

INSERTION ORDER FORM

GUIDE TO SOUTH BEND MISHAWAKA

2023 - 2024

80K

GUIDES PRINTED

30K

MAP OVERRUN

5.3M

ANNUAL VISITORS TO SJC

2023-2024 ADVERTISING POLICIES

All ads are subject to space availability and are on a first-come, first-served basis. Visit South Bend Mishawaka approves all ads and reserves the right to edit, limit or reject any advertising or copy that is deemed offensive or is in conflict with the mission of Visit South Bend Mishawaka. Visit South Bend Mishawaka assumes no liability for products or services advertised in the Guide to South Bend Mishawaka.

Copy shall be published as submitted unless proof is requested by the advertiser. Visit South Bend Mishawaka assumes no liability for any copy error unless proof is returned in time for correction to be made. Visit South Bend Mishawaka reserves the right to edit all copy for brevity and clarity.

All deadlines are firm. If the advertiser must miss a stated deadline, he/she **MUST** notify Visit South Bend Mishawaka prior to the deadline that they would like an extension. Extensions will be granted at the discretion of Visit South Bend Mishawaka.

Visit South Bend Mishawaka may refuse to accept any advertising from members who are delinquent in their payments to the South Bend Regional Chamber of Commerce. No refunds/cancellations after space closing date (**February 6, 2023**). All balances not paid within 30 days of invoice are subject to a delinquent charge of 1.5% per month (annual percentage rate of 18%). Credit may be extended to the advertiser if a credit agreement is submitted for approval. Any account which is 60 days delinquent will forfeit any discounts given and be subject to collection costs and attorney fees, to be paid by the advertiser.

Any discount marked on insertion order is subject to discount criteria. If discount criteria is not met, discount will not be awarded and invoice will be sent for full ad price.

For value received, advertiser assigns to Visit South Bend Mishawaka all rights, title and interest to all layout of advertisements placed in the 2023-2024 guide and/or utilization of own illustrations, labor, composition or material. Advertiser understands that because of said assignment, he/she cannot authorize photographic or other reproductions of such advertising layout appearing in the 2023-2024 guide in any other publication without written permission from Visit South Bend Mishawaka.

Advertiser agrees to indemnify and hold harmless Visit South Bend Mishawaka against all losses, liability damage and expense of whatever arises out of the copying, printing, publishing or distributing of the advertisement. The fulfillment of this agreement is subject to delays caused by fires, strikes, accidents or other causes beyond the control of Visit South Bend Mishawaka.

Address questions to Nicole Lawler at
574.400.4020 or nlawler@visitsouthbend.com

All artwork, photography and logos must be 300dpi and should be sent to nlawler@visitsouthbend.com

2023-2024 GUIDE TO SOUTH BEND MISHAWAKA

Designed and published by Visit South Bend Mishawaka
101 N. Michigan St. #300 · South Bend, IN



INSERTION ORDER FORM

SPACE RESERVATION
DEADLINE: **02.06.2023**

2023 - 2024

I hereby authorize the placement of the following ad(s) in the 2023-2024 Guide per instructions below.

Contact Name

Contact Email

Business Name

Website

Mailing Address

Phone

City, State, Zip

Chamber Member? ☐ Yes ☐ No

AD SIZE: *please check appropriate box(es)*

Back Cover \$4,500 \$5,500
Inside Back Cover \$4,000 \$5,000
Inside Front Cover \$4,000 \$5,000
Page Three \$4,000 \$5,000

Page Five \$4,000 \$5,500
Full Page \$2,800 \$3,500
1/2 Page \$1,800 \$2,400
Formatted 1/3 Page Vertical \$1,400 \$2,000

Formatted 1/3 Page Square \$1,400 \$2,000
Formatted 1/6 Page \$1,000 \$1,500
Map Logo (placed on county map) \$600 \$800

BILLING INFORMATION:

Full Payment enclosed
Payment by phone (call 574.400.4001)
Invoice me
Charge credit card for three equal part installments as follows: (indicate the dates to be charged*) JAN ___ FEB ___ MAR ___ *Total amount due no later than March 31, 2023

CREDIT CARD INFORMATION:

Credit Card Number

Expiration Date

Zip Code

AD DESIGN INFORMATION:

I will submit my ad materials to nlawler@visitsouthbend.com no later than February 10, 2023. (Note: All artwork, photography and logos must be 300dpi)
I agree to sign off on the ad provided by Visit South Bend Mishawaka no later than February 24, 2023.

Visit South Bend Mishawaka may refuse to accept any advertising from members who are delinquent in their payments to the South Bend Regional Chamber of Commerce. Advertisers will be invoiced at time of publication. No refunds/cancellations after space closing date.

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I am an authorized agent of the advertiser and have read, understand and agree with all advertising policies for the 2023-2024 guide.

Advertiser's Signature

Date

Visit South Bend Mishawaka

Date

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ADVERTISING RATE CARD

GUIDE TO SOUTH BEND MISHAWAKA

2023 - 2024

80K

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ANNUAL VISITORS TO SJC

Join Visit South Bend Mishawaka as we present South Bend, Mishawaka and St. Joseph County in the 2023-2024 Guide to South Bend Mishawaka, the official resource for visitors and residents of our community.

PUBLICATION FEATURES

- » 84 pages
- » Perfect binding
- » Full creative freedom for full page and 1/2 page ads
- » Formatted ads for all ads smaller than 1/2 page
- » 30,000 map overrun
- » Digital flipbook of the guide on VSBM website
- » All advertisers in the guide receive a business listing on the Visit South Bend Mishawaka website

COVERAGE

- » Recreation & Leisure
- » Notre Dame
- » Colleges & Universities
- » Around Town
- » Restaurants
- » Arts & Entertainment
- » Meetings & Groups
- » Places to Stay
- » Shopping
- » Game Day
- » Community Maps
- » Family Fun
- » Events
- » QR codes

DISTRIBUTION

80,000 distributed throughout the year at visitor information kiosks around the state, the South Bend International Airport, leisure travelers from web, phone and walk-in requests, meeting planners, tour operators, sports attendees, collegiate orientation packets, Eck Visitors Center, and numerous brochure racks at attractions, hotels and events.

NOT A CHAMBER MEMBER?

Sign up today to get Chamber member pricing.

RESERVE YOUR AD TODAY

NICOLE LAWLER

DIRECTOR OF ENGAGEMENT

574.400.4020 | nlawler@visitsouthbend.com

Important Dates:

Space reservation deadline: **FEBRUARY 6, 2023**

Ad Materials deadline: **FEBRUARY 10, 2023**

Publication date: **JUNE 2023**

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ADVERTISING RATE CARD

AD MATERIALS
DEADLINE: **02.10.2023**

2023 - 2024

PRINT AD RATES

	Chamber Price	Non-member Price
BACK COVER -----	\$4,500	\$5,500
Trim: 8" x 10.5" Bleed: 8.25" x 10.75" Safe Area: 7" x 9.5"		
INSIDE BACK COVER -----	\$4,000	\$5,000
Trim: 8" x 10.5" Bleed: 8.25" x 10.75" Safe Area: 7" x 9.5"		
INSIDE FRONT COVER -----	\$4,000	\$5,000
Trim: 8" x 10.5" Bleed: 8.25" x 10.75" Safe Area: 7" x 9.5"		
PAGE 3 -----	\$4,000	\$5,000
Trim: 8" x 10.5" Bleed: 8.25" x 10.75" Safe Area: 7" x 9.5"		
MAP LOGO -----	\$600	\$800
Must be 300dpi, EPS or TIFF file formats		
FULL PAGE -----	\$2,800	\$3,500
Trim: 8" x 10.5" Bleed: 8.25" x 10.75" Safe Area: 7" x 9.5"		
1/2 PAGE -----	\$1,800	\$2,400
Trim: 7" x 4.625" - No bleeds		
1/3 PAGE -----	\$1,400	\$2,000
Formatted size; vertical or square		
1/6 PAGE -----	\$1,000	\$1,500
Formatted size		

FORMATTED AD SPECS

Formatted ads are produced by Visit South Bend Mishawaka. Advertisers provide all formatted ad content, including images and logos, as indicated below.

Images must be high resolution with a minimum 300dpi.

1/6-PAGE

- » One image
- » 15 words of copy
- » Company logo (EPS)
- » Company name
- » Phone number, Address, Website

1/3-PAGE

- » Up to three images
- » 40 words of copy + 10 word tag line or 50 words of copy total
- » Company logo (EPS)
- » Company name
- » Phone number, Address, Website

FULL PAGE AD SPECS

TRIM: 8" x 10.5"
BLEED: 8.25" x 10.75"
SAFE AREA: 7" x 9.5"
COLOR: CMYK
FORMAT: tiff or press ready PDF.

Includes bleeds and export with crop marks only.

1/2 PAGE AD SPECS

TRIM: 7" x 4.625"
NO BLEEDS
COLOR: CMYK
FORMAT: tiff or press ready PDF.

MAP LOGO

Logo on Map \$600 or \$800
Have your company logo placed on the map (available to the first 10 interested parties). Map placed inside Visitors Guide with an additional 30,000 overrun.

Note: if more than one location, \$100 each additional logo.

SPECS FOR IMAGES

RESOLUTION: 300 dpi

COLOR: CMYK

IMAGES/LOGOS: All artwork should be tiff or high resolution jpeg file formats.

Web images are not acceptable.

SEND AD MATERIALS TO

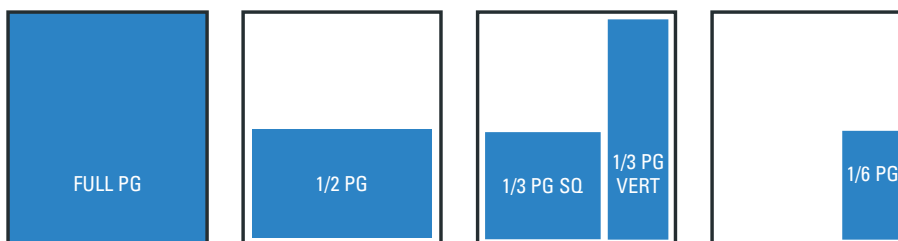
NICOLE LAWLER

574.400.4020

nlawler@visitsouthbend.com

TERMS

All ads are subject to space availability and are on a first-come, first-served basis. Visit South Bend Mishawaka may refuse to accept any advertising from members who are delinquent in their payments to The South Bend Regional Chamber of Commerce. Advertisers will be invoiced at time of publication. No refunds/cancellations after space closing date. Visit South Bend Mishawaka approves all ads and reserves the right to edit, limit or reject any advertising or copy that is deemed offensive or is in conflict with the mission of Visit South Bend Mishawaka. Visit South Bend Mishawaka assumes no liability for products or services advertised in the 2023-2024 Guide to South Bend Mishawaka



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PARTNERSHIP BENEFITS

Buy an ad in the 2023-2024 Guide to South Bend Mishawaka and receive multiple benefits. Advertisers will receive first priority in website and social media content.

- 1 Listing on new VSBM website
- 2 Special offers listed on new VSBM website
- 3 Inclusion in content pieces & blog posts on our website
- 4 Inclusion in leisure newsletter
- 5 Exposure on VSBM social media:
Facebook: 35K followers
Twitter: 7.5K followers
Instagram: 8.6K followers
- 6 Events listed on new website
- 7 Featured in advertising
- 8 Ability to host travel writers at your business

One Ad, Multiple Benefits

