



Additional 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, including I LOVE NY guidelines. Additional advertising and complimentary promotional opportunities are made available on a rolling basis throughout the year. (updated February 2026)

**VISIT ITHACA TRAVEL GUIDE AND DIGITAL FLIP BOOK**

<input type="radio"/> \$3,000	<b>Annual Travel Guide Inside Front</b>	New, larger ad sizes for 2026! Ad commitment due March 16, artwork due March 24.
<input type="radio"/> \$2,750	<b>Annual Travel Guide Full Page</b>	
<input type="radio"/> \$2,000	<b>Annual Travel Guide Half-Page Back Cover</b>	
<input type="radio"/> \$1,500	<b>Annual Travel Guide Half-Page</b>	
<input type="radio"/> \$500	<b>Annual Travel Guide Quarter-Page</b> (Template design available for restaurants & lodging)	

**VISITITHACA.COM DIGITAL**

<input type="radio"/> \$275 /MONTH	<b>Digital Ad Bundle</b> (Available on a rolling basis) <b>MONTHS:</b> -----
<input type="radio"/> \$250 /MONTH	<b>Social Short Video Collaboration</b> (Available on a rolling basis) <b>MONTHS:</b> -----
<input type="radio"/> \$200 /MONTH	<b>Social Post and Email Feature</b> (Available on a rolling basis) <b>MONTHS:</b> -----

**ITHACAEVENTS.COM - FEATURED EVENT PACKAGE**

<input type="radio"/> \$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 <a href="https://calendly.com/visitithaca/sponsoredevent">calendly.com/visitithaca/sponsoredevent</a>
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**MEETINGS, EVENTS, GROUPS**

<input type="radio"/> In-kind	<b>Show your badge conference discounts, group incentives &amp; itineraries.</b> (check if you are interested in learning more)
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**VISIT ITHACA DIGITAL PASS**

<input type="radio"/> In-kind	<b>Prize offer to passholders</b> (check if you are interested in learning more)
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CONSUMER TRADE SHOWS

<input type="radio"/>	\$850	Travel & Adventure Show in NYC - 2 days in January (travel expenses not included)
<input type="radio"/>	\$500	Philadelphia Flower Show - 1 day in March (travel expenses not included)

PRINT WITH DIGITAL BONUS - LIFE IN THE FINGER LAKES

<input type="radio"/>	\$475	Quarter-Page Jan/Feb	<input type="radio"/>	\$475	Quarter-Page July/Aug
<input type="radio"/>	\$850	Half-Page Jan/Feb	<input type="radio"/>	\$850	Half-Page July/Aug
<input type="radio"/>	\$475	Quarter-Page March/April	<input type="radio"/>	\$475	Quarter-Page Sept/Oct
<input type="radio"/>	\$850	Half-Page March/April	<input type="radio"/>	\$475	Quarter-Page Nov/Dec
<input type="radio"/>	\$475	Quarter-Page May/June			
<input type="radio"/>	\$850	Half-Page May/June			

VIRTUAL TOURS - THRESHOLD 360

<input type="radio"/>	\$150	Updated shoot (Available on a rolling basis)
<input type="radio"/>	\$300	First session of shooting for professional 360-degree video tour and embed codes (Available on a rolling basis)

ITHACA LOVES TEACHERS SPONSORSHIP February 13-28, 2026

<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



PROGRAM RESERVATION FORM

Submit to 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. All open invoices must be paid prior to 2026 participation.

SALES/AD/MARKETING CONTACT

BUSINESS:

DATE SUBMITTED:

NAME & TITLE:

EMAIL:

PHONE:

BILLING CONTACT

PAYMENT INFO

NAME:

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.

EMAIL:

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

PHONE:

MAILING ADDRESS:

CITY:

STATE:

ZIP:

TOTAL TRAVEL GUIDE ADVERTISING\*

\$ [input field]

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

ITHACA LOVES TEACHERS SPONSORSHIP

\$ [input field]

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

TOTAL ADDITIONAL PROGRAMS

\$ [input field]

NOTES

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