

YOUR MEMBER BENEFITS WITH WHITE MOUNTAINS ATTRACTIONS



VISITWHITEMOUNTAINS.COM ONLINE LISTING

Your business listing with photo connects you with close to 1 million website visitors annually. VisitWhiteMountains.com is responsive, meaning it adapts to all screen sizes: desktop, laptop, tablet, and smartphone, so your business will be easily seen by those planning a trip and those who are already in-destination. (Additional Digital Advertising opportunities available, see page 3).



WHITE MOUNTAINS TRAVEL GUIDE AND MAP & GUIDE LISTING

Your membership includes a free listing in the White Mountains Travel Guide and the White Mountains Map & Guide. With a circulation of over 500,000, these guides are mailed to nearly 20,000 inquiries and distributed throughout the White Mountains to over 250 locations, as well as to the 11 NH Welcome Centers, and up and down the Northeast corridor. (Reserve a full-color ad in our Travel Guide for more visibility).



WHITE MOUNTAINS VISITOR CENTER

Our visitor center sees upwards of 100,000 domestic and international visitors annually. We boast a friendly and knowledgeable front desk staff, a gift shop, member and regional brochures, informational displays, and the White Mountain National Forest Interpretive Center. One of your member benefits is a space for your brochure or rack card.



DISCOUNTED BROCHURE DISTRIBUTION TO NH STATE WELCOME CENTERS

We are one of only two brochure distributors approved to distribute to the 11 NH State Welcome Centers. As a member of White Mountains Attractions, you receive a discount on this service.



DIRECT SALES REPRESENTATION AT GLOBAL TRAVEL & TRADE SHOWS

Our staff attends Consumer and Group Travel shows along the East Coast and internationally to promote the White Mountains to international and domestic travelers. Shows include The Big E Expo, Montreal Outdoor Travel Show, American Bus Association, Travel & Adventure Shows, the NH Camping & RV Show, and the Discover New England Summit (just to name a few).



MARKETING AND COMMUNICATIONS

Thanks to the strong support from our Board of Directors, comprised of the area's Major Attractions, we are spending \$1 million per year on advertising. This includes investments in digital, broadcast, print, and brochure distribution that builds consumer awareness. Our communications team promotes the White Mountains community across multiple platforms. We have over 300,000 social media followers on Facebook, Instagram, X (Twitter), TikTok, and Pinterest. Our Trip Ideas blog, Itineraries, and e-newsletters give visitors and locals an insider's perspective on what's happening in the White Mountains. Our team showcases our members with engaging digital content that highlights the White Mountains experience. (Ask us about sponsorship opportunities across our digital channels!)



200 Kancamagus Highway
North Woodstock, NH 03262
VisitWhiteMountains.com
603-745-8720

Colleen Eliason
Communications & Sales Coordinator
celiasone@visitwhitemountains.com



MEMBER CONTRACT

White Mountains Attractions Association

PLEASE VERIFY YOUR CONTACT/LISTING INFORMATION, SIGN & RETURN WITH YOUR PAYMENT. *Thank you.*

CONTACT / BILLING INFORMATION

Business name _____ Website _____

Contact name _____ Email _____

Mailing Address / Town / State / Zip _____

Physical Address / Town / State / Zip _____

Contact phone (for office use) _____ Business phone (for customer use) _____

Group contact (if applicable) _____ Group email _____

Number of Rooms (Lodging) _____ Number of Seats (Dining) _____ Pet-friendly Yes No

Amenities: ADA Accessible WiFi Motorcoach Friendly

SOCIAL MEDIA INFORMATION Please check the social media platforms in which your business is currently active to include on your website listing.

Facebook Instagram Twitter (X) YouTube Pinterest TripAdvisor TikTok

MEMBER/CONTRACT INFORMATION *(circle price)*

Early Bird Discount
Full payment with contract by October 30, 2024

Price Increase
If payment received after October 30, 2024

<input type="checkbox"/> Lodging 10+ units	\$529	\$549
<input type="checkbox"/> Lodging 1-9 units	429	449
<input type="checkbox"/> Campground	429	449
<input type="checkbox"/> Restaurant / Retail / Service	329	349
<input type="checkbox"/> Restaurant <i>(with on-site lodging member)</i>	170	190
<input type="checkbox"/> Activities & Adventures <i>(Standard)</i>	329	349
<input type="checkbox"/> Activities & Adventures <i>(Spotlight)</i> <small>Featured Listing Button and up to 200 words of text on web listing</small>	729	749
<input type="checkbox"/> Real Estate	329	349

Here is your membership listing from the 2024 White Mountains Travel Guide.

Returning Members Please update information for inclusion in the 2025 Travel Guide.

New Members Please write a brief (25-35 words) description of your business for publication purposes.

- Check here if listing is all set for 2025
 Updated text is included or will be emailed

PAYMENT INFORMATION **Note: Deadline is October 30, 2024**

Payment may be made by mailing in a check, calling over the phone with a Visa or Mastercard, or paying online by visiting <http://whitemts.us/members> or scanning the QR Code.



If paying online, please email or mail your contract

MEMBER SIGNATURE I am authorized to enter into this contract on behalf of the above named company.

Signature _____ Date _____

Name *(please print)* _____

DIGITAL ADVERTISING CONTRACT

White Mountains Attractions Association

VIEW A MORE DETAILED DESCRIPTION OF OUR ADVERTISING OPPORTUNITIES AT:
visitwhitemountains.com/membership OR BY SCANNING THE QR CODE



The Lincoln House

The Lincoln House is the ideal four season mountain retreat for large groups. Planning a wedding, family reunion, or retreat? This beautiful five bedroom, two full and ...

[Learn More](#)

Premium Page Sponsor

Located below Hero image near top of page

Things to Do or
Places to Stay section

12-month (\$1,800)

6-month (\$1,000)

Event or Plan
Your Visit section

12-month (\$1,600)

6-month (\$900)

Restaurants or
Towns section

12-month (\$1,000)

6-month (\$750)



Sculptured Sand >>

Home Page Block Advertising

Located on the home page, below "Top Things To Do" and "Family Fun" blocks.

■ Limited to three advertisers per month.

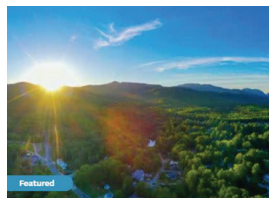
Month(s) \$500/month _____



Indian Head Resort

Four-season lodging, scenic views, year-round in/outdoor heated pools, on-site dining and more. Minutes from local attractions and outdoor recreation of all kinds.

[Learn More >>](#)



Western White Mountains Chamber of Commerce

The Lincoln, Woodstock, Franconia Notch area offers a variety of indoor and outdoor activities, a unique selection of tax-free shopping, superb dining, and an extensive ...

[Learn More >>](#)

Run of Site Feature Block ad

Located below 8-block tile

All pages except
Attractions

12-month (\$1,700)

6-month (\$1,000)



Tax-Free Shopping

Shop until you drop at these tax-free shopping opportunities in our small towns and villages.

[Learn More >>](#)



Explore a NH State Park

Discover a variety of recreational opportunities from beaches, campgrounds, natural areas, and trails

[Learn More >>](#)



Uncover Your Adventure

Let these trip ideas inspire you to embark on your own White Mountains adventures!

[Learn More >>](#)

Run of Site Spotlight ad

Located below Run of Site ads

All pages except
Attractions

12-month (\$1,000)

6-month (\$750)



Featured

Squam Lake Natural Science Center

23 Science Center Road
Holderness

[visit website >>](#)

Featured Listing Upgrade

■ Blue "Featured" button on listing.

■ Places listing toward front of category.

■ Visit website link.

\$250



Walden Campervans

BOOK A CAMPERVAN FOR YOUR NEXT WHITE MOUNTAINS TRIP

Have you been looking to dip your toe in van life?

Walden Campervans offers fully outfitted campervan rentals to inspire your next great adventure. Based just outside of Boston in Acton, MA, Walden is the perfect opportunity to jumpstart your adventure through the White Mountains of New Hampshire and beyond.

Each Walden campervan has been meticulously hand crafted and outfitted with brands like Burgo, Casper, Yeti & ProMotion to offer you the most memorable camping experience you've ever had (complete with a rooftop deck for stargazing, a mini chef's kitchen for cooking up campfire meals, and a memory foam mattress for recharging at the end of the day). All you have to bring is a sense of adventure!

If you're feeling ambitious, book a rig for our spring season. Can't you imagine sitting atop one of these during the solar eclipse? Campers after those classic "summer in the mountains" vibes should book early - these fully outfitted campervans go quick!

[Reserve Your Walden Campervan](#)

Consumer E-Newsletter Spotlight Sponsorship

■ Emailed monthly to over 20,000 subscribers.

■ Average of over 30% open rate and 3% click-thru rate.

■ Stats will be emailed to our monthly sponsors.

■ Limited monthly spots available.

Month(s)

\$250/month _____

PRINT ADVERTISING CONTRACT

White Mountains Attractions Association

TRAVEL GUIDE DISPLAY ADVERTISING

<p>A</p> <p>4.5" w x 7.25" d</p> <p>Full bleed: 5.375" w x 8.375" d</p>	<p>B</p> <p>Horiz: 4.5" w x 3.5" d</p>	<p>B</p> <p>Vert: 2.125" w x 7.25" d</p> <p>C</p> <p>2.125" w x 5.375" d</p>	<p>D</p> <p>Vert: 2.125" w x 3.5" d</p> <p>D</p> <p>Horiz: 4.5" w x 1.625" d</p>
--	---	--	--

Note: Space reservation deadline is October 30 ■ Materials deadline is November 30

- | | |
|--|----------------|
| <input type="checkbox"/> Full page (4½" w x 7¼" d) Full bleed: (5⅜" w x 8⅜" d) | \$3,000 |
| <input type="checkbox"/> ½ page H: (4½" w x 3½" d) V: (2⅛" w x 7¼" d) | \$2,000 |
| <input type="checkbox"/> ⅜ page (2⅛" w x 5⅜" d) | \$1,500 |
| <input type="checkbox"/> ¼ page H: (4½" w x 1⅝" d) V: (2⅛" w x 3½" d) | \$1,000 |
| <input type="checkbox"/> I will email my new ad <input type="checkbox"/> Repeat current ad | |



SAMPLE AD SIZES

DISPLAY PANEL ADVERTISING



A limited number of display panels are available at the White Mountains Visitor Center which welcomes **tens of 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.

WHITE MOUNTAINS VISITOR CENTER DISPLAY PANEL CONTRACT

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

- | | | |
|------------------------|--|---|
| 3-MONTHS: \$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-MONTHS: \$400 | <input type="checkbox"/> Jan. 1-June 30 | <input type="checkbox"/> July 1-Dec. 31 |
| | 12-MONTHS: \$595 | <input type="checkbox"/> Jan. 1-Dec. 31 |

All materials for digital and print advertising must be emailed to Colleen Eliason by October 30, 2024 at celiason@visitwhitemountains.com

PAYMENT INFORMATION

Payment may be made by mailing in a check, calling over the phone with a Visa or Mastercard, or paying online by visiting <http://whitemts.us/members> or scanning the QR Code.



ADVERTISING TOTAL

\$

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) _____