

# 2022 Travel Guide Advertising Options



The Chamber, Schuyler County’s Tourism Promotion Agency, is producing the official 2022 Schuyler County Travel Guide. We are excited to invite you to reach hundreds of thousands potential visitors, guests, and/or customers by including information and/or an ad to promote your products and services. The 2022 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! It is distributed year-round.

### 3 Reasons why your business should be included:

- **Visitors want it.** In 2021, we printed AND DISTRIBUTED 100,000 Travel Guides. We also served more than 600 digital versions of the Travel Guide monthly to prospective visitors during the summer months. Visitors planning a vacation typically review digital resources. Once visitors arrive at their destination, they find a hardcopy publication to be most useful. People often refer to the digital and print versions as they do advance planning for future vacations.
- **Visitors trust it.** The guide is considered the tourism resource for attractions, lodging, restaurants, recreation, the arts, services, navigation, and much more!
- **Visitors need what you have.** Talk to people who are already interested. People reading the Travel Guide are looking for your message. Travel Guide readers are actively looking for places to go and things to do.

### TRAVEL GUIDE PRINT ADVERTISING

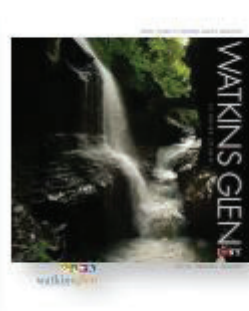
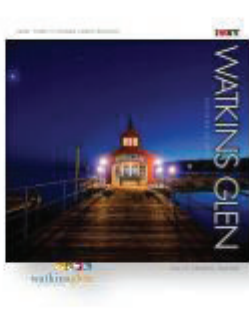
The following rates secure placement in the printed (and digital) Travel Guide. For context on the exact size of the ad, please see the other side.

#### ADVERTISEMENT

ADVERTISEMENT	Dimensions (W x H)	WGACC Rate	Non-Member Rate
Premium Full Page – Key Location*	8.625 x 11.125”	\$2,900	N/A
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 Saver Text Listing**	3.78” x 1.21”	\$250	\$325

\* Premium Full Page advertisements are placed on the front/back inside covers or the adjacent pages and are available to Chamber members only.

\*\* Super saver text listings will follow the same format and layout and are composed by our designer. Custom designs are not available. This advertisement only includes business name, logo, phone number, website, and 10 words of text.



## I'M READY TO ORDER MY AD. NOW WHAT?

- Advertising materials must be received by 12/10/21.
- Ads must be 300 dpi minimum, CMYK, with embedded fonts. (Need help creating your ad? Email [stephanie@watkinsglenchamber.com](mailto:stephanie@watkinsglenchamber.com).)
- Preferred file types are press-optimized PDF (preferred), TIFF, JPG, EPS.
- Artwork can be produced for a fee by the Chamber.
- Email file to [stephanie@watkinsglenchamber.com](mailto:stephanie@watkinsglenchamber.com) Include your contact information in the email.
- The Chamber reserves the right to accept or reject submissions.

- 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? Email [stephanie@watkinsglenchamber.com](mailto:stephanie@watkinsglenchamber.com) or call 607-331-4276.

Signed contract and payment must be received by December 10, 2021.

### *The Fine Print*

- The contract is available online.
- Complete information is available online.
- All payments are non-refundable.
- No cancellations or alterations of an ad will be accepted after the closing date on December 10, 2021.
- Failure to produce correctly sized 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.



# 2022 TRAVEL GUIDE ADVERTISING CONTRACT

Contact Name \_\_\_\_\_

Business Name \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

First Advertisement \$ \_\_\_\_\_

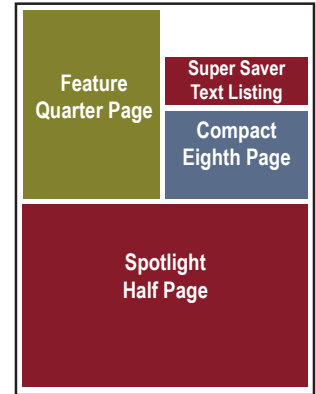
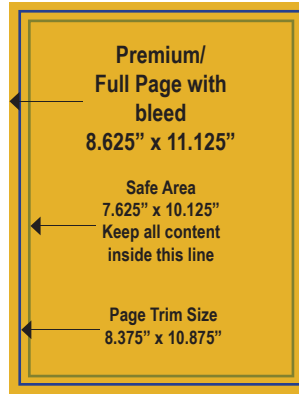
- Premium Full Page (inside cover; Chamber members only)
- Full Page
- Spotlight Half Page
- Feature Quarter Page
- Compact Eighth Page
- Super Saver Text Listing

Second Advertisement \$ \_\_\_\_\_

- Premium Full Page (inside cover; Chamber members only)
- Full Page
- Half Page
- Quarter Page
- Eighth Page
- Super Saver Text Listing

Third Advertisement \$ \_\_\_\_\_

- Premium Full Page (inside cover; Chamber members only)
- Full Page
- Half Page
- Quarter Page
- Eighth Page
- Super Saver Text Listing



**Discounts for  
multiple ads!  
Ask us!**



## PAYMENT OPTIONS

Payments in the forms of cash, check, or credit card (Visa, American Express, MasterCard) will be accepted. Contracts and payments may be mailed to 214 N. Franklin Street, Watkins Glen, NY 14891 or emailed to Stephanie Specchio at stephanie@watkinsglenchamber.com.

Check # \_\_\_\_\_ (Please make check payable to Watkins Glen Area Chamber of Commerce)

Credit Card # \_\_\_\_\_

Security # \_\_\_\_\_ Expiration Date \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

Name on card \_\_\_\_\_

By signing below, I agree to all terms and conditions listed in this contract for the 2022 Travel Guide produced by the Watkins Glen Area Chamber of Commerce.

Signature \_\_\_\_\_ Date \_\_\_\_\_

### Office Use Only

- Received Signed Contract
- Received Payment
- Received Electronic Copy of Advertisement

Notes \_\_\_\_\_