



ADVERTISE WITH US 2023 Travel Guide

Explore Watkins Glen is producing the newly designed, official 2023 Schuyler County Travel Guide. The 2023 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 nearly **17,000 visitors**. The Watkins Glen State Park received more than **1,000,000 visitors** between May and October 2022 with nearly **70,000 visitors** directly entering the State Park Visitor Center.

The guide is used as **the tourism resource** for attractions, lodging, restaurants, recreation, the arts, navigation, and much more!

80,000 copies will be printed and distributed in the Chamber's visitor centers, lodging establishments, airports, festivals, and attractions, as well as through direct fulfillment following inquiries from potential visitors.

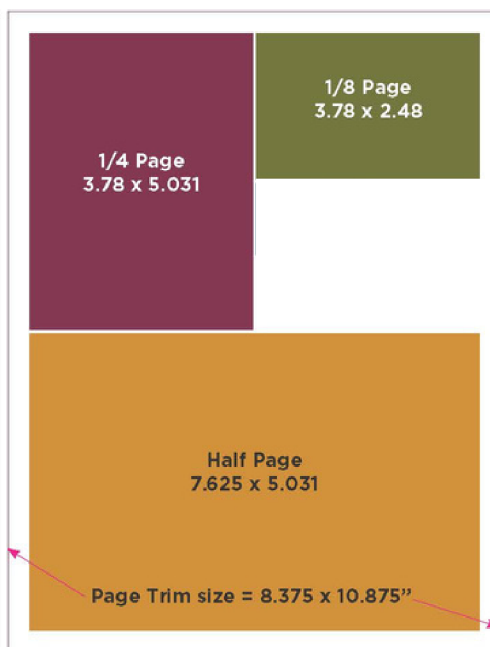
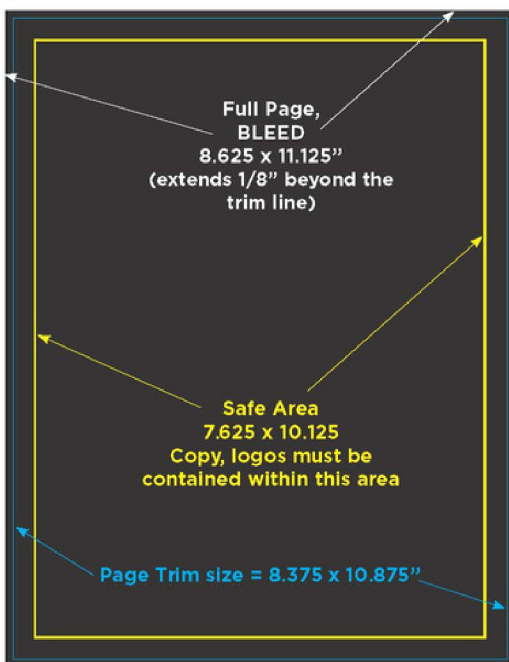
The Travel Guide will also be digitized and **available on our website at www.ExploreWatkinsGlen.com**.

A sampling of sections to appear in the 2023 guide:

- Must-do's
- History & Culture
- Food & Drink Guide
- Maps & Location Guides
- Special Events
- Sports & Recreation

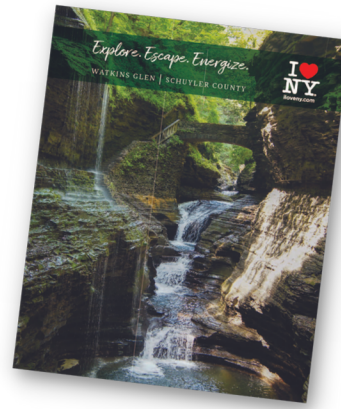


ADVERTISEMENT	Dimensions (W x H)	WGACC Rate	Non-Member Rate
Premium Full Page*	8.625 x 11.125"	\$2,900	N/A
Full Page	8.625 x 11.125"	\$2,750	\$3,575
Half Page	7.625" x 5.031"	\$1,875	\$2,440
Quarter Page	3.78" x 5.031"	\$975	\$1,270
Eighth Page	3.78" x 2.48"	\$595	\$775



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

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.)



GUIDELINES, SPECIFICATIONS, AND TERMS

Contract and Material deadline:

A signed contract and payment must be received by February 17, 2023.

Advertising materials must be received by February 24, 2023.

Specifications:

Resolution: Ads must be 300 dpi minimum, CMYK, with embedded fonts.

File Type: Press-optimized PDF (preferred), TIFF, JPEG, EPS.

Ad Delivery: Email the file to: **Caitlin@watkinsglenchamber.com** with “Travel Guide 2023” in the subject line. Include your contact information in the email.

The Chamber reserves the right to accept or reject submissions

Make 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 February 1, 2023. 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 the 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 Caitlin Cheney at the Watkins Glen Area Chamber of Commerce with any questions or to reserve your ad space today! Email caitlin@watkinsglenchamber.com or call 607-535-4300.

2023 Travel Guide Advertising Contract

Please complete all items on this page and return your signed contract and form of payment by January 25, 2023, to the Watkins Glen Area Chamber. All advertising materials must be submitted electronically by February 1, 2023.

Business Name: _____

Contact Name & Job Title: _____

Phone: _____

Email: _____

1st Advertisement

\$ _____

☐

Premium Full Page

☐

Full Page

☐

Half Page

☐

Quarter Page

☐

Eighth Page

Business Name: _____

Save 10%!

2nd Advertisement

\$ _____

☐

Premium Full Page

☐

Full Page

☐

Half Page

☐

Quarter Page

☐

Eighth Page

Business Name: _____

Save 20%!

3rd Advertisement

\$ _____

☐

Premium Full Page

☐

Full Page

☐

Half Page

☐

Quarter Page

☐

Eighth Page

Business Name: _____

Payment Options:

Check # : _____ *Make payable to: Watkins Glen Area Chamber of Commerce*

Credit Card: Card Number: _____ Exp. Date: _____

Name on Card: _____ CV Code: _____

Billing Zip: _____ Authorized Signature: _____

Signature: _____ **Date:** _____

Office Use Only:

_____ Received Signed Contract _____ Payment Received _____ Received Advertisement