

THE OFFICIAL VISITOR GUIDE FOR HOWARD COUNTY, MARYLAND

# INSPIRE TRAVEL

*Tell your story in the 2024 Visitor Guide*

Advertising in the Visitor Guide guarantees that your business's story is seen by tens of thousands of active and committed visitors who spend money each and every day in Howard County.



VISIT  
**HOWARD**  
18 COUNTY 51  
MARYLAND

2024 MEDIA KIT

POSTERN



# VISIT HOWARD COUNTY OFFICIAL MEDIA KIT

## 2024 PRINT ADVERTISING OPTIONS & RATES



Advertising in the 2024 Visitor Guide is the most cost-efficient way to ensure your ad is seen by county visitors and 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—THE OFFICIAL VISITOR GUIDE FOR HOWARD COUNTY, MD, TELLS THE STORY OF OUR VIBRANT AND DYNAMIC COUNTY.

From the sprawling fields of Western Howard County to the historic Savage Mill, perspective visitors and current residents alike—will use this guide to make decisions about what to see and do, and ultimately where they spend their time and money.

Make sure your story gets told with an advertisement in the 2024 Visit Howard County Visitor Guide!

# 40,000

## VISITOR GUIDES WILL BE DISTRIBUTED IN 2024.

Distribution in 2024 to again include local businesses, top county employers, real estate agencies, and hotels. Check out these other sample distribution areas:

- All Maryland Welcome Centers from Ocean City to Deep Creek Lake, plus regional visitor centers
- Signature events like Wine in the Woods, The Columbia Festival of the Arts, and The Howard County Fair
- At top Howard County retail centers like historic Savage Mill and historic Ellicott City
- Libraries, museums, farms, theatres, attractions, community centers, arts & culture sites, and more!
- At hotels and B&B's across the county
- And online where we've seen 20,000+ views in just **6 months**

#### FOR MORE INFORMATION

Call 301-631-2401 or email  
hocovisitor@posternagency.com

**POSTERN**



AD SIZE (Width x Height; in Inches)	MEMBER RATE	NON-MEMBER RATE
<b>FULL PAGE</b> Trim Size: 8"x10.5" Bleed Size: 8.5"x11"	<b>\$3595</b>	<b>\$3850</b>
<b>1/2 PAGE</b> Vertical: 4.634"x7.113" Horizontal: 7.032"x4.714"	<b>\$2005</b>	<b>\$2200</b>
<b>1/4 PAGE</b> Vertical: 3.436"x4.714"	<b>\$1020</b>	<b>\$1095</b>
<b>1/6 PAGE</b> Vertical: 2.236"x4.714" Horizontal: 4.634"x2.279"	<b>\$800</b>	<b>\$860</b>

PRIME AD PAGES (Width x Height; in Inches)	MEMBER RATE	NON-MEMBER RATE
<b>COVERS</b> Inside Front, Inside Back, and Back Trim Size: 8"x10.5" Bleed Size: 8.5"x11"	<b>\$4235</b>	<b>\$4530</b>

#### IMPORTANT DEADLINES

##### PUBLICATION DATE

February 2024

##### EARLY BIRD DISCOUNT

5% off with reservation and half deposit received by October 11, 2023

##### PLACEMENT DEADLINE

November 3, 2023

##### ALL COMPLETE ADS OR MATERIALS DUE

November 10, 2023

# VISIT HOWARD COUNTY OFFICIAL MEDIA KIT

## 2024 ADVERTISING CONTRACT

DATE \_\_\_\_\_

ADVERTISER \_\_\_\_\_ CONTACT PERSON \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

### PRINT ADVERTISING OPTIONS

- ☐ Same ad as last year
- ☐ Edits to last year's ad
- ☐ New ad

#### PRINT AD SIZE

- ☐ Full page
- ☐ 1/2 page horizontal
- ☐ 1/2 page vertical
- ☐ 1/4 page
- ☐ 1/6 page horizontal
- ☐ 1/6 page vertical

#### 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 1/2 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 [hocovisitor@posternagency.com](mailto:hocovisitor@posternagency.com).  
Make check payable to Postern, 116 Record Street, Frederick, MD 21701.

# 2024 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 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.
- » If publishing or printing 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.

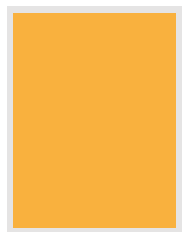
## PRICING

- » Early Bird discount of 5% with reservation and half deposit received by October 11, 2023.
- » Ad Agency discount of 15% to recognized ad agencies for digital ads files to specifications as described in ad requirement description.

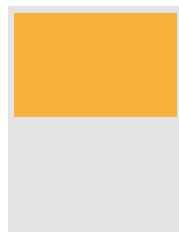
- » Guaranteed Preferred Positions add 15% and are only available for ads 1/2 page or larger.
- » Discount cap of 20%.
- » Discount is void if ads and/or files are not submitted as specified.

## AD PRODUCTION REQUIREMENTS

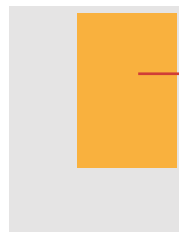
- » FILE FORMAT: Press-quality or PDF/xla:2001 PDF is the preferred file format. TIFF or EPS file formats are also acceptable. We do not accept Pagemaker, Microsoft Word, Publisher or PowerPoint files.
- » COLOR/INK: All artwork, linked files, and embedded files must be CMYK process color or grayscale. Convert all spot colors to CMYK.
- » RESOLUTION: Linked images must be 300 dpi or higher.
- » FONTS: 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. 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 [hocovisitor@posternagency.com](mailto:hocovisitor@posternagency.com).



**FULL PAGE**  
Trim Size: 8"x10.5"  
Bleed Size: 8.5"x11"



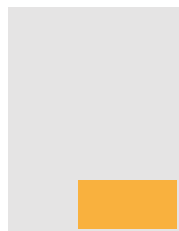
**1/2 PAGE**  
Horizontal  
7.032"x4.714"



**1/2 PAGE**  
Vertical  
4.634"x7.113"



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



**1/6 PAGE**  
Horizontal  
4.634"x2.279"



**1/6 PAGE**  
Vertical  
2.236"x4.714"

**PICK  
YOUR SIZE!**

Reserve  
your space  
early for best  
placement.

## IMPORTANT DEADLINES

### PUBLICATION DATE

February 2024

### EARLY BIRD DISCOUNT

5% off with reservation and half deposit received by October 11, 2023

### PLACEMENT DEADLINE

November 3, 2023

### ALL COMPLETE ADS OR MATERIALS DUE

November 10, 2023

Visit Howard is published for  
Visit Howard County by

**POSTERN**