



## 2024 ADVERTISING & PROGRAM OPPORTUNITIES

MAXIMIZE YOUR REACH THROUGHOUT THE  
TRAVEL CUSTOMER JOURNEY

Visit Ithaca, the Ithaca/Tompkins Convention & Visitors Bureau (CVB), is delighted to announce a suite of opportunities to market your business or attraction to visitors. These cost-effective and integrated offerings will provide valuable ways to reach highly qualified customers.

As you're planning your budget and applications for the Tompkins County tourism grants, many of these opportunities would demonstrate collaboration with the CVB, targeting visitor audiences, and trackable marketing programs.

More than a quarter-million visitors, business travelers, meeting planners, conference attendees, new residents, away-from-home college students and Finger Lakes residents will be exposed to your travel guide ad.

Participation criteria:

- All open invoices from 2023 and prior must be cleared before new ad commitments are scheduled.
- Tompkins County based businesses have first right of refusal.
- *Following I LOVE NY matching funds guidelines, advertisers cannot include public officials or political subdivision; support of religious worship, instruction or proselytizing.*

# 90K

## PRINTED GUIDES

ADDITIONAL COOPERATIVE ADVERTISING  
AND PROMOTIONAL OPPORTUNITIES  
INCLUDE:

EVENT SPONSORSHIP  
SEASONAL CAMPAIGNS  
DIGITAL ADVERTISING VISITITHACA.COM  
IN-PERSON LIFESTYLE SHOWS  
TARGETED EMAIL MARKETING  
RADIO UNDERWRITING  
PROGRAMMATIC DIGITAL

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



**17,500**  
**FOLLOWERS**  
+11% from 2021

**144,868**  
**PAGE REACH**



**43,400**  
**FOLLOWERS**  
+8% from 2021

**328,649**  
**PAGE REACH**

**\$5.2 million**  
**economic impact**  
**of leads sent by**  
**CVB in 2022**

2022 Visit Ithaca social stats

# ANNUAL TRAVEL GUIDE

PROMOTING ITHACA/TOMPKINS COUNTY ACROSS  
THE NORTHEAST AND BEYOND

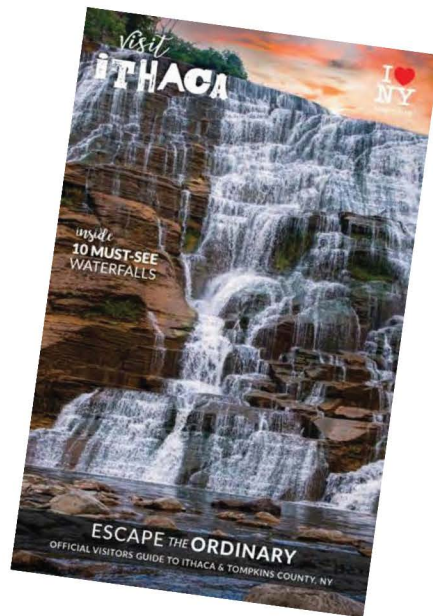
**AD SPACE DEADLINE:** OCTOBER 18, 2023

**MATERIAL DEADLINE:** OCTOBER 25, 2023

**PRINT DATE:** JANUARY 2024

Travel Guide distribution channels include, but are not limited to:  
two CVB-managed Visitors Centers in Tompkins County; Cornell University, Ithaca College, and Tompkins Cortland Community College campuses; local accommodations; various attractions across New York state; NYS thruway locations; PA travel centers; consumer shows & group sales travel trade shows.

- Visit Ithaca directly mails 3,000+ travel guides each year in response to website requests.
- Travel guide is available as a digital flipbook with 4,000+ unique views annually!
- In the first half of 2023, over 800 referrals to partner websites were received from the digital guide.



## SPECIAL EVENT DISTRIBUTION HAS INCLUDED:

PHILADELPHIA FLOWER SHOW  
NEW JERSEY BALLOON FESTIVAL  
THE HUDSON VALLEY FOOD & WINE FEST  
NEW YORK TRAVEL & ADVENTURE SHOW

# FULL PAGE INSIDE FRONT COVER or BACK COVER

## WHAT YOU GET

### 1. FULL PAGE ADVERTISING

You provide the artwork to standout in this premium location inside the front cover of the travel guide.

### 2. DIGITAL BONUS for three months!

Three months featured slide placement on VisitIthaca.com in one category; one social media post share on Facebook and Instagram; an image in the homepage social gallery for three months with call to action (CTA) and click through link directly to your listing or event; and three opportunities for linked spotlight in targeted consumer emails.

**FULL PAGE**  
5.5 X 8.5

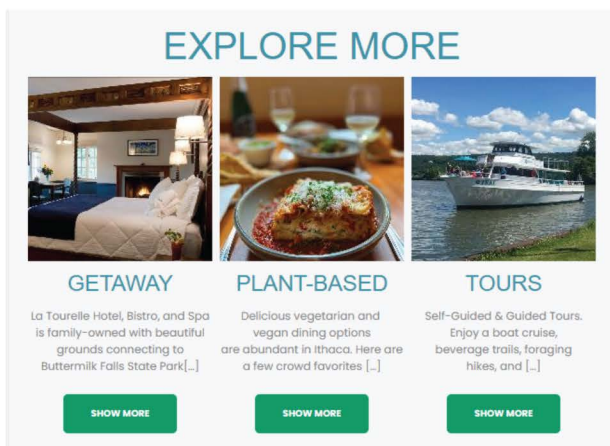
**INSET**  
5 X 8

**FULL BLEED**  
6 X 9

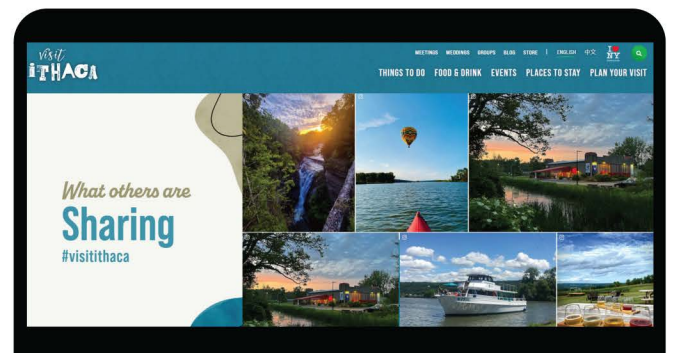
**RATE**  
\$3000.00



Featured slide example



Email spotlight example



Homepage social gallery placement with CTA and click through to your listing!



# FULL PAGE

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## WHAT YOU GET

### 1. FULL PAGE ADVERTISING

You provide the artwork, our team will be sure that it is placed well to showcase your unique offering.

### 2. DIGITAL BONUS

One image in the homepage social gallery for three months with call to action (CTA) and click through link directly to your listing or event; one social media post shared on Instagram and Facebook, and one linked spotlight in a targeted consumer email.

**FULL PAGE**  
5.5 X 8.5

**INSET**  
5 X 8

**FULL BLEED**  
6 X 9

**RATE**  
\$2800.00

# HALF PAGE

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## 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 BONUS

One image in the homepage social gallery for one month with call to action and click through link directly to your listing or event; one social media post shared on Instagram and Facebook, and one linked spotlight in a targeted consumer email.

**HALF PAGE**  
5 X 4

**RATE**  
\$1500.00

# 1/3 PAGE

## WHAT YOU GET

### 1. HALF PAGE ADVERTISING

You provide a high-res image, tagline, and contact information, and our team will layout the ad for you.

### 2. DIGITAL BONUS

One image in the homepage social gallery for one month with call to action (CTA) and click through link directly to your listing or event; one social media post shared on Instagram and Facebook.

4.5 X 2.5

**RATE**  
**\$900.00**



**MOORE FAMILY FARM**  
**WHERE FUN GROWS!**

Outdoor attractions for all ages.  
Make memories worth repeating.

**MOOREFAMILYFUN.COM**  
**info@moorefamilyfun.com**  
**@moore.tree.farm**

# 1/4 PAGE

**RATE**  
**\$450.00**

## LODGING MARKETPLACE

Provide a high res image - include name of accommodation, name of city/town where your physical presence is located. The spotlight may also include one or two of the following: website, Instagram handle, phone number, or email

**Rate includes one dedicated social post.**



**LOCAL HOTEL**

**ReserveARoom.com**

130 E Main St, Ithaca, NY 14850  
ithaca.rooms.com | 607.565.1212

## 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 two of the following: website, Instagram handle, name of dish, beverage or attraction.

**Rate includes one dedicated social post.**



**CRAFT COCKTAILS**

**BAR ARGOS & ARGOS WAREHOUSE**  
argosinn.com  
@barargos | @argoswarehouse



**MODERN. RELAXED.**  
**REFINED.**

**THE STRAND CAFÉ**  
thestrandithaca.com | @thestrandithaca

## DIGITAL AD BUNDLE - \$250 /month

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

### TASTE OF THE FINGER LAKES

Tues, June 13, 2023, 6:30pm

An outdoor soiree featuring 50+ of the Finger Lakes' best restaurants, caterers, wineries, cideries, breweries, distilleries and more[...]

 Ithaca Farmers Market pavilion

SHOW MORE



Example of consumer email spotlight

## FEATURED EVENT PACKAGE - \$100 /week

- Hero banner on [visitithaca.com/events/event-calendar/](https://visitithaca.com/events/event-calendar/) (redirects from ITHACAEVENTS.COM)
- Top placement on the homepage under *See what's happening*
- **Promotional weeks run Monday through Sunday.** Images and event submissions must be received by noon on Thursday prior to the start date.

### **Bonus:** *timing at the discretion of Visit Ithaca*

- Visit Ithaca will spotlight your event in one of the **Wednesday Event** emails sent to all tourism partners
- One social post on Facebook and/or Instagram mentioning your event
- If your event meets the I Love NY's criteria, Visit Ithaca will submit your event to the ILNY event calendar, FingerLakes.org event calendar

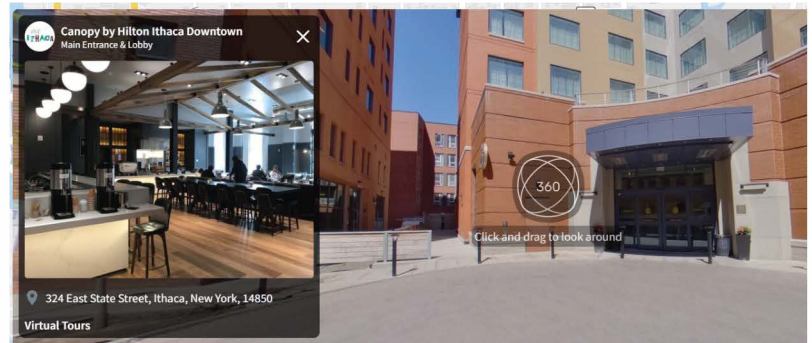
Required: At least one horizontally oriented image 1155 x 499 px (.png or .jpg) or a maximum of 1920 x 1080 px. No vertical photos or photos that feature text or logos, please. The website is responsive, and your image will be resized based on the viewing screen.

# VIRTUAL TOURS

## THRESHOLD 360



**Invest in professional virtual tour assets!** Includes a minimum of three vantage points, 360-degree tours created of your attraction or visitor-ready site. Tours will be uploaded for you to your VisitIthaca.com listing and your Google business listing. An embed code for each tour will be provided to use on your own website, emails, and digital marketing materials. Tours scheduled on a rolling basis. This is new technology with ongoing features and updates.



[View map example for the Ithaca Downtown Conference Center displaying multiple tours.](#)

# WATERFALLS CHALLENGE

## DIGITAL PASS SPONSORSHIP

### Prize co-sponsor:

- One color logo on dry-fit long sleeve shirt
- In-pass digital banner ad linked to your website
- Featured on pass landing page
- One Instagram reel featuring your business or product

### Exclusive shirt sponsor:

All of the above plus a dedicated email to all passholders featuring your business or product, co-branded with Visit Ithaca

### We are accepting additional in-kind prizes

Participating businesses must offer a minimum of 50-100 items depending on value of prize

In 2022 #VisitIthaca Waterfalls Challenge had a total of 2,735 pass sign-ups with 807 active passes (checked into at least one location)



[www.visitithaca.com/things-to-do/waterfalls-challenge2023](http://www.visitithaca.com/things-to-do/waterfalls-challenge2023)



# CONSUMER SHOWS

## TRAVEL & ADVENTURE SHOW IN NYC, JANUARY 27-28, 2024

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)

**Bonus:** Pre-show consumer email to NYC-area contacts with your offering and "Find us at the show"

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## PHILADELPHIA FLOWER SHOW, MARCH 2-10, 2024

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.

**Bonus:** Pre-show consumer email to Philly-area contacts with your offering and "Find us at the show"

# PRINT

## LIFE IN THE FINGER LAKES MAGAZINE

Available issues: March/April 2024 or May/June 2024

Full page premium placement. 30,000+ estimated circulation with paid subscriptions.

Partner receives approximately  $\frac{1}{4}$  page or  $\frac{1}{2}$  page shared ad space, Visit Ithaca to design one cohesive ad.

**Bonus:** Includes highlight on VisitIthaca.com homepage social gallery for one month



Example from previous ad



# WINTER/SPRING CAMPAIGN

## FIND YOUR FLOW RETARGETING

Anticipate 100K monthly impressions for your brand to a highly qualified audience of people who have either visited Tompkins County and/or engaged with Visit Ithaca previously. Reach potential visitors during the shoulder seasons!

- Retargeting digital ad buy includes targeted display ads, social media ads, inclusion in a shared video ad on social, inclusion in email campaign. Ad design is co-branded with Visit Ithaca and designed by Visit Ithaca.
- All participating partners will be included on a landing page for the duration of the campaign.

Participating partners will provide 1-3 images for consideration and work with Visit Ithaca to develop a tagline message and/or call-to-action (CTA).



Banner ad mock-up

## CONNECTED TV (CTV) VIDEO ADVERTISING AVAILABLE

Reach out to us and we can assist with customizing your package based on your assets and goals.

# RADIO & DIGITAL

## WBFO NPR Buffalo/Toronto CAMPAIGN

**10-week or 5-week campaign** on WBFO public radio Includes five 15 second Radio Billboards on WBFO four 30 second donuts spots co-branded with Visit Ithaca five 15 second Radio Billboards on WNED Classical; 1 month sponsorship on WBFO The Bridge mobile app with audio message and display ad on screen during pre-roll message;

**Digital bonus:** co-branded digital banner in member Passport newsletter with 28,500+ subscribers and a 29-50% open rate; dedicated email highlighting your attraction or event to Visit Ithaca's consumer contacts in the Buffalo and Toronto market (expanded audience available upon request)

**WBFO n p r**

Buffalo • Toronto Public Media

88.7 FM Buffalo

91.3 FM Olean

88.1 FM Jamestown

Buffalo/Toronto Public Media reaches  
135K weekly radio impressions  
+ 200K monthly digital impressions (2022)

More about NPR

*NPR listeners are devoted followers of the arts and are also much more likely to participate in cultural and educational events than the average American.*

*"75% of public radio listeners hold a more positive opinion of a company when they learn it supports public radio."*

# MEETINGS, EVENTS, GROUPS

Meetings, events, and groups are important for our destination as attendees will eat, shop, play, and stay in Ithaca and Tompkins County, creating a positive economic impact for our partners. We are excited for the many opportunities to engage with this audience.

*Please note that if you are interested in hosting a group, your business should be able to accommodate a minimum of 30 people.*

## Gorges Gift Boxes

This client appreciation program helps our destination stay top of mind with meeting planners while highlighting products made/grown throughout Tompkins County!

- Provide in-kind or discounted products or services.

## Client Appreciation Events

Each year, Visit Ithaca collaborates with our local tourism partners as well as our colleagues from the NYS Destination Marketing Organizations Association to plan and host client appreciation events. In the past, we have hosted meeting planners and association executives at exclusive locations such as Prime at Saratoga National Golf Club and the Cornell Club in NYC.

- Attend an event in partnership with Visit Ithaca - a great opportunity to build client relationships!
- Donations for raffle prizes – examples include overnight hotel stay, F&B gift card, tickets to an attraction or experience
- Swag for attendee giveaways

## Sales Missions

Visit Ithaca plans and execute Sales Missions in the Spring and/or Winter in various regions of NY State including Albany and NYC with our local tourism partners. Sales Missions give us the opportunity to meet one-on-one with meeting planners and share updates and exciting news from our destination.

- Participate in a Sales Mission for an opportunity to identify new clients and nurture existing relationships.
- Donations for raffle prizes – examples include overnight hotel stay, F&B gift card, tickets to an attraction or experience
- Swag for attendee giveaways



Pride theme box



NYC Sales Mission



# MEETINGS, EVENTS, GROUPS

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## ESSAE and MPI Events & Sponsorships

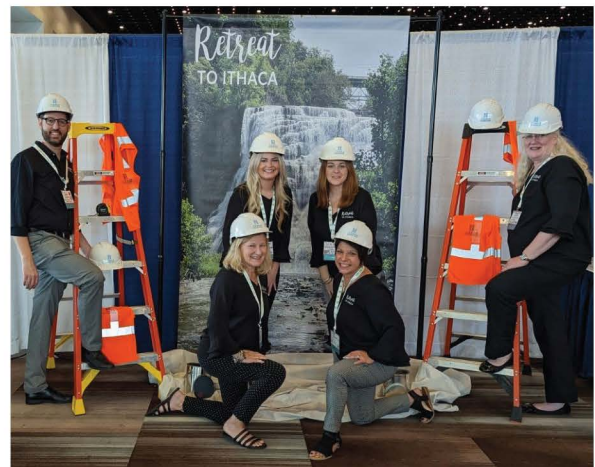
The Empire State Society of Association Executives (ESSAE), founded in 1979, is a network of more than 400 professional association executives from trade, business, and professional associations in New York State. ESSAE, an allied member of the American Society of Association Executives (ASAE), fosters idea exchange among its members and promotes high professional standards in association management.

Meeting Professionals International (MPI) is the global leader in the meeting and event industry. With 60,000 professionals in over 90 chapters across 19 countries, MPI provides education, networking, and business opportunities. Our Upstate NY chapter includes the Capital and Niagara Regions, North Country, Mohawk Valley, Central & Western NY, the Southern Tier, and the Mid-Hudson region. We also have members in PA, NJ, OH, MA and VT!

- ESSAE Annual Tradeshow and Conference [June 2024 in Albany](#)
  - Participate with Visit Ithaca as an exhibitor at the tradeshow for an opportunity to engage with association executives
- ESSAE Triple M - Meetings, Membership & Marketing Institute [March 2024 in Albany](#)
- ESSAE Harvest Highlight Educational Event October 2024 in Albany
- ESSAE Holiday Celebration December 2024 in Albany
- MPI Annual Awards Gala Spring 2024 Saratoga Springs
- MPI Fall Focus Signature Education Event November 2024 (event rotates around state)
  - Attend an event with Visit Ithaca for valuable education and networking opportunities
- Year-Round Opportunities
  - Take advantage of a Co-op Sponsorship with Visit Ithaca for additional exposure
  - Donations for raffle prizes – examples include overnight hotel stay, F&B gift card, tickets to an attraction or experience
- Swag for attendee giveaways



MPI Gala



ESSAE Tradeshow



# EVENT SPONSORSHIP

## ITHACA LOVES TEACHERS

**2,700 teachers**  
with guests engaged in the  
annual  
**Ithaca Loves Teachers**  
program in February 2023

Ithaca Loves Teachers celebration recognizes public and college educators, support staff, educational administrators, public school employees, school district retirees, and their guests. The celebration happens all over Tompkins County (and beyond), with over 175 participating businesses. The event continues to offer: discounted lodging, dining, shopping, and activities throughout Tompkins County.

	Presenting Sponsor	District Sponsor	Head of the Class	Media Sponsor	Gold Star Sponsor	Silver Star Sponsor	Extra Credit Sponsor
	\$15,000	\$10,000	\$5,000	\$5,000	\$2,000	\$1,000	\$350
	1 available	1 available	2 available	2 available	2 available	4 available	6 available
<i>Featured Deal on Digital Pass</i>	x	x	x	x	x	x	x
<i>Dedicated Social Media Post(s)</i>	x	x	x	x	x	x	x
<i>Advertising with Cayuga Radio Group</i>	x	x	x	x	x	x	
<i>Business/offering listed in at least one teacher email</i>	x	x	x	x	x	x	
<i>Feature on landing page</i>	x	x	x	x	x		
<i>Deal/offering highlighted in one teacher email with image</i>	x	x	x	x	x		
<i>Logo'd Festival Promotional Item Ordered &amp; Included in Giveaway</i>	Tier 1	Tier 2	Tier 3				
<i>Logo in all teacher email communications</i>	x	x		x			
<i>Logo on Print Marketing Materials &amp; Teacher Gift Giveaway</i>	x						

Do you have questions about Ithaca Loves Teachers or ideas to share? Please contact [Jodi@VisitIthaca.com](mailto:Jodi@VisitIthaca.com)



## PROGRAM RESERVATION FORM

Submit to [Erin@VisitIthaca.com](mailto:Erin@VisitIthaca.com)

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

### PRINT WITH DIGITAL BONUS - VISIT ITHACA TRAVEL GUIDE

- ☐ \$3,000
- ☐ \$2,800
- ☐ \$1,500
- ☐ \$900
- ☐ \$450

**Annual Travel Guide Inside Front or Back Cover**

**Annual Travel Guide Full Page**

**Annual Travel Guide Half-Page**

**Annual Travel Guide Third-Page - template design**

**Annual Travel Guide Quarter-Page - template design**

All Travel Guide ad commitments must be received by October 18, 2023

### VISITITHACA.COM DIGITAL ADVERTISING BUNDLE

- ☐ \$250 /MONTH

**Limited to two partners per month.**

(Available on a rolling basis)

**MONTHS:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### ITHACAEVENTS.COM - FEATURED EVENT PACKAGE

- ☐ \$100 /WEEK

Rolling event sign-up, week runs Monday through Sunday. It's best to reserve your spot at least 30 days in advance; individual events may run for up to 3 weeks.

Use this link to schedule [calendly.com/visitithaca/sponsoredevent](https://calendly.com/visitithaca/sponsoredevent) or contact [Jordan@VisitIthaca.com](mailto:Jordan@VisitIthaca.com)

### VIRTUAL TOURS - THRESHOLD 360

- ☐ \$500

**One session of shooting for professional 360-degree video tour and embed codes**

(Available on a rolling basis)



PROGRAM RESERVATION FORM  
Submit to [Erin@VisitIthaca.com](mailto:Erin@VisitIthaca.com)

VISIT ITHACA WATERFALLS CHALLENGE DIGITAL PASS

- ☐ in-kind
- ☐ \$2,500
- ☐ \$1,500

**Prize offer to passholder** (check if you are interested in learning more)

**Exclusive shirt sponsor** (deadline Nov. 15, 2023)

**Shirt or prize co-sponsor** (deadline Nov. 15, 2023)

CONSUMER TRADE SHOWS

- ☐ \$850 + Travel
- ☐ \$500 + Travel

**Travel & Adventure Show in NYC - 2 days**

**Philadelphia Flower Show - 1 day**

PRINT WITH DIGITAL BONUS - LIFE IN THE FINGER LAKES

- ☐ \$850
- ☐ \$475
- ☐ \$850
- ☐ \$475

**Half-Page March/April**

**Quarter-Page March/April**

**Half-Page May/June**

**Quarter-Page May/June**

WINTER/SPRING DIGITAL CAMPAIGN

- ☐ \$5,000
- ☐ \$7,200
- ☐ \$500

**4 months co-branded digital ad package, 5 months featured on campaign landing page**

**4 months co-branded digital ad package, 5 months featured on campaign landing page plus 3 months of CTV advertising**

**5 months on VisitIthaca.com campaign landing page, plus one email spotlight**

Campaign ad commitments must be received by December 1, 2023; billed in 2024

RADIO WITH DIGITAL BONUS - WBFO NPR BUFFALO/TORONTO

- ☐ \$2800
- ☐ \$1500

**10 week co-branded campaign in 2024 + mobile app pre-roll with digital display**

**5 week co-branded campaign in 2024**

Final schedule determined upon ad commitment





## PROGRAM RESERVATION FORM

Submit to [Erin@VisitIthaca.com](mailto:Erin@VisitIthaca.com)

Opportunities for businesses ready to connect with meetings, events, and groups will be made available throughout the year. Please indicate your interest and we will help you plan for best exposure.

### GORGES GIFT BOXES



**In-Kind**

**Provide products or services**

### CLIENT APPRECIATION EVENTS



**\$500 + Travel**

**Attend an event in partnership with Visit Ithaca**



**In-Kind**

**Donations for raffle prizes**



**In-Kind**

**Swag for attendee giveaways**

### SALES MISSIONS



**\$300 + Travel**

**Participate in a Sales Mission with Visit Ithaca**



**In-Kind**

**Donations for raffle prizes**



**In-Kind**

**Swag for attendee giveaways**

### ESSAE and MPI EVENTS



**\$850 + Travel**

**ESSAE Tradeshow June 2024 in Albany**



**\$150 + Travel**

**ESSAE Triple M March 2024 in Albany**



**\$150 + Travel**

**ESSAE Harvest Highlight October 2024**



**\$150 + Travel**

**ESSAE Holiday Party December 2024**



**\$150 + Travel**

**MPI Awards Gala Spring 2024**



**\$225 + Travel**

**MPI Fall Focus Fall Conference 2024**



**In-Kind**

**Raffle Donation**



**In-Kind**

**Swag for attendee giveaways**



**Range of options**

**Co-Op Sponsorship**



PROGRAM RESERVATION FORM  
Submit to [Erin@VisitIthaca.com](mailto:Erin@VisitIthaca.com)

PLEASE SEE PROSPECTUS FOR ITHACA LOVES TEACHERS SPONSORSHIP DETAILS

#### ITHACA LOVES TEACHERS SPONSORSHIP

<input type="radio"/>	\$15,000	Presenting
<input type="radio"/>	\$10,000	District
<input type="radio"/>	\$ 5,000	Head of the Class
<input type="radio"/>	\$ 5,000	Media
<input type="radio"/>	\$ 2,000	Gold Star
<input type="radio"/>	\$ 1,000	Silver Star
<input type="radio"/>	\$ 350	Extra Credit

### More opportunities in 2024!

TOTAL SOLAR ECLIPSE - April 8, 2024

Learn why this is a big deal [rochestereclipse2024.org/eclipse-quick-facts/](https://rochestereclipse2024.org/eclipse-quick-facts/)

To share promotional ideas or for info on bus transportation, contact [Rob@VisitIthaca.com](mailto:Rob@VisitIthaca.com)

ITHACA DOWNTOWN CONFERENCE CENTER - Opens Q2 2024

For more info, contact [Lisa@VisitIthaca.com](mailto:Lisa@VisitIthaca.com)



ITHACA/TOMPKINS COUNTY  
CONVENTION & VISITORS BUREAU

## PROGRAM RESERVATION FORM

Submit to [Erin@VisitIthaca.com](mailto:Erin@VisitIthaca.com)

Please complete the form below to reserve your advertising after selecting your options on previous page. Please note some opportunities have specific deadlines and some are available on a rolling bases. After receiving your form, Visit Ithaca will reach out to coordinate development of creative.

### AD/MARKETING CONTACT

BUSINESS:

NAME & TITLE:

EMAIL:

PHONE:

### DATE SUBMITTED

### BILLING CONTACT

NAME:

EMAIL:

PHONE:

MAILING ADDRESS:

CITY:

STATE:

ZIP:

### PAYMENT INFO

Visit Ithaca will mail invoices. Payment by check is preferred. To pay by credit card, you will need to pre-arrange a time to call our office with your payment info.

Please make checks payable to:  
Ithaca/Tompkins County Convention & Visitors Bureau  
**124 Brindley St, Ithaca, NY 14850**

### TOTAL TRAVEL GUIDE ADVERTISING

\$

### ITHACA LOVES TEACHERS SPONSORSHIP

\$

### TOTAL ADDITIONAL PROGRAMS

\$

### PRINT 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 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**

### NOTES