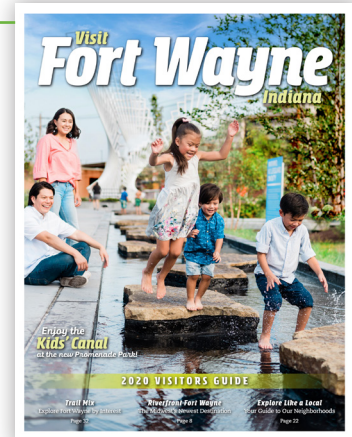


# Advertising Media Kit

**Print**

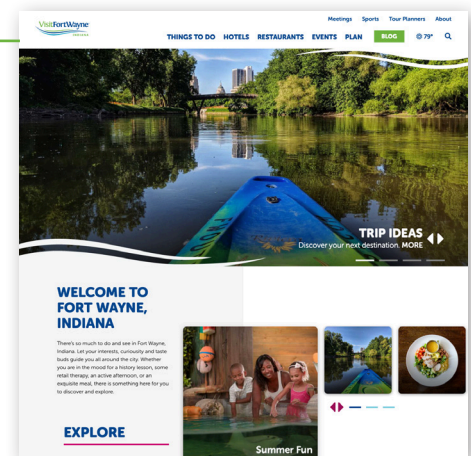
Advertising in the Fort Wayne Visitors Guide is THE way to reach the targeted visitor market, answering the question, "What is there to see and do while I am in Fort Wayne?"

Visitors Guides are sent to potential visitors who request information about the community. In addition, they are available in hotels, attractions and restaurants all over town. We distribute over 80,000 each year.



## Web

VisitFortWayne.com is the best place to be to reach the online customer, with over three million page views by over 1.5 million unique users annually. Our new website includes more relevant travel information, local blogs and links, and marketing messages that drive customers to your message. You can add prominence to your Visitors Guide Partner Listing with enhanced features including: featured ad priority listings, photo galleries, spotlight text links, banners, videos and coupons.



## Mobile

See the latest in phone-ready content with our VisitFortWayne.com mobile website. Any smartphone or tablet can access our responsive navigation to quickly and easily find the information they need. With special GPS technology, visitors can locate services by proximity or search by topics. Special add-ons available include photo/ top search results positions. Over 70% of our total web traffic comes from mobile users!



**For program details:** Emily Stuck, Director of Visitor and Partner Services  
260.424.3700 | [emily@VisitFortWayne.com](mailto:emily@VisitFortWayne.com)



# Visit Fort Wayne Visitors Guide

## Rates & Specs

### All Visitors Guide Ads include:

#### Partner Text listing

- Name
- One Address, one phone, one website
- 35 words of text
- Listing on website and mobile
- Additional locations: +\$35 each address

#### Enhanced Listing Options:

Color photo add-on (1.65" x 1.25") +\$100\*

\*No logos accepted

#### TEXT LISTING:

##### 816 Pint & Slice

Featuring N.Y. style pizza (whole or by the slice), calzones, grinders and fresh salads! Family-friendly dining room, 2nd floor party room (with big screen TVs), beer and wine! We deliver with Waiter On The Way!

816 Calhoun St. • (260) 423-6600  
www.pintandslice.com

#### ENHANCED LISTING:



##### 816 Pint & Slice

Featuring N.Y. style pizza (whole or by the slice), calzones, grinders and fresh salads! Family-friendly dining room, 2nd floor party room (with big screen TVs), beer and wine! We deliver with Waiter On The Way!

816 Calhoun St. • (260) 423-6600  
www.pintandslice.com

### Ad sizes:

Ad	Width	Height
Full Page	7.375	10
Full Page Bleed	8.375 plus .125 bleed on all sides	10.75
3/4 Page Vertical	5.475	
1/2 Page Horizontal	7.375	4.375
1/2 Page Vertical	3.57	9
1/4 Page Square	3.57	4.375
1/8 Page Horizontal	3.57	2.0625
1/8 Page Vertical	1.65	4.375
Coupon	3.5	2.65

Full Page	Full Page with bleed	3/4 V	1/2 H
1/2 V	1/4 SQ	1/8 V	Coupon
		1/8 H	

The Visitors Guide features dozens of pages of beautiful photography and magazine-style content that provides readers with hundreds of compelling reasons to visit Fort Wayne.

Combined with our dedication to online marketing and visitor resources, we have positioned this area as a premier destination for Midwest travel. Join us in sharing the best of our community with these potential visitors!



### Rates:

Full Page	\$3,250
3/4 Page	\$2,700
1/2 Page	\$2,075
1/4 Page	\$1,150
1/8 Page	\$875
Enhanced Listing with Photo	\$650
Text Listing	\$550
Coupon (includes web coupon)	\$325

#### Additional Ad Options:

Premium back cover	+\$500
Inside Front/Back Cover	+\$300

Call for availability and pricing on guaranteed or preferred positions.