

The OFFICIAL VISITOR GUIDE *for* HOWARD COUNTY, MARYLAND

Digital Marketing Right at your Doorstep

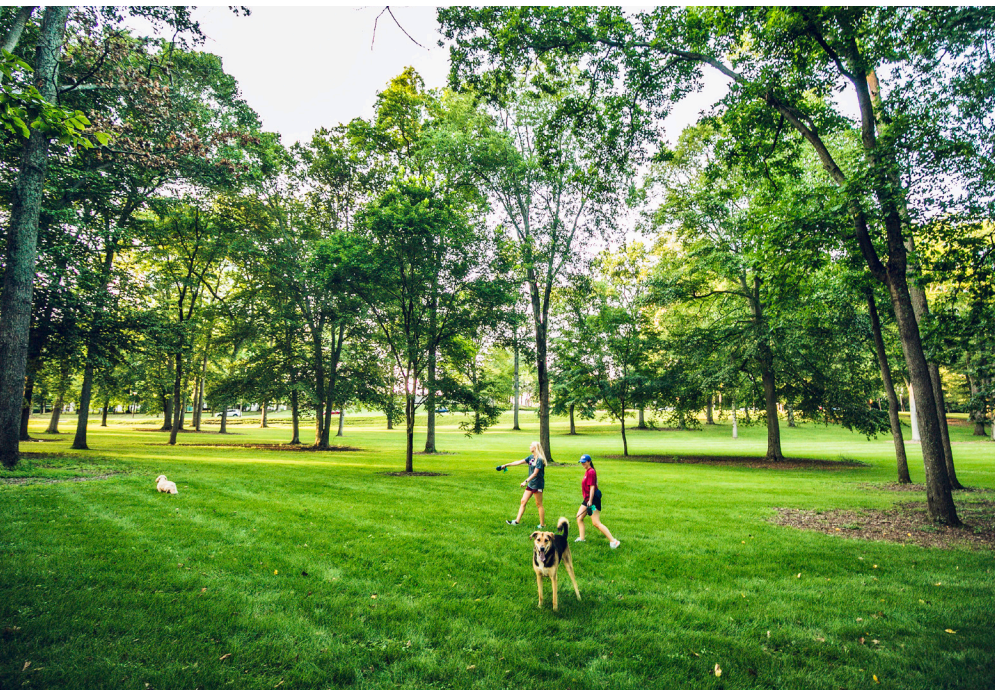
This year, Visit Howard County will publish an exclusively digital version of the Visitor Guide for travelers and residents alike. Advertising in the **2021 Digital Visitor Guide** guarantees that your business's story is seen across the web by active and committed visitors who spend money each and every day in Howard County.

Visit
Howard
County
Maryland

2021 MEDIA KIT



2021 ADVERTISING OPTIONS & RATES



If your business has an ad in the 2020 Visitor Guide your ad will remain in the **2021 Digital Visitor Guide** at no cost. However, many ads need to be updated for content or to ensure imagery takes into account the current circumstances of the pandemic. You may elect to keep your ad as is or opt to update your ad based on the pricing at the right.

We've also reduced the cost for new advertisers since there will not be a printed version and the remaining 2020 Visitor Guide will continue to be distributed throughout 2021.

“People are choosing to plan their travel online now more than ever, which is why this year, we're creating an exclusively digital visitor guide.

The sky's the limit when it comes to digital publications, and advertising in the **2021 Visitor Guide** is a cost-effective way to ensure your ad is seen by travelers and county residents alike. Your support of the guide enhances our county's story, giving travelers all the more reason to visit Howard County!

Amanda Hof

VISIT HOWARD COUNTY EXECUTIVE DIRECTOR

VISIT HOWARD COUNTY OFFICIAL MEDIA KIT

For more information, call 301-631-2401 or email hocovisitor@posternagency.com

NEW ADVERTISERS

Ad Size, Width x Height; in inches	COST
FULL PAGE Trim Size: 8"x10.5" Bleed Size: 8.5"x11"	\$1750
1/2 PAGE Vertical: 4.634"x7.113" Horizontal: 7.032"x4.714"	\$1000
1/4 PAGE Vertical: 3.436"x4.714"	\$510
1/6 PAGE Vertical: 2.236"x4.714" Horizontal: 4.634"x2.279"	\$400
CAMERA-READY DISCOUNT Receive 15% off your total cost when you submit camera-ready artwork.	

RETURNING ADVERTISERS

Type of ad	COST
New, Camera-ready ad	\$50
Minor ad edits	\$75
Co-Op ads, New ads	\$125

VIDEO ADS

Featured as a non-intrusive tab with link	COST
To add an existing video to your ad	\$75
To have a video ad created	\$725

LIMITED TIME OFFER

The first 30 advertisers to purchase a new video ad will receive a \$250 credit toward the production of their video ad from Howard County Tourism—so, don't wait to take advantage of this discount!

IMPORTANT DEADLINES

PUBLICATION DATE

February 2021

NON-CAMERA-READY MATERIALS

November 17, 2020

CAMERA-READY MATERIALS

November 18, 2020 (Electronic File)

POSTERN

2021 ADVERTISING CONTRACT

DATE _____

ADVERTISER _____ CONTACT PERSON _____

ADDRESS _____

PHONE _____ FAX _____

EMAIL _____

ADVERTISING OPTIONS

☐ New Advertiser

☐ Returning Advertiser
(My ad was previously
included in the 2020 Visit
Howard County Visitor Guide.)

☐ Video Ad

NEW ADVERTISERS - Select your ad size and orientation

☐ Full page ☐ 1/2 Vertical ☐ 1/2 Horizontal ☐ 1/4 ☐ 1/6 Vertical ☐ 1/6 Horizontal

RETURNING ADVERTISERS - Select your ad type

☐ New, Camera-ready ad ☐ Minor ad edits ☐ Co-Op ads, new ads

VIDEO ADS - Select one

☐ Add an existing video to my ad ☐ Create video ad for me

NET COST*

\$

The Advertiser hereby contracts to run the size ad of retail display advertising indicated in accordance with the terms and conditions outlined below:

- 1 Acceptance of advertising is subject to the Publisher's approval and upon the agreement by the advertiser and/or agency to indemnify and save the publisher harmless from and against any claims or suits, without limitation, based on the contents or subject matter of such advertisements. All agreements are subject to contingencies beyond the control of the Publisher, who shall not be liable for damages if for any reason the advertisement is not published. Publisher's liability for error or omissions in the text of any advertisement shall not exceed the cost of the space occupied by the error. The Publisher will assume no responsibilities for errors unless copy is submitted by the non-camera-ready deadline.
- 2 Advertisements will not be canceled without written confirmation from advertiser or advertising agency. Cancellations of contract must be made in writing 30 days before the

space deadline. If materials for a confirmed insertion are not delivered by the deadline, Publisher has the right to bill the advertiser for the reserved space.

- 3 Requests for position will be accommodated as space permits at the discretion of the Publisher. Position may be reserved for 1/3 page sizes and larger at a 15% premium above the applicable rate on a space-available basis. However, the Publisher reserves the right to determine the actual position and to bill at the regular rates. In no case will the position of an advertisement entitle an advertiser to an adjustment or refund.
- 4 Advertising that resembles editorial, at the determination of the Publisher will be marked "Advertisement."
- 5 The Publisher will return advertising materials upon written request up to one year after publication date.
- 6 One copy of the publication will be mailed or delivered to each advertiser and each agency without charge.

- 7 Verbal agreements are not recognized. All terms and conditions other than those outlined herein shall be in writing and signed by both the advertiser and the Publisher.

TERMS & CONDITIONS

- 1 Payment terms: Unless otherwise noted, invoices are payable net 30 days after invoice date.
- 2 Balances unpaid after 30 days of invoice date are subject to 1.5% monthly finance charge.
- 3 Accounts delinquent for 90 days will be placed in collection. For such accounts, advertiser agrees to pay an additional 25% collection charge.
- 4 Billing discrepancies must be reported in writing to your account executive within 10 days of invoice date. After 10 days, invoices will be considered accurate. For such accounts, advertiser agrees to pay an additional 25% collection charge, court cost and reasonable attorney's fees, regardless of whether a lawsuit is initiated.

SIGNATURE

DATE

Please return to Postern, via email at hocovisitor@posternagency.com or via fax at 301-631-2901.
Make check payable to Postern, 6 N. East Street, Suite 200, Frederick, MD 21701.

2021 ADVERTISING CONTRACT

ADVERTISING TERMS & CONDITIONS

- » Acceptance of advertising is subject to the approval of Visit Howard County and Postern. Advertiser and/or agency agrees to indemnify and save Visit Howard County and Postern harmless from and against any claims or suits, without limitation, based on the content or subject matter of such advertisements. All agreements are subject to contingencies beyond the control of the Visit Howard County and Postern, which shall not be liable for damages if for any reason the advertisement is not published.
- » Advertising materials must be submitted in a form specified under Ad Production Requirements. All ads must be accompanied by the required proofs. Errors occurring because provided materials or proofs fail to meet Ad Production Requirements shall not entitle an advertiser to an adjustment or refund.
- » Ads that do not meet Ad Production Requirements or specified ad sizes may be altered at the publisher's discretion.
- » Advertisements will not be canceled without written confirmation from advertiser or advertising agency. Cancellations of contract must be made in writing 30 days before the space deadline. If materials for a confirmed insertion are not delivered by the deadline, publisher (Postern) has the right to bill the advertiser for the reserved space.
- » Requests for position will be accommodated as space permits at the publisher's discretion. In no case will the position of an advertisement entitle an advertiser to an adjustment or refund.
- » Publisher will return camera-ready advertising materials upon written request up to one year after publication date.
- » If publishing error occurs, publisher's liability is limited to the cost of space occupied by error in ad. Advertiser or authorized agency must notify publisher of any error in writing within 30 days of publishing date. » Publisher is not liable for errors if ads have been supplied as "camera ready" materials (electronic file) from advertiser or authorized agency.
- » All advertising prices are net.
- » Invoices are payable net 30 days after invoice date. Balance unpaid after 30 days of invoice date are subject to 1.5% monthly finance charge. Accounts delinquent for 90 days will be placed in collection. For such accounts, advertiser agrees to pay an additional 25% collection charge, court cost and reasonable attorney's fees, regardless of whether a lawsuit is initiated.
- » Verbal agreements are not recognized. All terms and conditions other than those outlined herein shall be in writing and signed by both advertiser and publisher.
- » Billing discrepancies must be reported in writing to your account executive within 10 days of invoice date. After 10 days, invoices will be considered accurate.

PRICING

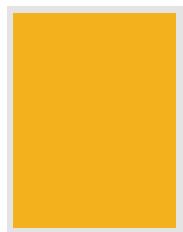
- » Ad Agency discount of 15% to recognized ad agencies for digital ads with color matchprint and collected files to specifications as described in ad requirement description.

- » Guaranteed Preferred Positions add 15% and are only available for ads 1/2 page or larger.

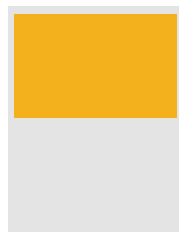
- » Discount cap of 20%.

AD PRODUCTION REQUIREMENTS

- » **FILE FORMAT:** Press-quality or PDF/x1a:2001 PDF is the preferred file format. TIFF or EPS file formats are also acceptable. We do not accept Pagemaker, Microsoft Word, Publisher or PowerPoint files.
- » **COLOR/INK:** All artwork, linked files, and embedded files must be CMYK process color or grayscale. Convert all spot colors to CMYK.
- » **RESOLUTION:** Linked images must be 300 dpi or higher.
- » **FORMATS:** Convert all fonts to outlines.
- » **PRINTER MARKS:** Do not include bleed or crop and/or bleed marks on ads that are not full-page, full-bleed.
- » **AD DIMENSIONS:** The ad must be set up to the exact ad size dimensions outlined above. Do not supply ads that include an artboard around the ad (eg: a 1/4 page ad set up in a 8.5"x11" document).
- » You may email electronic files to hocovisor@posternagency.com.



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Bleed Size: 8.5"x11"



1/2 PAGE
Horizontal
7.032"x4.714"



1/2 PAGE
Vertical
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1/4 PAGE
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3.436"x4.714"



1/6 PAGE
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4.634"x2.279"



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2.236"x4.714"

**NEW
ADVERTISERS
PICK YOUR SIZE!**

Reserve your
space early for
best placement.

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