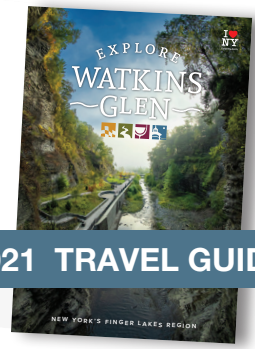




214 N. FRANKLIN STREET, WATKINS GLEN, NY 14891
 T 800 607 4552 F 607 535 4300 F 607 535 6243
 WWW.WATKINSGLENCAMBER.COM

SOMETHING SPECIAL AT *every* TURN



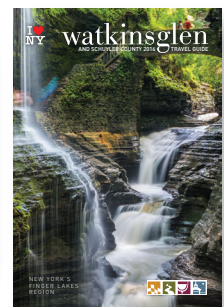
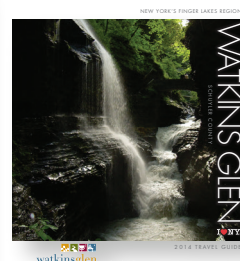
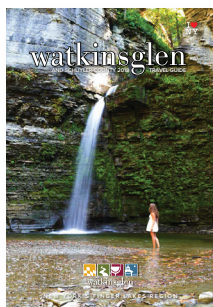
2021 TRAVEL GUIDE

ADVERTISE WITH US

Explore Watkins Glen is producing the newly designed, official 2021 Schuyler County Travel Guide. The 2021 Travel Guide will feature photos, travel tips, and will serve as a colorful, informative, and comprehensive guide to the best our region has to offer!

Why should you advertise? Here are the facts:

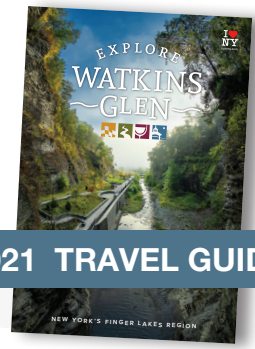
- Last year our 214 N. Franklin Street Visitor Center welcomed over 20,000 visitors. Our State Park Visitor Center served approximately 100,000 visitors in its inaugural year; nearly 12,000 of those visitors left with one of our Travel Guides in hand.
- The guide is used as the tourism resource for attractions, lodging, restaurants, recreation, the arts, navigation, and much more!
- 100,000 copies will be printed and distributed in both of the Chamber visitor centers, lodging establishments, airports, festivals, attractions, as well as through direct fulfillments following inquiries from potential visitors. While visitors oftentimes use digital technology to reach a destination in advance of their visit, once they are in our region many visitors find a hardcopy publication to be very useful: it doesn't need cell connectivity to work, nor power, it won't "crash", and it is always on!
- Travel Guide readers are actively looking for places to go and things to do. Advertising in the official Travel Guide is the key to making your business stand out!
- The Travel Guide will also be digitized and available on our website at www.ExploreWatkinsGlen.com.
- This will be the only printed piece in 2021 at both visitor centers with advertising opportunities available.





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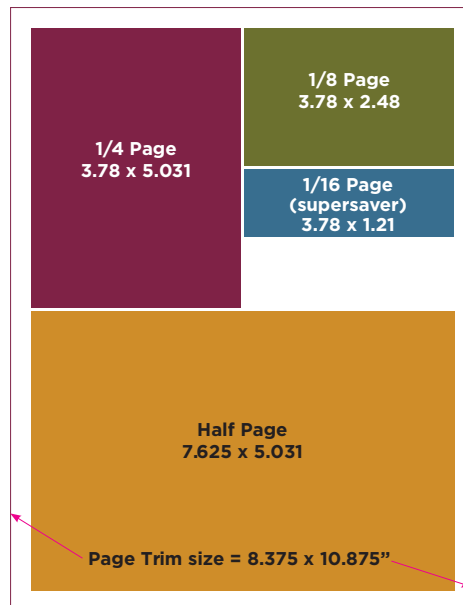
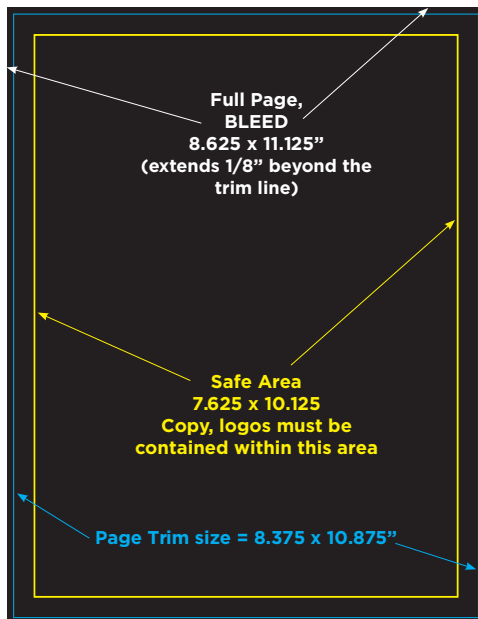


2021 TRAVEL GUIDE

TRAVEL GUIDE PRINT ADVERTISING

*Due to the challenges of the pandemic the Chamber will leave advertising prices the same as 2020.
 No rise in the ad prices even with the enhancement of the flip book Travel Guide element
 on the new website coming Spring of 2021.*

ADVERTISEMENT	Dimensions (W x H)	WGACC Rate	Non-Member Rate
Premium Full Page*	8.625 x 11.125"	\$2,900	N/A
Premium Full Page	8.625 x 11.125"	\$2,750	\$3,575
Spotlight Half Page	7.625" x 5.031"	\$1,875	\$2,440
Feature Quarter Page	3.78" x 5.031"	\$975	\$1,270
Compact Eighth Page	3.78" x 2.48"	\$595	\$775
Super Savor Text Listing**	3.78" x 1.21"	\$250	\$325



***Premium Full Page**
 advertisements are the front/
 back inside cover and adjacent
 pages and are available to
 members only.

**** Super Saver Text Listings**
 will follow the same format
 and layout, composed by
 our designer. There is no
 custom design available. This
 advertisement only includes
 business name, logo, phone
 number, website and 10 words
 of text.

DISCOUNTS FOR MULTIPLE ADS

Do you have multiple businesses you'd like to advertise in the Travel Guide? Great! Save 10% on your second advertisement and 20% on your third! (Discounts are applied to the lowest price.)

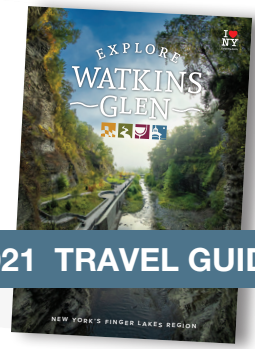
NEED HELP CREATING YOUR AD?

Receive a 10% discount any size ad artwork.
 Contact Steuben Design LLC at (607) 425-5283
 or Carter@SteubenDesignLLC.com
 for more information.



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2021 TRAVEL GUIDE

GUIDELINES, SPECIFICATIONS, AND TERMS

- Advertising materials must be received by December 18, 2020.
- Ads must be 300 dpi minimum, CMYK, with embedded fonts.
- Preferred file types are: press-optimized PDF (preferred), TIFF, JPEG, EPS.
- Email file to: michael@watkinsglenchamber.com with “Travel Guide 2021” in the subject line. Include your contact information in the email.
- The Chamber reserves the right to accept or reject submissions.

Signed contract and payment must be received by December 18, 2020. We accept payments by check made payable to “Watkins Glen Area Chamber of Commerce”. We accept credit card payments from Visa, Master Card, and American Express in person or via telephone. All payments are non-refundable. No cancellations or alterations of an ad will be accepted after the closing date on December 18, 2020. Failure to produce artwork by the closing date will result in a full charge of the contracted fee.

The Watkins Glen Area Chamber of Commerce will produce a travel guide according to the rules and regulations of the I LOVE NEW YORK Matching Funds Program.

New York State Department of Economic Development, Division of Tourism retains the right to approve or reject all ads scheduled for placement with the State Matching Funds according to the guidelines set forth under the I LOVE NEW YORK Program. Ads for real estate businesses must relate to second home purchases in order to be included in the Travel Guide.

Advertisers and agencies assume all responsibility for content of ads and agree to hold the publisher, the Watkins Glen Area Chamber of Commerce, harmless from any claims arising on behalf of the advertiser. All ads are positioned at the discretion of the publisher. Submission of an ad constitutes acceptance of all contract terms.

QUESTIONS?

Contact Michael Hardy at the Watkins Glen Area Chamber of Commerce with any questions or to reserve your ad space today! Email michael@watkinsglenchamber.com or call 607-535-4300.

2021 TRAVEL GUIDE ADVERTISING CONTRACT

Please complete all items on this page and return your signed contract and form of payment by December 18, 2020 to the Watkins Glen Area Chamber of Commerce. All advertising materials must be submitted electronically by December 18, 2020.

Contact Name: _____

Address: _____

Email: _____

Phone: _____

Business Name: _____

1st Advertisement
\$ _____

- ☐ Premium Full Page
☐ Premier Full Page
☐ Spotlight Half Page

- ☐ Feature Quarter Page
☐ Compact Eighth Page
☐ Super Saver Text Listing

Business Name: _____

2nd Advertisement
\$ _____

- ☐ Premium Full Page
☐ Premier Full Page
☐ Spotlight Half Page

- ☐ Feature Quarter Page
☐ Compact Eighth Page
☐ Super Saver Text Listing

Business Name: _____

3rd Advertisement
\$ _____

- ☐ Premium Full Page
☐ Premier Full Page
☐ Spotlight Half Page

- ☐ Feature Quarter Page
☐ Compact Eighth Page
☐ Super Saver Text Listing

PAYMENT OPTIONS

Payments in the forms of cash, check, or credit card (Visa, American Express, Master Card) will be accepted. Contracts and payments may be mailed to the address below or emailed to Michael Hardy at michael@watkinsglenchamber.com.

214 N. Franklin Street
Watkins Glen, NY 14891

Check#: _____ Please make check payable to: Watkins Glen Area Chamber of Commerce

OR Credit Card (Master Card, Visa or American Express)

Card: # _____ Security Code: _____

Name on Card: _____ Expiration Date: _____

Billing Zip Code: _____ Authorized Signature: _____

By signing below I agree to all terms and conditions listed from page 1-3 of the 2021 Schuyler County Travel Guide.

SIGNATURE: _____ **DATE:** _____

OFFICE USE ONLY: _____ Received signed contract
_____ Received payment
_____ Received advertisement

NOTES: