

2025 ADVERTISING AND PROGRAM OPPORTUNITIES

Visit
ITHACA

- ✓ Reach new markets
- ✓ Find new audiences
- ✓ Leverage your marketing investments



AMPLIFY YOUR MESSAGE BY PARTNERING WITH VISIT ITHACA!

Invest with Visit Ithaca, the Ithaca/Tompkins Convention & Visitors Bureau (CVB), to market your business or attraction to visitors. These cost-effective and integrated offerings will provide valuable ways to reach highly qualified customers at different stages of their travel planning journey.

When considering Tompkins County Tourism Program grant applications, many of these opportunities demonstrate collaboration with the CVB to targeted visitor audiences, with trackable marketing programs.


You'll find the following advertising & program opportunities. Please reach out to us with questions.

- Annual Travel Guide
- Digital paid features on visitithaca.com
- Social collaborations with @visitithaca
- Lifestyle expos, NYC and Philadelphia
- Co-op advertising - print, digital, audio
- Ithaca Loves Teachers 2025 Sponsorship
- Meetings, Groups, Events - co-op advertising
- Meetings, Group, Events - tradeshows and sales missions




Visitithaca.com
over 550,000
sessions annually
 with over 60,000 outbound
 clicks/referrals to tourism
 partner websites!

Over 76,000
visitor touchpoints
 includes walk-in traffic to
 visitor centers, off-site
 tabling at events,
 web chat/phone/email


21K
FOLLOWERS
 24.6K content interactions

127.6K
EST REACH


44.2K
FOLLOWERS
 42.5K content interactions

1.3M
EST REACH

2023 Visit Ithaca social stats

ANNUAL TRAVEL GUIDE PRINT AND DIGITAL FLIPBOOK

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

AD SPACE DEADLINE: NOVEMBER 12, 2024

MATERIAL DEADLINE: NOVEMBER 20, 2024

PRINT DATE: FEBRUARY 2025

90K

PRINTED GUIDES

DISTRIBUTION:

52% out-of-market*

22% Tompkins County attractions & lodging

13% Visit Ithaca visitor centers

8% Cornell/Ithaca College

5% Local events & meetings

*consumer lifestyle shows; fulfilling website requests; contracted bulk distribution



IthacaNYTravelGuide.com

Travel guide is available as a digital flipbook with 4,000+ unique views annually! All ads are linked to advertiser's websites.

Participation criteria: All open invoices from 2024 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.

OUT-OF-MARKET TRAVEL GUIDE DISTRIBUTION INCLUDES

POPULAR LIFESTYLE SHOWS SUCH AS:

PHILADELPHIA FLOWER SHOW

NEW JERSEY BALLOON FESTIVAL

THE HUDSON VALLEY FOOD & WINE FEST

NEW YORK TRAVEL & ADVENTURE SHOW

ANNUAL TRAVEL GUIDE FULL PAGE INSIDE FRONT COVER OR BACK COVER

WHAT YOU GET

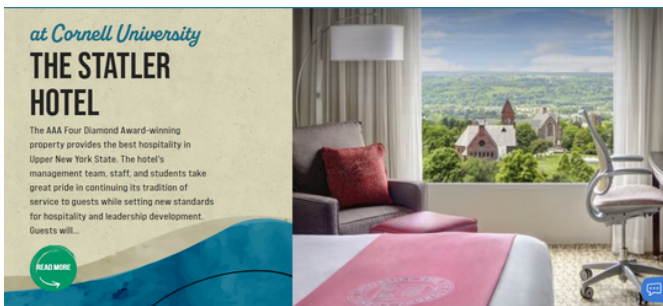
1. FULL PAGE ADVERTISING

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

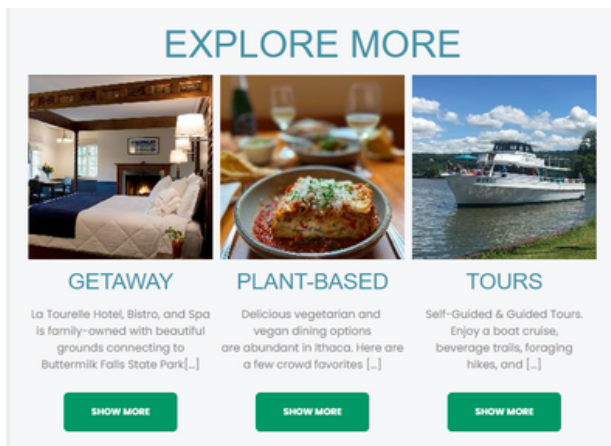
DIGITAL BONUS PACKAGE for three months!

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.

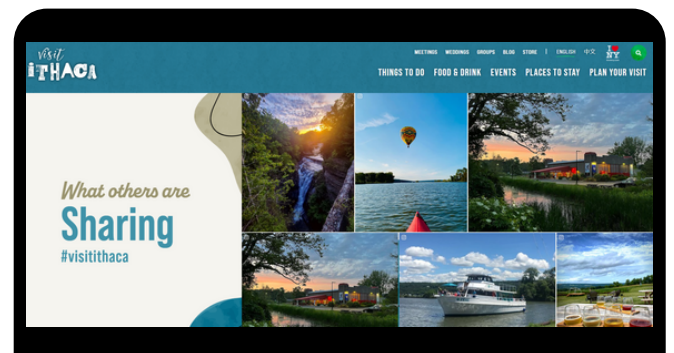
FULL PAGE 5.5 X 8.5	RATE \$3000.00
INSET 5 X 8	
FULL BLEED 6 X 9	



Featured slide example



Email spotlight example



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

ANNUAL TRAVEL GUIDE ADDITIONAL AD SIZES

Full page and Half page advertisers receive the digital bonus for 3 months, Third and Quarter page advertisers receive the digital bonus for 1 month

DIGITAL BONUS included with all paid print advertising:

Your ad hyperlinked in digital travel guide; one social media post mention on Facebook and/or Instagram; an image in the homepage social gallery with call to action (CTA) and click through link directly to your listing or event.

FULL PAGE 5.5 X 8.5 INSET 5 X 8 FULL BLEED 6 X 9	RATE \$2800.00
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HALF PAGE	RATE \$1500.00
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THIRD PAGE with template

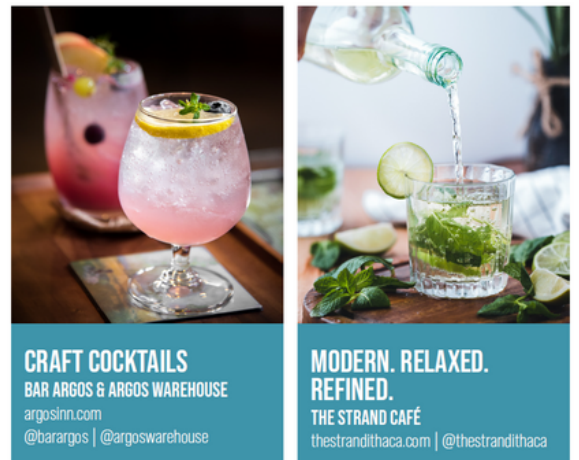
You provide a high-res image, tagline, and contact information, and our team will layout the ad for you.



4.5 X 2.5	RATE \$900.00
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QUARTER PAGE SPOTLIGHT with template

Provide a high res image, name of **accommodation or food/bev business**, and location. The spotlight may also include one or two of the following: website, Instagram handle, phone number, or email.



RATE \$450.00

GREAT VALUE! Drive traffic to your site.

**Visitithaca.com generates
over 550,000 sessions
annually**
with over 60,000 outbound clicks/referrals
to tourism partner websites!

DIGITAL AD BUNDLE


\$275/month

- Featured slide placed 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) 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

hotel, spa, bistro LA TOURELLE

Whether you're looking for an upscale retreat or convenience to downtown, La Tourelle is the answer. Family-owned and operated, you'll always be met with a warm smile. With 70 acres to explore and a garden filled with produce and herbs that keeps the bistro and garden well-supplied, the experience...

READ MORE



Example of featured slide on Visitithaca.com

FEATURED EVENT PACKAGE - \$100 /week

- Hero banner on 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.

Bonus:

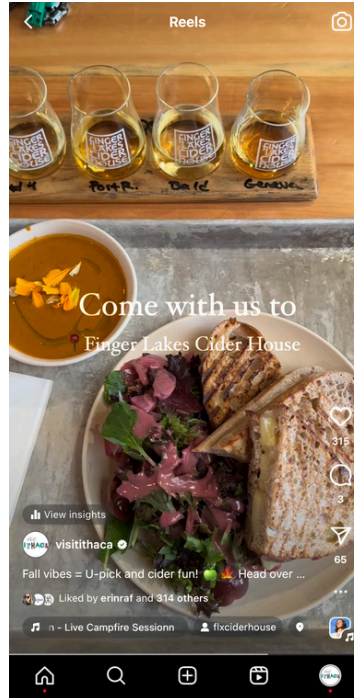
- Visit Ithaca will spotlight your event in a Wednesday Event emails sent to all tourism partners and in one social post
- Required: At least one horizontally oriented image 1155 x 499 px (.png or .jpg) or a maximum of 1920 x 1080 px., no logos or text overlay.

SOCIAL COLLABORATION @VISITITHACA

Showcase your business through our socials!

SOCIAL VIDEO COLLABORATION \$250 /video 10 total spots available per year

- Visit Ithaca collaborates with you to create a short video to highlight your business
- Instagram Reel and/or TikTok
- Instagram Story
- Includes one month with an image on a social gallery with CTA click through link
- Final content produced by Visit Ithaca



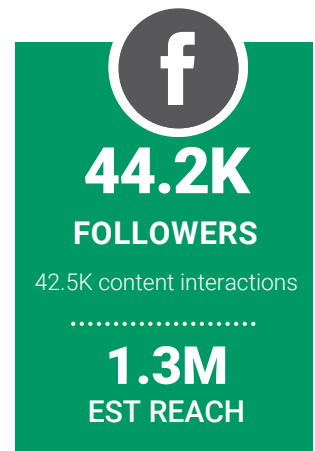
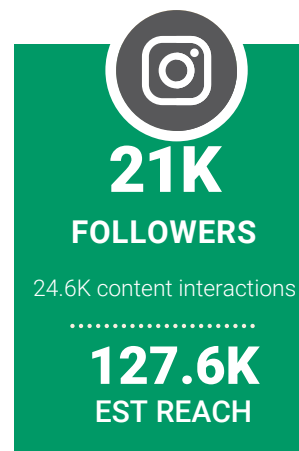
Example of video to highlight your business



Example of static Instagram carousel to highlight your business

SOCIAL POST + EMAIL FEATURE \$200 each 8 total spots available per year

- Provide 3-6 images to include in a static Instagram carousel post
- Visit Ithaca works with you to curate your message
- One linked image included in a Visit Ithaca seasonal themed consumer email to targeted segment
- Includes one month with an image on a social gallery with CTA click through link
- Final content produced by Visit Ithaca

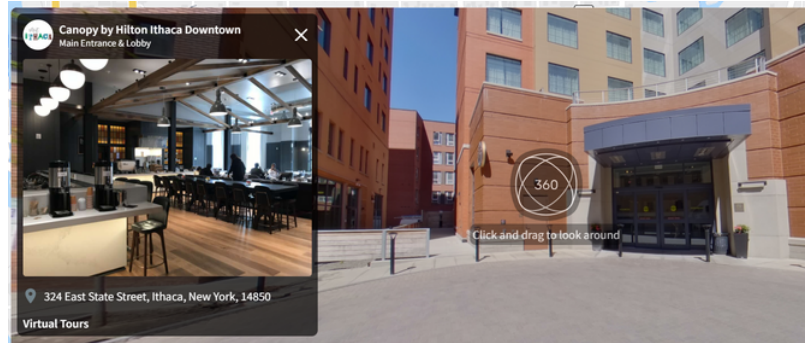


2023 Visit Ithaca social stats

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.](#)

\$500 per location includes multiple vantage points

DIGITAL PASS SPONSORSHIP

[Waterfalls Challenge](#) or [Art Seek](#) mobile passes

In-kind prize sponsorship

- In-pass digital banner ad linked to your website
- Featured on pass landing page
- One Instagram reel featuring your business or product

Visit Ithaca offers two different gamified mobile passes. Participants earn points by checking into to waterfalls, or finding

Prizes drive people to your business!

Participating businesses must offer a minimum of 10-100 items depending on value of prize. Prizes may include a physical items or special offer at your business.



In 2023 Visit Ithaca had a total of 2,900 pass sign-ups, with 2,600 deal/prize redemptions across all passes!

LIFESTYLE EXPOS

TRAVEL & ADVENTURE SHOW IN NYC JANUARY 25-26, 2025

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”

Travel & Adventure Show in NYC, tabling for 2 days \$850

Travel and accommodation expenses are on your own.
Ride sharing with Visit Ithaca may be available.



PHILADELPHIA FLOWER SHOW MARCH 1-9, 2025

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”

Philadelphia Flower Show, tabling for 1 day \$500

Travel and accommodation expenses are on your own.
Ride sharing with Visit Ithaca may be available.



CO-OP ADVERTISING

LIFE IN THE FINGER LAKES MAGAZINE

Available issues:

Jan/Feb		
March/April	Half-Page	\$850
July/August	Quarter-Page	\$475
September/October		
November/December		

Premium placement at a negotiated rate! 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.

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



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 WBFO member Passport newsletter with 28,500+ subscribers; dedicated email highlighting your attraction or event to Visit Ithaca’s consumer contacts in the Buffalo and Toronto market (expanded audience available upon request)

10 week co-branded campaign	\$2800
5 week co-branded campaign	\$1500



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.”

SIGNATURE EVENT SPONSORSHIP

Ithaca Loves Teachers 20th Anniversary Celebration February 14-28, 2025

2,600 teachers
with guests engaged in the
Ithaca Loves Teachers program in
February 2024
with an estimated
economic impact of
\$301K!

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 across Tompkins County (and beyond), and has had over 120 participating businesses annually. 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 & 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 & Teacher Gift Giveaway</i>	x						

Do you have questions about Ithaca Loves Teachers or ideas to share? Please contact Jodi@VisitIthaca.com

MEETINGS, EVENTS, GROUPS

Meetings, events, and groups are important for our destination as attendees will eat, shop, play, and stay in our destination expected to drive nearly \$150 million in NEW spending in Tompkins County over the next twenty years. Visit Ithaca spearheads planning and logistics of these sales initiatives while partners receive cost-sharing benefits and amplified exposure in targeted markets.

Digital & Print campaigns enhance exposure while leveraging the investment by Visit Ithaca. It's an economical way to stay top-of-mind with planners as a premier destination for meetings and events.

Industry Publications

Boost visibility through top-tier industry platforms, Northstar and BizBash, two powerhouses in the meetings industry. Take advantage of our co-op pricing to amplify your reach at a fraction of the cost with exclusive digital and print ad placements implemented to support Visit Ithaca's participation in Northstar's Destination East and BizBash's Connect NYC & Connect DC, high-impact appointment trade shows.



- Northstar M&C Magazine reaches 55,000+ decision-makers across the meetings and conventions industry, and the Destination East hosted-buyer show attracts over 200 pre-qualified hosted buyers from key markets like NYC and DC.



- BizBash influences a wide audience of event professionals, with their digital magazine and event newsletters reaching over 150,000 subscribers, including a strong presence in the Northeast with tradeshows in major markets like NYC and DC.

Co-op rates for Northstar M&C and BizBash per Participating Partner

Contact Lisa@VisitIthaca.com for more information on reserving an industry publication ad.

	1 Partner	2 Partners	3 Partners	4 Partners
Dedicated E-Blast: A single email focused entirely on our message, sent to an audience that has opted in to receive communications.	\$5,000	\$3,500	\$2,750	\$2,000
Newsletter Insertion: A content snippet placed within a regularly scheduled newsletter alongside other editorial content.	\$2,500	\$2,000	\$1,500	\$1,000
Dedicated Blog Post: A blog article curated by Visit Ithaca which will live on the hosting site.	\$3,500	\$2,500	\$2,000	\$1,500
Full-Page Ad: A full-color ad in either publication.	\$3,000	\$2,000	\$1,700	\$1,300
Two-Page Advertorial: A two-page feature that combines advertising with editorial content, presenting a promotional message in the style of a regular article.	\$6,000	\$4,500	\$3,000	\$2,500

MEETINGS, EVENTS, GROUPS

Regional Publication:

Life in the Finger Lakes print ad Meetings & Group focus

Two-page co-op advertorial co-op with Visit Ithaca highlighting the beauty and versatility of our region as a meetings destination. Strategic placement during high-visibility times such as commencement and reunion targeting parents and alumni.



Half-Page March/April	\$850
Quarter-Page March/April	\$475
Half-Page May/June	\$850
Quarter-Page May/June	\$475

Tradeshows & Sales Missions

- Exhibit at tradeshows in participation with Visit Ithaca and other Tompkins County partners to engage with association executives.
- Partner exclusively with Visit Ithaca at various appointment and exhibition shows to build relationships with meeting planners and executives.
- Participate in Sales Missions during Q1 or Q4 to engage with planners in convenient and enticing locations in targeted areas such as NYC, DC, and Albany.



EVENT:	WHEN/WHERE:	REGISTRATION:	IN-KIND OPPORTUNITIES:
NYSAE Tradeshow	February, NYC	\$1000	Attendee SWAG
Sales Mission	Q1 or Q4, NYC or DC	\$750	Client Gifts & Raffle Prizes
Connect NYC	March, NYC	\$2600	Appointment Giveaways from Visit Ithaca
NYSDMO Client Event	May, Albany	DMO only	Big Gorges Giveaway Basket Items
ESSAE Tradeshow	June, Albany	\$1000	Attendee SWAG
Destination East	October, TBD	\$2000	Appointment Giveaways from Visit Ithaca
Connect DC	November, DC	\$2600	Appointment Giveaways from Visit Ithaca

All travel expenses are the responsibility of the individual partner.

MEETINGS, EVENTS, GROUPS

ESSAE & MPI Networking and Educational Events

- 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.
- 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 boasts 106 members with a net member growth of 34.18% as of Sept 2024. MPI Chapters typically average 2% net-member growth – we are being nominated for a RISE Award for our outstanding recruiting and retention rate.



EVENT:	WHEN/WHERE:	REGISTRATION:	IN-KIND OPPORTUNITIES:
ESSAE Meetings, Membership, Marketing	March, Albany	\$150	--
MPI Spring Networking	Piggyback on ESSAE	\$35	--
MPI Awards Gala	April, Saratoga	\$150	Silent Auction
ESSAE Harvest Highlight	October, Albany	\$150	--
MPI Fall Networking	Piggyback on ESSAE	\$35	--
MPI Fall Focus	November, TBD	\$225	Silent Auction
ESSAE Holiday Party	December, Albany	\$125	--
MPI Holiday Coffee & Connections	Piggyback on ESSAE	\$35	--

All travel expenses are the responsibility of the individual parter.

Additional Meeting Sales Sponsorship Opportunities

MPI & ESSAE offer additional event sponsorship opportunities which Visit Ithaca frequently looks for partners to collaborate with. Organizations would need to be a member to sponsor individually, but can gain access to exposure by cost sharing with Visit Ithaca.



MPI Fall Focus & Gala Sponsorships

Event Sponsor	\$5,000
Keynote	\$3,500
Breakfast/Lunch	\$2,500
Signature Beverage	\$2,000
Education Session	\$1,500
Registration	\$1,000
SWAG Bag Inclusion	\$500

ESSAE Tradeshow Sponsorships

Keynote	\$6,000
Parking or Reception	\$5,000
CEO Roundtable	\$3,000
Education Session	\$3,000
Lanyards or Tote Bags	\$2,000
Coffee Break	\$1,500
SWAG Bag Inclusion	\$500

ESSAE Educational Sponsorships

Keynote	\$2,500
Lunch & Learn	\$1,500
Coffee Break	\$1,500
Workshop	\$2,500
Networking Break	\$750

MEETINGS, EVENTS, GROUPS

Incentives, In-Kind and Itineraries

“Show Your Badge” Program

Promote your business and drive traffic to your door by creating a special offer for conference attendees. All offers are available to view at visitIthaca.com/show-your-badge. Conference attendees are provided a QR code directing them to the listing page.

International FAM Tours

Provide complimentary lodging, dining, or attraction tickets for 5-15 high-value international travel professionals from key markets like New Zealand, and Germany.

Domestic Tour Operator FAM Tours

Motorcoach groups bring volume tourism to the region with groups of 25-50. You can showcase your product to tour operators and visitors alike by participating in group FAMs, including full-county and day trips to highlight the region.

- Group pricing or other special offers are appreciated when complimentary is not an option.

Hosting

Visit Ithaca will connect your business with groups of 10-100 people whose needs, expectations, and values match yours. This is an opportunity to showcase your product or service to a targeted, captive audience.

- Hosting requests can include complimentary or discounted:
 - Meeting space
 - Amenities
 - Retail Merchandise
 - Food & Beverage
 - Attraction passes





PROGRAM RESERVATION FORM
Submit to Erin@VisitIthaca.com

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. Additional advertising and complimentary promotional opportunities are made available on a rolling basis throughout the year.

PRINT WITH DIGITAL BONUS - VISIT ITHACA TRAVEL GUIDE

<input type="radio"/>	\$3,000	Annual Travel Guide Inside Front or Back Cover
<input type="radio"/>	\$2,800	Annual Travel Guide Full Page
<input type="radio"/>	\$1,500	Annual Travel Guide Half-Page
<input type="radio"/>	\$900	Annual Travel Guide Third-Page - template design
<input type="radio"/>	\$450	Annual Travel Guide Quarter-Page - template design
All Travel Guide ad commitments must be received by November 12		

VISITITHACA.COM DIGITAL

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

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 calendly.com/visitithaca/sponsoredevent
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VIRTUAL TOURS - THRESHOLD 360

<input type="radio"/>	\$500	One session of shooting for professional 360-degree video tour and embed codes (Available on a rolling basis)
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VISIT ITHACA DIGITAL PASS

<input type="radio"/>	In-kind	Prize offer to passholder (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 (travel expenses not included)
<input type="radio"/>	\$500	Philadelphia Flower Show - 1 day (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"/>	\$850	Half-Page Sept/Oct
<input type="radio"/>	\$475	Quarter-Page May/June*	<input type="radio"/>	\$475	Quarter-Page Nov/Dec
<input type="radio"/>	\$850	Half-Page May/June*	<input type="radio"/>	\$850	Half-Page Nov/Dec

*meetings & group focus

RADIO WITH DIGITAL BONUS - WBFO NPR BUFFALO/TORONTO

<input type="radio"/>	\$2800	10 week co-branded campaign + mobile app pre-roll with digital display
<input type="radio"/>	\$1500	5 week co-branded campaign

Final schedule determined upon ad commitment

ITHACA LOVES TEACHERS SPONSORSHIP February 14-28, 2025

<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



Meetings, Events, Group
Confirm with Lisa@VisitIthaca.com

INDUSTRY PUBLICATIONS

1 Partner	2 Partners	3 Partners	4 Partners
<input type="radio"/> \$5,000	<input type="radio"/> \$3,500	<input type="radio"/> \$2,750	<input type="radio"/> \$2,000
<input type="radio"/> \$2,500	<input type="radio"/> \$2,000	<input type="radio"/> \$1,500	<input type="radio"/> \$1,000
<input type="radio"/> \$3,500	<input type="radio"/> \$2,500	<input type="radio"/> \$2,000	<input type="radio"/> \$1,500
<input type="radio"/> \$3,000	<input type="radio"/> \$2,000	<input type="radio"/> \$1,700	<input type="radio"/> \$1,300
<input type="radio"/> \$6,000	<input type="radio"/> \$4,500	<input type="radio"/> \$3,000	<input type="radio"/> 2,500

Dedicated E-Blast: A single email focused entirely on our message, sent to an audience that has opted in to receive communications.

Newsletter Insertion: A content snippet placed within a regularly scheduled newsletter alongside other editorial content.

Dedicated Blog Post: A blog article curated by Visit Ithaca which will live on the hosting site.

Full-Page Ad: A full-color ad in either publication.

Two-Page Advertorial: A two-page feature that combines advertising with editorial content, presenting a promotional message in the style of a regular article.

REGIONAL PUBLICATION - LIFE IN THE FINGER LAKES

<input type="radio"/> \$850	Half-Page March/April
<input type="radio"/> \$475	Quarter-Page March/April
<input type="radio"/> \$850	Half-Page May/June
<input type="radio"/> \$475	Quarter-Page May/June



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.

TRADESHOWS & SALES MISSIONS

<input type="radio"/>	\$1000	NYSAE Tradeshow in NYC, February
<input type="radio"/>	\$750	Q1 or Q4, NYC or DC Sales Mission
<input type="radio"/>	\$2600	Connect NYC, March
<input type="radio"/>	\$1000	ESSAE Tradeshow, June in Albany
<input type="radio"/>	\$2000	Destination East, October TBD
<input type="radio"/>	\$2600	Connect DC, November
<input type="radio"/>	In-Kind	Raffle Donation
<input type="radio"/>	In-Kind	Swag for attendee giveaways

Travel expenses are not included.

ESSAE and MPI EVENTS

<input type="radio"/>	\$150	ESSAE Triple M March, Albany
<input type="radio"/>	\$35	MPI Spring Networking March, Albany
<input type="radio"/>	\$150	MPI Awards Gala April, Saratoga
<input type="radio"/>	\$150	ESSAE Harvest Highlight October, Albany
<input type="radio"/>	\$35	MPI Fall Networking October , Albany
<input type="radio"/>	\$225	MPI Fall Focus Fall Conference, TBD
<input type="radio"/>	\$125	ESSAE Holiday Party December, Albany
<input type="radio"/>	\$35	MPI Holiday Coffee & Connections, Albany
<input type="radio"/>	In-Kind	Silent Auction Donation
<input type="radio"/>	Add-On TBD	Sponsorship Opportunity

Travel expenses are not included.



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 2025 participation.

SALES/AD/MARKETING CONTACT

BUSINESS:

NAME & TITLE:

EMAIL:

PHONE:

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