

2020

# Partnership

## PROGRAM

THE OFFICIAL 2020 DESTINATION GUIDE

PARTNERSHIP  
INCLUDES  
ADVERTISEMENT  
IN THE ANNUAL  
DESTINATION  
GUIDE

35,000 Copies Distributed

**DIGITAL  
VERSION**

with live links to  
your website

Wide distribution in hotels, regional visitor centers, sports tournaments, group tours, tradeshow and more.

**Dublin**<sup>™</sup>  
OHIO  
CONVENTION + VISITORS BUREAU

Maximize your advertising dollars within proven, targeted markets – Dublin visitors, meeting planners and residents! The City of Dublin attracts an estimated 2.6 million visitors annually and tens of millions of dollars every year in visitor spending. Become a Dublin CVB Partner and reach these key target audiences to help generate dollars for your business!

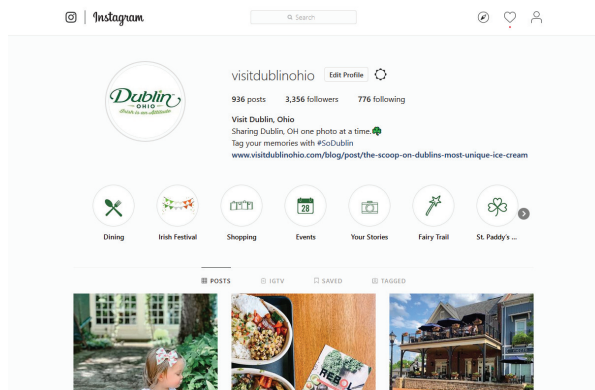


# ADDITIONAL PARTNERSHIP BENEFITS



## WEBSITE

- Enhanced listings on the [www.VisitDublinOhio.com](http://www.VisitDublinOhio.com) website with business description, photos, contact info, link to your website and more.
- Geo-coded mapping with directions to your business.
- Your business coupons, deals, events and more on Dublin CVB website.
- Access to the Extranet to update listing, events, images, etc. on demand.



## SOCIAL MEDIA/PR

- Extend your social media efforts with the help of the Bureau's large and engaged audiences.
- Promote events, news, and specials to Bureau social audiences.
- Increased visibility on Facebook, Twitter, Instagram, Pinterest and YouTube.
- Inclusion in Dublin CVB blog stories and monthly e-newsletters.
- Inclusion in relevant media pitches.



## DUBLIN VISITOR & INFORMATION CENTER

- Fully renovated in 2019 to better serve visitors.
- An interactive resource for visitors and residents looking for things to do in Dublin.
- Hosted visitors from 45 states and 28 countries last year.
- Pick-up and drop-off point for the Irish Fairy Door and Celtic Cocktail Trails.
- Houses partner brochures and photos, visitor information, maps and more.



## CO-OP ADVERTISING

- New advertising opportunities beyond placement in Destination Guide.
- Discounted buy-in by partnering with Dublin CVB.
- Limited space available on a first-come, first-served basis.
- Opportunity to offer a discount in the Dublin Coupon Book.
- For more information on Co-op advertising, please contact Josh Bricker at [jbricker@irishisanattitude.com](mailto:jbricker@irishisanattitude.com) or 614-792-7666.

# EXPERIENTIAL TRAILS

*Dublin's trail experiences attract visitors to unique restaurants and shops and keep them in Dublin*



## IRISH FAIRY DOOR TRAIL

- Over 4,500 trail completions.
- Showcases unique retail, sweet shops and coffee shops.
- Participants must visit trail businesses to receive t-shirt prize.

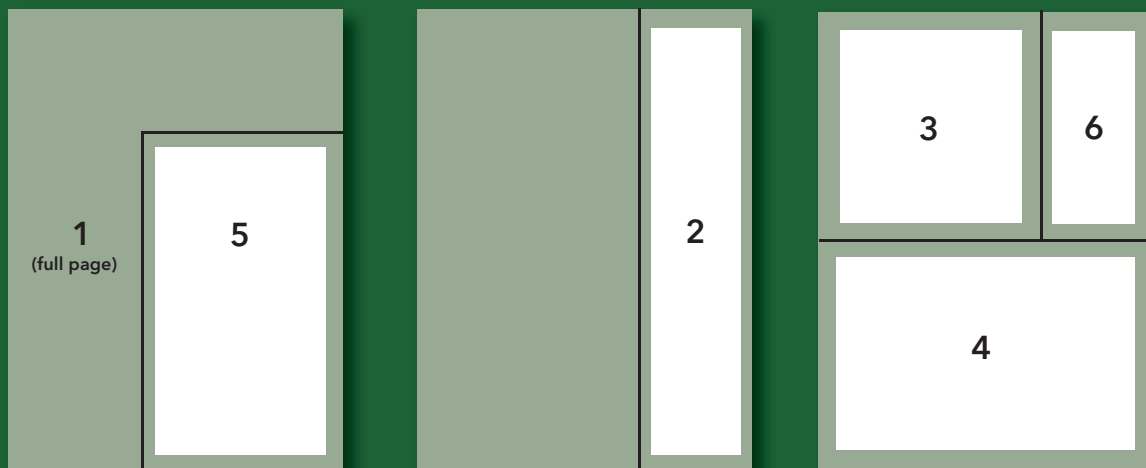


## CELTIC COCKTAIL TRAIL

- Features the best of Dublin dining and craft cocktails with an Irish flair.
- A unique year-round Irish experience for visitors and residents.
- Distributed 4,000 Celtic Cocktail Trail Passports in 2019.



# 2020 PARTNERSHIP AD SPECIFICATIONS



### Standard Ad Sizes

1	Full page	7.0" x 10.0"
2	1/3-page v	2.25" x 10.0"
3	1/3-page sq	4.625" x 4.875"
4	1/2-page h	7.0" x 4.875"
5	1/2-page v	4.625" x 7.5"
6	1/6-page	2.25" x 4.875"

### Width x Height

### Bleed Specifications

Full page	
Plate Size	8.25" x 11.125"
Trim Size	8" x 10.875"

### Width x Height

Space Closing: Oct. 4, 2019  
Ad Materials Due: Oct. 25, 2019  
Delivery: January 2020

# DUBLIN CONVENTION & VISITORS BUREAU 2020 DESTINATION GUIDE

Please make necessary corrections to the contact information on this form and return to the Dublin CVB.

Company Name \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Website \_\_\_\_\_

Email \_\_\_\_\_

Twitter \_\_\_\_\_ Facebook \_\_\_\_\_ Instagram \_\_\_\_\_

## 2020 ADVERTISING RATES

Check box to select ad size

### Advertisement Placement

### Cost

### Advertisement Placement

### Cost

<input type="checkbox"/> Back Cover	\$3,700
<input type="checkbox"/> Inside Front Cover	\$3,000
<input type="checkbox"/> Inside Back Cover	\$2,900
<input type="checkbox"/> Full Page	\$2,600
<input type="checkbox"/> 1/2 Page Vertical	\$1,600
<input type="checkbox"/> 1/2 Page Horizontal	\$1,600

<input type="checkbox"/> 1/3 Page Vertical	\$875
<input type="checkbox"/> 1/3 Page Square	\$875
<input type="checkbox"/> 1/6 Page	\$550

Sales Representative \_\_\_\_\_ Date \_\_\_\_\_

Partner Signature \_\_\_\_\_

## MECHANICAL REQUIREMENTS

- Electronic files MUST be converted to a hi-res process color PDF.
- Ads may be e-mailed to [sblatnik@IrishisanAttitude.com](mailto:sblatnik@IrishisanAttitude.com). Subject line should include publication name.
- Photos should be scanned at least 300 dpi, line art 600 dpi. Photos copied from Websites are not acceptable for printing.
- Ads not supplied in the correct size or format will be subject to \$75 per hour conversion charge.

\* DCVB is not responsible for typographic or print errors if materials are supplied incorrectly and are not accompanied by a proof.

To advertise, contact  
Josh ([jbricker@irishisanattitude.com](mailto:jbricker@irishisanattitude.com))  
or call 614/792-7666.

For ad design assistance and rates, please  
contact David Browning at 614/421-7037.

