTERS

ORGANIC COFFEE | SMALL BATCH
FRESH BLENDS | FRESH TASTE
LITTLE, BUT BANGIN' FRESH ONLY!
WOMAN-OWNED & OPERATED

316 W. Main • Bloomington, GA 30611
800.538.8877
needmorecoffee.com

HALF PAGE VERTICAL

\$1,900

MOTHER BEAR'S PIZZA

Voted Best Pizza in Bloomington
316 W. Main • Bloomington, GA 30611
800.538.8877
www.motherbearspizza.com

Unique FLAVORS
Homemade ICE CREAM
Fun! BLOOMINGTON ATMOSPHERE

QUARTER PAGE

\$1,000

AD SPACE DEADLINE: Monday, September 30, 2019
ARTWORK DEADLINE: Tuesday, October 15, 2019

2020 VISITORS GUIDE CONTRACT

Signed Contract due by Monday, September 30, 2019

Contact Name

Email

Business Name

Website

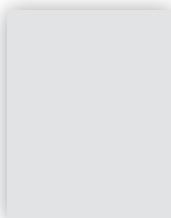
Mailing Address

Phone

City, State, ZIP

PRINT AD SIZE:

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



full page
7.75" x 9.75"
(.125" bleed
included)



half page
horizontal
6.675" x 4.35"



half page
vertical
3.25" x 8.875"



quarter page
3.25" x 4.35"

BILLING INFORMATION:

- Invoice immediately
- Invoice in January 2020
- Invoice in up to two installments as follows: 50% billed in January, remaining balance billed in March.

AD DESIGN INFORMATION:

- I will submit camera-ready ad to alyssa@visitbloomington.com no later than **Oct. 15, 2019.**
(accepted files are pdf, jpeg or tif - must be 300 dpi or print quality resolution)
- Run ad from 2019 guide without changes (must run same ad size)

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 on the reverse of this page.

Advertiser's Signature Date

Visit Bloomington Signature Date

2020 BLOOMINGTON VISITORS GUIDE ADVERTISING POLICIES:

- **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 2020 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 2020 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 April 30, 2020. 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 Visit Bloomington Office Manager, Marcia Roach at (812) 355-7722 or marcia@visitbloomington.com. All other questions may be addressed to Visit Bloomington Director of Leisure Marketing and Media, Erin White, 812-355-7723, erin@visitbloomington.com
- All artwork must be 300 dpi or print quality resolution and should be sent to alyssa@visitbloomington.com or dropped off in person at the Visit Bloomington office at 2855 North Walnut Street.