

2026 ANNUAL GUIDE ADVERTISING OPPORTUNITIES

Visit
ITHACA

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

Visit
ITHACA



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.

In the next few pages, you'll find the opportunities for digital and print advertising in our 2026 Annual Guide. Please reach out to us with questions.



VISITITHACA.COM

600,000+

annual sessions with over 65,000 outbound clicks/referrals to tourism partner websites!



26.1K FOLLOWERS

28.3K CONTENT INTERACTIONS

108.5K ESTIMATED REACH



46K FOLLOWERS

15.5K CONTENT INTERACTIONS

377.4K ESTIMATED REACH

72.9K+
VISITOR TOUCHPOINTS

includes walk-in traffic to visitor centers, off-site event tabling, web chat/phone/email

ANNUAL TRAVEL GUIDE AND DIGITAL FLIPBOOK

Your travel guide will be seen by visitors, business travelers, event planners, conference attendees, new residents, away-from-home college students and Finger Lakes residents.

Participation criteria: All open invoices from 2025 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.

AD SPACE DEADLINE: MARCH 16, 2026

MATERIAL DEADLINE: MARCH 26, 2026

PRINT DATE: JUNE 2026



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

DIGITAL FLIPBOOK

ITHACANYTRAVELGUIDE.COM

Our travel guide is available as a digital flipbook with all ads linked to advertiser's websites.

8,100+ ANNUAL SESSIONS

1,900 LINKS CLICKED

3.5 MIN. AVG. READING DURATION

ANNUAL TRAVEL GUIDE AD OPTIONS OVERVIEW

TYPE	SIZE (W x H)	DIGITAL PACKAGE	COST
Full Page Inside front cover	Bleed: 6.375" x 9.5" Inset: 5.875" x 9"	Premium Digital Package (See following pages for details)	\$3000
Full Page	Bleed: 6.375" x 9.5" Inset: 5.875" x 9"	Premium Digital Package	\$2750
Half Page Back Cover	5.875" x 4.375"	Custom Reel + image on homepage social gallery	\$2000
Half Page	5.875" x 4.375"	Custom Reel + image on homepage social gallery	\$1500
Quarter Page Template ad available for accommodations & restaurants!	2.8125" x 4.375"	N/A	\$500

NEW LARGER AD SIZES!

FULL PAGE - INSIDE FRONT COVER

**FULL PAGE
INSIDE FRONT COVER:
\$3,000**

FULL PAGE: BLEED - 6.375" X 9.5"

FULL PAGE: INSET - 5.875" X 9"

You provide the artwork to stand out in this prime location inside the front cover of the travel guide. Also included is our premium digital advertisement package:

DIGITAL BONUS PREMIUM PACKAGE:

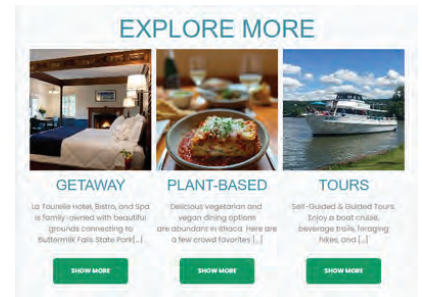
- Your ad hyperlinked in digital travel guide
- Featured slide placement on **VisitIthaca.com** in one category
- One social media post share on FB and IG
- An image in the homepage social gallery with call to action (CTA) and click through link directly to your listing or event
- Three opportunities for linked spotlight in targeted consumer emails



Featured slide example



Homepage social gallery example



Email spotlight example

ADDITIONAL AD SIZES

**HALF PAGE
BACK COVER: \$2,000
INTERIOR: \$1,500.00**

**FULL PAGE
\$2,750.00**

**QUARTER PAGE
\$500.00**

FULL PAGE: BLEED - 6.375" X 9.5"

FULL PAGE: INSET - 5.875" X 9"

HALF PAGE: 5.875" X 4.375"

QUARTER PAGE: 2.8125" X 4.375"

DIGITAL BONUS PACKAGE:

- **Full:** Premium package (see above)
- **Half:** Custom Reel created by Visit Ithaca and shared to Instagram as a collaboration;
One image in the homepage social gallery with call to action (CTA) and click through link directly to your listing or event

All ads are hyperlinked in digital travel guide!

TEMPLATES*



HALF PAGE: 5.875" X 4.375"

Available upon request.

QUARTER PAGE: 2.8125" X 4.375" - **\$500.00**

Provide a high-res image, business name, short tagline, and contact information (may include up to two of the following: website, Instagram handle, phone number, or email) and our team will layout the ad for you.

*Final design may look different

VISITITHACA.COM AND DIGITAL



GREAT VALUE! Drive traffic to your site

VisitIthaca.com generates **over 600,000 annual sessions** with **over 65,000 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

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 landscape image; JPG or PNG;
Minimum of 1155px by 499px; Maximum of 1920px by 1080px; No logos or text overlay



Example of homepage banner on VisitIthaca.com

SOCIAL COLLABORATION: @VISITITHACA



Showcase your business through our socials!

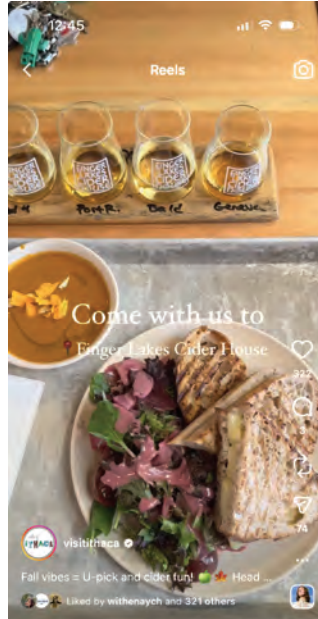
INSTAGRAM: 26K+ followers, 28K+ interactions, 108K+ reach

FACEBOOK: 46K+ followers, 15K+ interactions, 377K+ reach

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

EXPLORE OUTDOORS

Here are two activity ideas for having fun while learning something new!

BOAT CRUISES & ECO-TOURS

Afternoon and sunset options

From relaxing sunset cruises, to interactive eco-cruises, there's something for everyone on the MV Teal!

Cayuga Lake, starting at \$28/adult

SEE CRUISE SCHEDULE



Example of seasonal themed consumer email spotlight

VIRTUAL TOURS

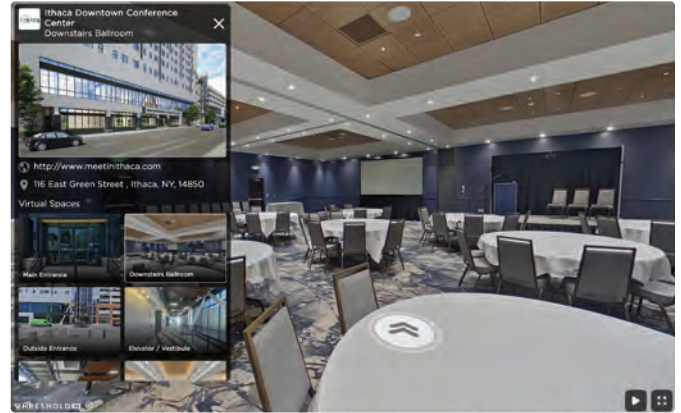
THRESHOLD 360: \$150-\$300



Invest in professional virtual tour assets!

- 360-degree tours created of your attraction or visitor-ready site
- Includes a minimum of three vantage points
- Tours will be uploaded for you to your VisitIthaca.com listing and your Google business listing
- Includes an embed code for each tour for 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

CO-OP ADVERTISING



Premium placement at a negotiated rate!

30,000+ estimated circulation with paid subscriptions

LIFE IN THE FINGER LAKES MAGAZINE

Available issues:

- January/February
- March/April
- July/August
- September/October
- November/December

Pricing:

- Half Page: \$850
- Quarter Page: \$475

• 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



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

PRINT WITZ / "Z" "5" &1 &"/ ~ , , %- VISIT ITHACA TRAVEL GUIDE

<input type="radio"/> \$3,000 <input type="radio"/> \$2,750 <input type="radio"/> \$2,000 <input type="radio"/> \$1,500 <input type="radio"/> \$500	<p>Annual Travel Guide Inside Front</p> <p>Annual Travel Guide Full Page</p> <p>Annual Travel Guide Half-Page Back Cover</p> <p>Annual Travel Guide Half-Page</p> <p>Annual Travel Guide Quarter-Page (Template design available for restaurants & lodging)</p>	<p>New, larger ad sizes for 2026! Ad commitment due March 16, artwork due March 26.</p>
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VISITITHACA.COM DIGITAL

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

<input type="radio"/> \$100 /WEEK	<p>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</p>
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MEETINGS, EVENTS, GROUPS

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

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

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 ALEX@VISITITHACA.COM

NOTES