

# ADVERTISING RATE CARD

## VISIT SOUTH BEND MISHAWAKA EXPERIENCE GUIDE

### 60K

GUIDES PRINTED

### 20K

MAP OVERRUN

### 5.3M

ANNUAL VISITORS TO SJC

Join Visit South Bend Mishawaka as we present the 2024-2025 Experience Guide, the official destination resource for visitors to and residents of St. Joseph County.

### PUBLICATION FEATURES

- » Two Seasonal Issues: Fall/Winter & Spring/Summer
- » 68 pages
- » Perfect binding
- » 20,000 map overrun
- » Digital flipbook of the guide on VSBM website
- » All guide advertisers receive a preferred partner business listing on the Visit South Bend Mishawaka website
- » Ad Sizes: Two-page, Full, 1/2 and 1/4 page sizes

### CONTENT

- » Unique seasonal content in each issue
- » Sections organized by area: Notre Dame, South Bend, Mishawaka & Osceola, Granger, North Liberty & Potato Creek, New Carlisle, Lakeville, Walkerton
- » Community maps in each section featuring listings for hotels, restaurants, attractions, & more

### DISTRIBUTION

60,000 total guides 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.

### TO RESERVE YOUR SPACE, CONTACT:

JAKE BROWN

Director of Marketing & Communications

574.400.4027 | [jbrown@visitsouthbend.com](mailto:jbrown@visitsouthbend.com)

## Important Dates:

Space reservation deadline: **MARCH 13, 2024**

Ad materials deadline: **MARCH 22, 2024**

Publication date: **JULY 2024**

# ADVERTISING RATE CARD

AD MATERIALS  
DEADLINE: 03.22.2024

New for the 2024-2025 Experience Guide, impactful advertising opportunities for our partners presented in more subtle, educational and informational ways to benefit consumers...

## Introducing Advertorials.

» **What is an advertorial?**

An advertorial is a paid advertisement designed to look like an article. It contains detailed, useful information for the consumer with the goal of promoting a product.

» **Why are we introducing advertorials?**

Industry survey data confirms consumers are most interested in information and inspiration. We're introducing advertorials in order to increase ad relevancy to consumers and ROI for our advertising partners.

» **What will your advertorial look like?**

Your advertorial will feature photos, an engaging headline, editorial copy including bolded business name(s), business contact information and social media profile(s) all designed to blend seamlessly with the rest of the guide's content.

» **Can you supply your own ad?**

Advertisers that purchase Full Page - Prime Placements have the option of supplying their own ads. All other placements will be advertorials, which are formatted and designed by the publisher.

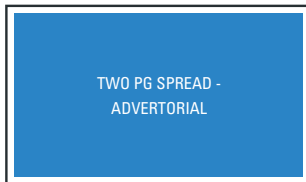
» **Can you advertise multiple businesses in one advertorial?**

We strongly recommend selecting one business to feature per placement.

*Ask about discount options when purchasing multiple placements.*

» **What do you need to supply for your advertorial?**

Advertisers should provide desired photography, selected selling points about your business you'd like to highlight, your business name, contact info, and social media profile(s).



» **What elements are *not* included in advertorials?**

Logos\* and/or graphics.

\* VSBM reserves the right to make exceptions in the event of corporate brand requirement.

# ADVERTISING RATE CARD

AD MATERIALS  
DEADLINE: **03.22.2024**

## PRINT AD RATES

	Chamber Price	Non-member Price
<b>BACK COVER</b> ..... <b>\$4,500</b>		\$5,500
Trim: 8" W x 10.5" H Bleed: 8.25" W x 10.75" H		
<b>INSIDE BACK COVER</b> ..... <b>\$4,000</b>		\$5,000
Trim: 8" W x 10.5" H Bleed: 8.25" W x 10.75" H		
<b>INSIDE FRONT COVER</b> ..... <b>\$4,000</b>		\$5,000
Trim: 8" W x 10.5" H Bleed: 8.25" W x 10.75" H		
<b>PAGE THREE</b> ..... <b>\$4,000</b>		\$5,000
Trim: 8" W x 10.5" H Bleed: 8.25" W x 10.75" H		
<b>PAGE FOUR</b> ..... <b>\$3,500</b>		\$4,500
Trim: 8" W x 10.5" H Bleed: 8.25" W x 10.75" H		
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<b>TWO PAGE SPREAD</b> ..... <b>\$5,000</b>		\$6,400
Formatted Advertorial		
<b>FULL PAGE</b> ..... <b>\$2,800</b>		\$3,500
Formatted Advertorial		
<b>1/2 PAGE</b> ..... <b>\$1,800</b>		\$2,400
Formatted Advertorial, Horizontal		
<b>1/4 PAGE</b> ..... <b>\$1,000</b>		\$1,500
Formatted Advertorial		

FULL PAGE - PRIME LOCATION \*

ADVERTORIAL

## AD SPECS

### FULL PAGE - PRIME LOCATION \*

Prime Location advertisers have the option to do one ad swap between issues. All ads must be supplied by the advertiser on or before March 22 to the specs defined below.

- » 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.**

## ADVERTORIAL SPECS

Advertorials will be written, formatted and designed by VSBM. All content, including photography, to be provided by the advertiser as outlined below.

### TWO PAGE SPREAD - ADVERTORIAL

- » Up to 5 images
- » 3-5 bullet points of feature copy
- » Business name, phone, address, website, social media account(s)

### FULL PAGE - ADVERTORIAL

- » Up to 3 images
- » 2-3 bullet points of feature copy
- » Business name, phone, address, website, social media account(s)

### 1/2 & 1/4 PAGE - ADVERTORIALS

- » One image
- » 1-2 bullet points of feature copy
- » Business name, phone, address, website, social media account(s)

## SPECS FOR IMAGES

RESOLUTION: 300 dpi  
COLOR: CMYK  
IMAGES: All images should be tiff or high resolution jpeg file formats.  
**Web images are not acceptable.**

### SEND AD MATERIALS TO:

**KARI BUMGARDNER**  
Art Director  
574.400.4009  
[kbumgardner@visitsouthbend.com](mailto:kbumgardner@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 upon receipt of signed insertion order. No refunds/cancellations after space closing date. Visit South Bend Mishawaka produces 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 2024-2025 Experience Guide to South Bend Mishawaka.

\* Indicates full page ad in a prime location. Only one of each placement available.

FULL PAGE - PRIME LOCATION*	FULL PAGE - ADVERTORIAL	TWO PAGE SPREAD - ADVERTORIAL	1/2 PAGE - ADVERTORIAL	1/4PG ADVTL.
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