

# 2023 Visit Fort Wayne Visitor Guide

## 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, venues, and restaurants all over town. We distribute over 70,000 each year.

Fort Wayne hosts 6.5 million visitors annually, and these visitors spend \$742 million in our community. Bring a share of this spending to your business by advertising to business through your partnership with *Visit Fort Wayne*.

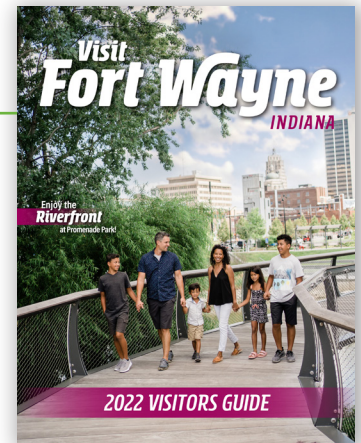
### Web

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 website includes relevant travel information, local blogs and links, and marketing messages that drive customers to your message. Add prominence to your Partner Listing with enhanced features including featured ad priority listings, photo galleries, spotlight text links, banners, videos and coupons.

VisitFortWayne.com is also fully mobile-optimized to bring your message to visitors on their phone, enabling them to find your business while they are in our city. In fact, 75% of our website visitors are researching Fort Wayne from a mobile device! Partner with us to meet them as they are making their decisions on what to do while they are in Fort Wayne.

\*web pricing available.



## Other Benefits of Partnership

We want to work with you to help bring Fort Wayne's visitors to your business. When you are a partner with *Visit Fort Wayne*, you can:

- Be featured in our Visitors Guide and other print materials
- Be featured on VisitFortWayne.com
- Include brochures and information in our Visitors Center
- Include deals and coupons at events and on our Savings Pass
- Work with us to host travel writers in your business
- Promote your business to conventions and tournaments
- Be included in our hotel packages
- Receive a discount if you participate in Savor Fort Wayne
- Receive leads from our sales team
- And more!

## In March 2021, we underwent a study of our Visitors Guide, and the use of Visitors Guides in general. We learned that:

- People order a Guide to learn more about the destination. They discover things that they would have not known they could do, and it encourages them to spend more time and money in the destination.
- People learn about the destination in the Guide and then go to our website to learn more and book specific travel.
- **90% said that they do more in a destination when they read the Guide** and they discover and do things that they wouldn't have known about.

**A PRINT GUIDE IS A VITAL AND NEEDED RESOURCE!**

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



# Visit Fort Wayne Visitor 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
- Includes color photo (1.65" x 1.25" with listing)

#### Enhanced Listing Options:

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

Second listing for separate business – 50% off

- Additional locations: +\$40 each address

\*No logos accepted

#### TEXT LISTING:

##### Science Central

Spark your imagination at Science Central! Explore 200 permanent hands-on exhibits and national touring exhibitions. Get fun, educational items in our Gift Shop. For tickets and current hours of operation, see website.

**1950 N. Clinton St. • (260) 424-2400**  
**ScienceCentral.org**

#### ENHANCED LISTING:



##### Science Central

Spark your imagination at Science Central! Explore 200 permanent hands-on exhibits and national touring exhibitions. Get fun, educational items in our Gift Shop. For tickets and current hours of operation, see website.

**1950 N. Clinton St. • (260) 424-2400**  
**ScienceCentral.org**

## Reserve space today! Sales end October 1!

### 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 want to work with you to drive visitors to your business!



### Rates:

Full Page	\$3,512
3/4 Page	\$2,935
1/2 Page	\$2,278
1/4 Page	\$1,307
1/8 Page	\$1,018

Text Listing Only (includes photo) \$680

Coupon (includes web coupon) \$350

Additional inch \$80  
Additional location \$40

#### Additional Ad Options:

Premium Back Cover	+\$525
Inside Front/Back Cover	+\$325