

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 NH State Welcome Centers, and up and down the Northeast corridor. (Reserve a full-color Travel Guide ad 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, gift shop, member and regional brochures, informational displays, and the White Mountain National Forest Interpretive Center. As a member you may display your brochure or rack card in our visitor center brochure room.



DISCOUNTED BROCHURE DISTRIBUTION TO NH STATE WELCOME CENTERS

We are one of only two brochure distributors approved to distribute to the NH State Welcome Centers. Members of White Mountains Attractions 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 17 Major Attractions, \$1 million per year is spent on advertising. This includes investments in digital, broadcast, and print that builds consumer awareness. Our communications team promotes the White Mountains community to over 300,000 social media followers across multiple platforms including Facebook, Instagram, X, and TikTok. Our Trip Ideas blog, Itineraries, and e-newsletters showcases our members with engaging digital content.



ATTRACTIONS PASSBOOK

As a member, your business will receive a complimentary passbook to visit our 17 Major Attractions. This is an invaluable way for your staff to educate themselves on what our Attractions offer and in turn, share that knowledge with your guests. (Additional passbooks are available for purchase. Contact us to find out how.)

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

Colleen Eliason
Communications & Sales Coordinator
celiason@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 properties only) _____ Number of Seats (Restaurants only) _____ 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 X YouTube Pinterest TripAdvisor TikTok

MEMBER/CONTRACT INFORMATION (circle price)

	Early Bird Discount <small>Full payment with contract by October 30, 2025</small>	Price Increase <small>If payment received after October 30, 2025</small>
<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 (with on-site lodging member)	170	190
<input type="checkbox"/> Activities & Adventures (Standard)	329	349
<input type="checkbox"/> Activities & Adventures (Spotlight) <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 2025 White Mountains Travel Guide.

Returning Members Please update information for inclusion in the 2026 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 2026
 Updated text is included or will be emailed

PAYMENT INFORMATION **Note: Deadline is October 30, 2025**

Payment may be made by check, credit card, or paying online at <http://whitemts.us/members> or by scanning the QR Code*.



***If paying online, we still need a copy of your contract either mailed or emailed which states any changes or no change needed.**

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



Settlers Green North Conway

A place for people to come together, whether it's shopping, dining, or experiencing one of our unique events, we are a destination that feels fun and familiar.

[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)

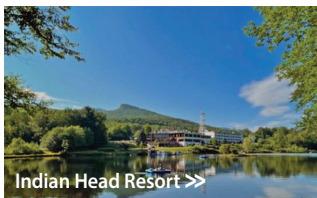
6-month (\$900)

Restaurants or
Towns section

12-month (\$1,000)

6-month (\$750)

Choose your 6 months: _____



Indian Head Resort >>

Home Page Block Advertising

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

■ Limited to three advertisers per month.

\$500/month Choose months _____



Featured

Seven Birches Winery

Hand-crafting classic European grape varietals and locally sourced fruits into wines of distinction. The fruit may be from around the world, but our wine embraces the spirit of New Hampshire. LIVE FREE.

[Learn More](#)



Featured

The Wentworth, a White Mountain Inn

A classic New England escape with cozy rooms, fine dining and endless outdoor adventures in Jackson, New Hampshire.

[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)

Months _____

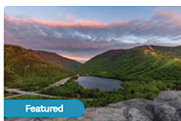


Featured

Tax-Free Shopping

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

[Learn More](#)



Featured

Explore a NH State Park

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

[Learn More](#)



Featured

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)

Months _____



Featured

Kahuna Laguna

2251 White Mountain Highway
North Conway
[visit website](#)

Featured Listing Upgrade

- Blue "Featured" button on listing.
- Places listing toward front of category.
- Visit website link.

\$250 for 12 months



NORTH COUNTRY KAYAK (LITTLETON, NH)
Experience the White Mountains from a different perspective and get out on the water with North Country Kayak!
North Country Kayak is a full-service kayak outfitter now offering kayak and paddleboard rentals, guided kayak tours, extended evening hours, sunset tours, group outings, and private occasions. Located on the picturesque Moose River in Littleton, NH (just a 30-minute drive from Lincoln, NH). Enjoy stunning views, observe resident Bald Eagles, go for a swim at a secret beach, and make an everlasting memory during this exclusive outdoor adventure with North Country Kayak.
Save 20% on your bill during the month of June. Readers of this newsletter receive a 20% discount when using the promo code KAYAK20 when checking out at NorthCountryKayak.com

[BOOK YOUR PADDLE](#)

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.

\$250/month

Months _____

PRINT ADVERTISING CONTRACT

White Mountains Attractions Association

TRAVEL GUIDE DISPLAY ADVERTISING

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

- | | |
|--|----------------|
| <input type="checkbox"/> A Full page (4½" w x 7¼" d) Full bleed: (5⅜" w x 8⅜" d) | \$3,000 |
| <input type="checkbox"/> B ½ page H: (4½" w x 3½" d) Vertical: (2⅞" w x 7¼" d) | \$2,000 |
| <input type="checkbox"/> C ⅜ page (2⅞" w x 5⅜" d) | \$1,500 |
| <input type="checkbox"/> D ¼ page H: (4½" w x 1⅝" d) V: (2⅞" w x 3½" d) | \$1,000 |
| <input type="checkbox"/> I will email my new ad <input type="checkbox"/> Repeat current ad | |

Please note, we do not offer design services in-house. All graphic design elements are your responsibility, including edits to current ads.



SAMPLE AD SIZES

DISPLAY PANEL ADVERTISING



A limited number of display panels are available at the White Mountains Visitor Center which welcomes **over 100,000 visitors annually**. 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, 2025 at celiason@visitwhitemountains.com

PAYMENT INFORMATION

Payment may be made by mailing in a check, credit card, 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) _____