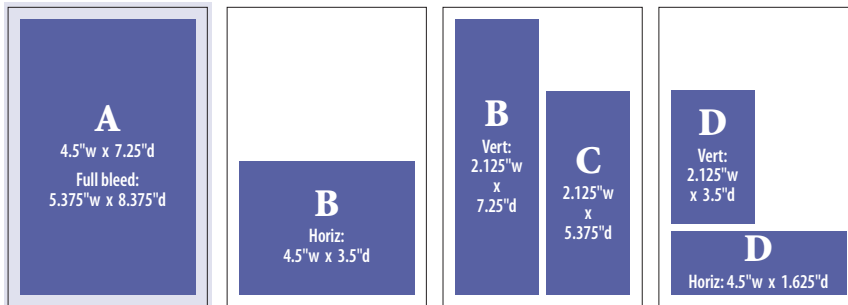


BOOST YOUR VISIBILITY WITH THESE à la carte advertising opportunities

TRAVEL GUIDE ADVERTISING

Advertise in the most popular Travel Guide in New Hampshire! We print 250,000 copies of the *White Mountains Travel Guide* and distribute it locally, throughout New England, and across the country in our Vacation Planning Kits.

Our Travel Guide is also located in racks at businesses throughout the White Mountains, Lakes Region, and in the 11 NH State Welcome Centers. Visitors to the area pick up the *White Mountains Travel Guide* to assist in their trip-planning and showcasing your business with a colorful ad is a great way to stand out among the other listings.



Available *White Mountains Travel Guide* Display Advertising size configurations and dimensions. For pricing and additional information, please see page 4.

DISPLAY PANEL ADVERTISING



A limited number of display panels are available at the White Mountains Visitor Center which welcomes **thousands of visitors every year**. Brochure space is conveniently located near your ad, allowing visitors easy access to your business information. 3, 6, and 12 month options are available. Contracts are enclosed for these advertising opportunities on page 4.

BROCHURE DISTRIBUTION PROGRAM at the NH State Welcome Information Centers (WIC)

Get your business in front of millions of NH visitors!

White Mountains Attractions Association is honored to be an authorized organization approved by the state to distribute brochures to the 11 New Hampshire **Welcome Information Centers (WICs)**.

WMAA has been distributing brochures throughout New Hampshire for more than 50 years, helping businesses put their sales materials directly in the hands of the traveling public.

All WICs are conveniently located on State routes and Interstate highways, including I-93, I-95, and I-89. They are highly visible, hosting nearly **seven million visitors annually!**

Welcome Information Center locations

Canterbury ■ Hooksett (North & South)
Lebanon ■ Littleton ■ North Conway ■ Salem
Sanbornton ■ Seabrook ■ Springfield ■ Sutton



Brochure rack at Hooksett Welcome Center (I-93 North).

For new clients only: please contact Colleen Eliason directly for more information or to receive a contract for distribution.

Contracts are enclosed for these advertising opportunities

Contact **Colleen Eliason** for more information. Email: celiason@visitwhitemountains.com or call **603-745-8720**

ADVERTISING À LA CARTE CONTRACTS

TRAVEL GUIDE Display Advertising Contract

A 4.5"w x 7.25"d Full bleed: 5.375"w x 8.375"d	B Horiz: 4.5" w x 3.5" d	B Vert: 2.125"w x 7.25"d C 2.125"w x 5.375"d	D Vert: 2.125"w x 3.5"d D Horiz: 4.5" w x 1.625" d
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Note: Space reservation deadline is October 30 ■ Materials deadline is November 30

SAMPLE AD SIZES

Ad size	Member ad	Not Yet A Member ad
<input type="checkbox"/> Full page (4½" w x 7¼" d) Full bleed: (5⅜" w x 8⅜" d)	\$3,000	\$3,500
<input type="checkbox"/> ½ page H: (4½" w x 3½" d) V: (2⅞" w x 7¼" d)	\$2,000	\$2,500
<input type="checkbox"/> ⅓ page (2⅞" w x 5⅜" d)	\$1,500	\$2,000
<input type="checkbox"/> ¼ page H: (4½" w x 1⅝" d) V: (2⅞" w x 3½" d)	\$1,000	\$1,500
<input type="checkbox"/> I will email my new ad <input type="checkbox"/> Repeat current ad		



WHITE MOUNTAINS VISITOR CENTER Display Panel Contract

All ad spaces are 22.75" x 13.75" (landscape/horizontal) Displays are full-color, printed on one side square cornered foam board

3-MONTH CONTRACT: \$225	<input type="checkbox"/> Jan. 1-Mar. 31	<input type="checkbox"/> Apr. 1-June 30	<input type="checkbox"/> July 1-Sept. 30	<input type="checkbox"/> Oct. 1-Dec. 31
6-MONTH CONTRACT: \$400	<input type="checkbox"/> Jan. 1-June 30	<input type="checkbox"/> July 1-Dec. 31		
12-MONTH CONTRACT: \$595	<input type="checkbox"/> Jan. 1-Dec. 31			

Email all materials for the Travel Guide and Displays to Colleen Eliason at celiason@visitwhitemountains.com

PAYMENT INFORMATION

ADVERTISING TOTAL \$

Please check one: ☐ Check enclosed (payable to White Mountains Attractions) Charge my ☐ VISA ☐ MasterCard

CARD NUMBER EXPIRATION DATE

Member/Advertiser signature I understand the terms for this publication, and am authorized to enter into this contract on behalf of the above named company.

Signature _____ Date _____

Name (please print) _____