

Sponsor the 2022 Cape Cod Travel Guide DIGITAL PUBLICATION

Don't miss this opportunity to be included in the top digital travel publication for our beautiful region!

Our digital **Cape Cod Travel Guide** is the primary fulfillment piece of the Cape Cod Chamber of Commerce. The digital, interactive magazine includes engaging content and stunning photography, offering insider tips on where to stay, play and dine on Cape Cod.



HOW IT PERFORMS



74k

Unique views



8

Average number of pages per session



1:52

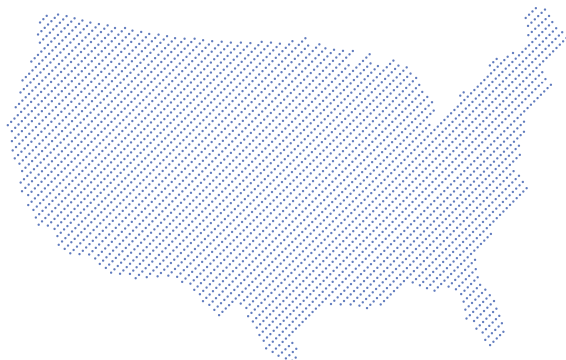
Average time spent reading the publication

Stats from the 2021 Cape Cod Travel Guide (April- September 2021)

HOW IT IS PROMOTED



The digital *Cape Cod Travel Guide* will be featured prominently on **CapeCodChamber.org** (2.2m unique visitors in 2020), featured via our **@VisitCapeCod** social media channels (96k followers) and promoted in ongoing **PPC** and **Facebook/Instagram** campaigns in target markets. Rack cards with a **QR code** to download the *Cape Cod Travel Guide* will be available at visitor centers and brought to trade shows we attend.



DEMOGRAPHICS OF OUR READERS:

Top origin states are MA, NY, VA, NJ, OH, CT and CA.

69% of readers are female; 7% age 18-23, 15% age 25-34, 30% age 35-54, 27% age 55-64, 21% age 65+.

Full Page

8" wide x 10.875" tall

Quarter Page (h)

3.5" wide
4.75" tall

Quarter Page (v)

7" wide x 2.25" tall

SPONSOR RATES

Full page sponsor : \$3,250

Sponsor sales deadline:

December 31, 2021

**Full page sponsor,
premium placement**
(two spots available): \$3,500

Sponsor creative deadline:

January 15, 2022

Quarter page sponsor
(Horizontal or Vertical): \$1,150

Publish Date:

March 20, 2022 (First Day of Spring)

* Ad design will be available upon request for \$100 per advertiser

** Non-member advertising rates available, please inquire

Sponsor size: ☐ Full page ☐ Quarter Vertical ☐ Quarter Horizontal

☐ Will provide camera-ready art to kristen@capecodchamber.org ☐ Will need an ad created for me

Company:

Signature:

Email:

Phone Cell:

Phone Office:



Interested in sponsoring the digital Cape Cod Travel Guide?
Email membership@capecodchamber.org today!