

Visit iTHACA



photo by Andy Hakes

2023 ADVERTISING OPPORTUNITIES

MAXIMIZE YOUR REACH THROUGHOUT THE TRAVEL CUSTOMER JOURNEY

WITH VISIT ITHACA MULTI-MEDIA ADVERTISING OPPORTUNITIES

Visit Ithaca is delighted to announce a suite of opportunities to market your business. These cost-effective and integrated offerings will provide valuable ways to reach highly qualified customers.

More than a quarter-million visitors, business travelers, meeting planners, convention attendees, new residents, away-from-home college students and Finger Lakes residents will be exposed to your travel guide ad. The guide's digest size makes it easy to tote, so it can be referred to again and again.

Along with print, the guide is available as a digital flipbook with 1,000+ unique views each month!

Visitithaca.com audience: over 450,000 sessions annually; 77% new visitors and 23% returning visitors.

This is a great opportunity to get your business in front of thousands of engaged travelers -- some are still travel planning and many are already in market.

80-90K
PRINTED GUIDES

ADDITIONAL VISIT ITHACA CO-OPERATIVE
ADVERTISING AND PROMOTIONAL
OPPORTUNITIES INCLUDE:

EVENT SPONSORSHIP

SEASONAL CAMPAIGNS

DIGITAL ADVERTISING VISITITHACA.COM

RADIO AND PODCAST

TRAVEL GUIDE AD PURCHASES INCLUDE
COMPLIMENTARY FEATURED LISTING ON
VISITITHACA.COM IN YOUR RELATED CATEGORY
(SPECIFIC MONTHS BASED ON AVAILABILITY)



PROMOTING ITHACA/TOMPKINS COUNTY ACROSS THE NORTHEAST AND BEYOND



2022 TRAVEL GUIDE COVER

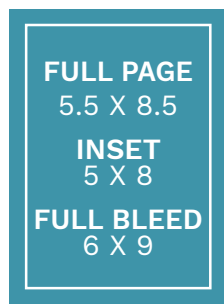
Travel Guide distribution channels include (but are not limited to): two CVB-managed Visitors Centers in Tompkins County; Cornell University, Ithaca College, and TC3 campuses; local accommodations; various attractions across New York state; NYS thruway locations; PA travel centers; consumer & group sales trade shows. Visit Ithaca directly mails over 5,000 travel guides each year in response to website requests.

SPECIAL EVENT DISTRIBUTION HAS INCLUDED:
PHILADELPHIA FLOWER SHOW,
NEW JERSEY BALLOON FESTIVAL, AND
THE HUDSON VALLEY FOOD & WINE FEST
NEW FOR 2023: NEW YORK TRAVEL & ADVENTURE SHOW

FULL PAGE INSIDE FRONT OR BACK COVER

WHAT YOU GET

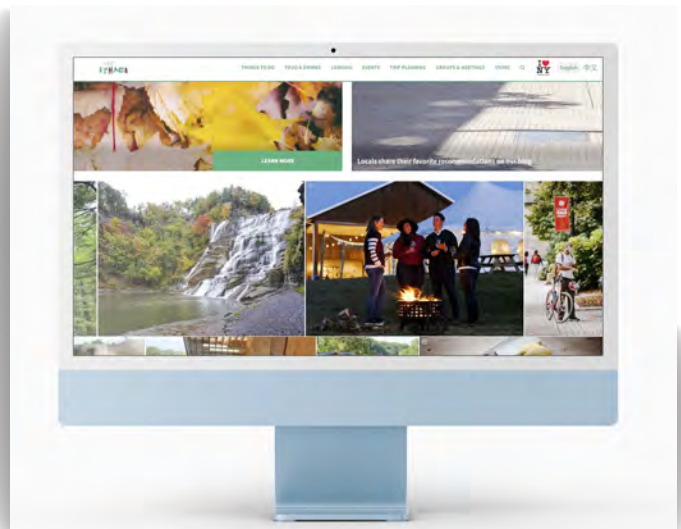
1. FULL PAGE ADVERTISING WITH PREMIER PLACEMENT You provide the artwork, our team will be sure that it is placed well to showcase your unique offering.
2. DIGITAL COMPLEMENT Three months featured slide placement on VisitIthaca.com in one category; an image on the homepage social gallery for three months with CTA and click through link directly to your listing or event; and one linked spotlight in a targeted consumer email.



RATE
\$3000.00



Homepage
Gallery
Placement
with CTA and
click through
to your listing!



HALF PAGE

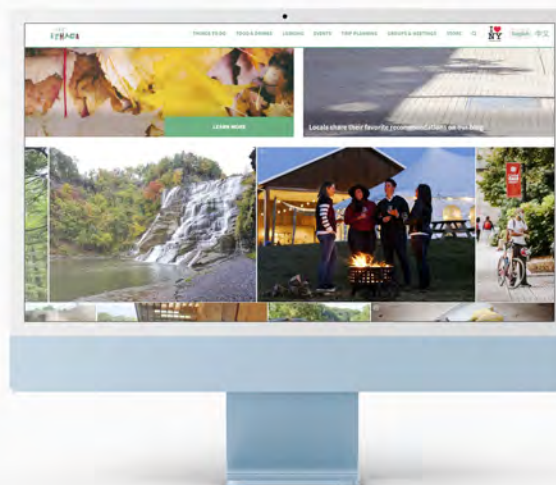
WHAT YOU GET

1. HALF PAGE ADVERTISING You provide the artwork, our team will be sure that it is placed well to showcase your unique offering.
2. DIGITAL COMPLEMENT One month featured slide on VisitIthaca.com in one category; placement on the homepage social gallery for one month with CTA and click through link directly to your listing or event; and one linked spotlight in a targeted consumer email.

HALF PAGE
5 X 4

RATE
\$1500.00

Homepage
Gallery
Placement
with CTA and
click through
to your listing!



OWNER/MAKER SPOTLIGHT

WHAT YOU GET

1. A THIRD PAGE PLACEMENT You provide a high res image of a product or person, copy, and contact info, and our team will be sure that it is placed well to showcase your unique offering.
2. DIGITAL COMPLEMENT One month featured listing placement on VisitIthaca.com in one category.

THIRD PAGE
4.75 X 2.5

RATE
\$750.00



SAMPLE MOCK-UP

Actual
Size

Image 2.5" x 2.5" at 300 dpi

HEADLINE 40 CHARACTER MAX

65 character max for
body copy

25 character max per line
up to 3 lines for website, address,
phone and/or social handles

(ALL CHARACTER COUNTS INCLUDE
PUNCTUATION AND SPACES)

LODGING MARKETPLACE

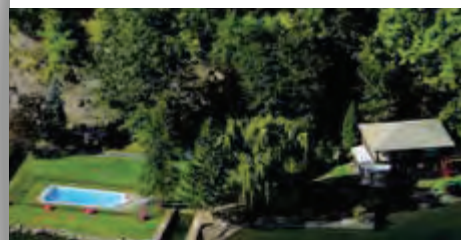
Provide a high res image of your property and include name of business, address, and website if applicable.

Rate includes one month placement in a social gallery on VisitIthaca.com

FEAT LISTING
LODGING ONLY
INCLUDES PIC
& 1/8 PG SPACE
2.5 X 2



THE LAKE HOUSE



1655 Taughannock Blvd, Trumansburg
607.387.5723 | cayugalakehouse.net

RATE
\$375.00

INCLUDES BONUS!

FOOD/BEV or ATTRACTION SPOTLIGHT

Provide a high res image - include name of business, name of city/town where your physical presence is located.

The spotlight may also include one or all of the following: website, Instagram handle, name of dish, beverage or attraction.

Rate includes one month placement in a social gallery on VisitIthaca.com *plus a dedicated post on @visitithaca*

FOOD/BEV
SPOTLIGHT
INCLUDES PIC
& 1/6 PG SPACE
2.25 X 2.25



A CLASSIC REUBEN



THE BISTRO AT LA TOURELLE
latourelle.com | @thebistroatlatourelle

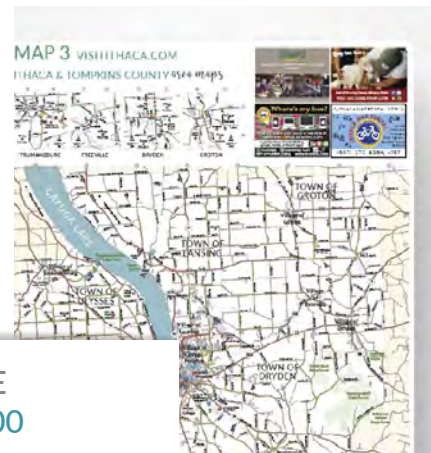
RATE
\$400.00

MAP ADVERTISEMENT

The primary map used by our visitor experience team to assist people in our visitor centers, 17,000+ people specifically ask for directions annually. Maps are inserted into mailed travel guides and distributed at visitor centers, an additional overrun of maps is also printed to distribute on its own throughout the county.

Rate includes one month placement in a social gallery on VisitIthaca.com

MAP AD
2.5 X 2
@300 DPI



RATE
\$600.00



ITHACA/TOMPKINS COUNTY
CONVENTION & VISITORS BUREAU
ADVERTISING REQUEST FORM

Thank you for choosing to advertise in the Official Visit Ithaca Visitor Guide. Please complete the form below to order your ad space size and quantity. Please email for to rob@visitithaca.com or mail to the address below with payment

Contact Name: _____ Business: _____

Billing Address: _____

Phone: _____ Email: _____

PLACEMENT SELECTION

You may purchase multiple ad spaces, please indicate quantity of ads of each size desired. 10% discount if you purchase more than one ad.

AD SIZE	RATE	LINE TOTAL (\$)
FULL PAGE	\$3000.00	_____
HALF PAGE	\$1500.00	_____
OWNER/MAKER	\$750.00	_____
LODGING MRKT	\$375.00	_____
FOOD/BEV/ATTRACT.*	\$400.00	_____
MAP AD	\$600.00	_____
ADDITIONAL ADVERTISING		_____
	SUBTOTAL	_____

PAYMENT INFO

Please indicate your payment preference. Please make checks payable to:
Ithaca/Tompkins County Convention & Visitors Bureau
124 Brindley St, Ithaca, NY 14850

☐ INVOICE ME option to pay by credit card or check

☐ CHECK ENCLOSED

AD SPACE DEADLINE: NOV 16, 2022

MATERIAL DEADLINE: NOV 22, 2022

PRINT DATE: JANUARY 2023

OWNER MAKER SPOTLIGHT

Headline 40 Character Max Including Spaces

65 Character Max (Including Punctuation and Spaces) for Body Copy

25 Character Max Per Line / Up to Three Lines for Contact / Web, Address, or Socials

FOOD/BEV/ATTRACTION SPOTLIGHT

Name of business, location, web, social handles, name of dish or attraction. See pg 7 for example copy

ARTWORK REQUIREMENTS

- Press-Ready Ads (ai, eps) or High quality pdf files preferred
- CMYK colors only
- All fonts embedded or outlined
- File must be high resolution (minimum 300 dpi)
- Build ad to exact dimensions with no crops or other markings
- Bleed available on on Full page ads
- File name must contain advertiser name (ie. jacksburgers_half.pdf)
- Proofs will not be provided for submitted press-ready ads

Submission Instructions - submit your press-ready ad or ad design materials (max 30MB, Please inquire for materials exceeding 30 MB) via email to ROB@VISITITHACA.COM

*see additional advertising opportunities



Additional Ad Opportunities opportunities are open to Tompkins County Tourism Partners and subject to availability, all creative must be approved by Visit Ithaca. Additional advertising and complimentary promotional opportunities are made available on a rolling basis throughout the year.

EVENT SPONSORSHIP

Ithaca Loves Teachers -- Annual Celebration in February

A range of sponsorship opportunities are available for the 2023 event. The audience is primarily public school teachers & staff from the region and across New York state. There's a high percentage of returning participants each year.

☐ I'd like to learn more!

PRINT ADVERTISING

Annual Ithaca/Tompkins County Official Visitors Guide + Map

See details of opportunities outlined separately. Guides are distributed in-and out-of-market.

Life in the Finger Lakes Magazine Co-op; full page 30,000+ estimated circulation with paid subscriptions

Partner receives approximately ¼ page or ½ page shared ad space, Visit Ithaca to design one cohesive ad. Includes highlight on VisitIthaca.com homepage social gallery for one month. Available issues: May/June 2023 or Nov/Dec 2023

☐ \$875 (1/2)
or
\$500 (1/4)

CONSUMER TRAVEL SHOWS

Travel & Adventure Show in NYC, January 28-29, 2023

Shared table space with Visit Ithaca, as part of the dedicated New York state aisle. Your business/organization may send one representative to attend both days of the show along with marketing materials. Travel expenses are on your own. (Value: cost of booth at this show begins at \$3,995 on your own)

☐ \$1,000

Philadelphia Flower Show, March 4-12, 2023 (25K estimated daily attendance)

Shared table space with Visit Ithaca available or a separate table, as part of NY's Best Experiences booth. Your business/organization may send one representative to attend one day of the show along with marketing materials. Travel expenses are on your own.

☐ \$1,000-2,000

RADIO AND PODCAST

WBFO public radio Buffalo

Spring/Winter campaigns

12 weeks of :30 donut spots shared with Visit Ithaca. All co-op advertisers receive an image in one of the visitithaca.com social galleries for the length of the campaign.

☐ starting at \$600

Heritage Radio Podcast Network; based in Brooklyn, NY with 800K-1M monthly listeners (this is dependent on participation from 3-4 other partners) Donut audio ad spot permanently connected to 6 agricutinary-focused shows; mention and link in Visit Ithaca destination page; inclusion in Heritage Radio listener email blast and social media mentions. Guaranteed interview on one Ithaca-related show with \$900 sponsorship.

☐ \$500-900

DIGITAL ADVERTISING - VISITITHACA.COM

VisitIthaca.com is going through a full redesign in 2022. Additional digital advertising will be available beginning April 2023.

VisitIthaca.com Digital Bundle

Featured slide used on one content page related to your offering; one image on category social gallery with call-to-action click through link; mention in one email per month; one social post per month on Visit Ithaca Instagram (grid or story determined by CVB) or Facebook.

☐ \$250/mo
2 spots
per month