



YOUR MEMBER BENEFITS WITH WHITE MOUNTAINS ATTRactions



VISITWHITEMOUNTAINS.COM ONLINE LISTING

Your business listing with photo connects you with nearly 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).



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 over 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 Museum. 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, 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 nearly \$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, Twitter (X), Tik Tok, 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 _____

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 ☐ Tik Tok

MEMBER/CONTRACT INFORMATION (circle price)

Installment Plan
Pay ½ now and
½ by June 1, 2024

Early Bird Discount
Full payment with contract
by October 30, 2023

<input type="checkbox"/> Lodging 10+ units	\$529	\$499
<input type="checkbox"/> Lodging 1-9 units	429	399
<input type="checkbox"/> Campground	429	399
<input type="checkbox"/> Restaurant / Retail / Service	329	299
<input type="checkbox"/> Restaurant (with on-site lodging member)	170	150
<input type="checkbox"/> Activities & Adventures (Standard)	329	299
<input type="checkbox"/> Activities & Adventures (Spotlight) <small>Featured Listing Button and up to 200 words of text on web listing</small>	729	699
<input type="checkbox"/> Real Estate	329	299

**Here is your membership listing
from the 2023 White Mountains
Travel Guide.**

Returning Members Please update information
for inclusion in the 2024 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 2024
☐ Updated text is included or will be emailed

PAYMENT INFORMATION **Note: Deadline is October 30, 2023**

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.



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



Seven Birches Winery

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

[Learn More](#)

Premium Page Sponsor

Things to Do or Places to Stay section

☐ 12-month (\$1,800)

☐ 6-month (\$1,000)

Event or Plan Your Visit section

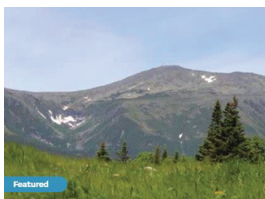
☐ 12-month (\$1,600)

☐ 6-month (\$900)

Restaurants or Towns section

☐ 12-month (\$1,000)

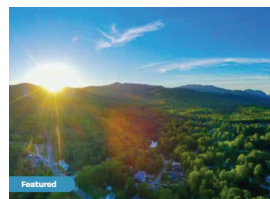
☐ 6-month (\$750)



Twin Mtn.-Bretton Woods

Twin Mountain and Bretton Woods are villages located in the town of Carroll. We have hotels, restaurants, and attractions and near many hiking trails, skiing, golf, ...

[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

All pages except Attractions

☐ 12-month (\$1,700)

☐ 6-month (\$1,000)



Nootka Lodge

We are a family-owned, log cabin style hotel in the White Mountains. Our lodge provides great rooms & ...

[Learn More](#)



Holiday Inn Express - Lincoln

Located at exit 32 off I-93 in Lincoln, our hotel features 81 newly renovated rooms and suites and close ...

[Learn More](#)



Mountain Club on Loon

A newly remodeled four-season hotel resort and spa at the base of Loon Mountain Ski Resort, New ...

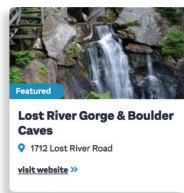
[Learn More](#)

Run of Site Spotlight ad

All pages except Attractions

☐ 12-month (\$1,000)

☐ 6-month (\$750)



Featured Listing Upgrade

☐ \$250



PICK A HOME BASE FOR YOUR OUTDOOR EXPLORATIONS

Discover **Bethlehem** – the town with the highest elevation in New England!

Bethlehem boasts miles of hiking and biking trails, live concerts and cultural experiences. Main Street tax-free shopping, fresh local dining, and tasty **craft beer**. Watch the alpenglow illuminate the night sky, soak up the splendor of **Mount Washington**, play a round of golf on a Donald Ross-designed course, or go for a swim in the Ammonoosuc River.

After that, if you are so inclined to extend your stay in the White Mountains, head a bit south on I-93 to **Indian Head Resort** in Lincoln, NH.

This spot is a mountain town mainstay for a reason. In addition to great evening entertainment and a stunning view of Shadow Lake, Indian Head has a fleet of pedal boats for guests to enjoy at their leisure, as well as an amazing proximity to the **Mount Pemigewasset trail** and the ever-popular **Fume Gorge**.

Take Me to the Town of Bethlehem

Book at Stay at Indian Head Resort

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) \$200/month _____

Home Page Block Advertising

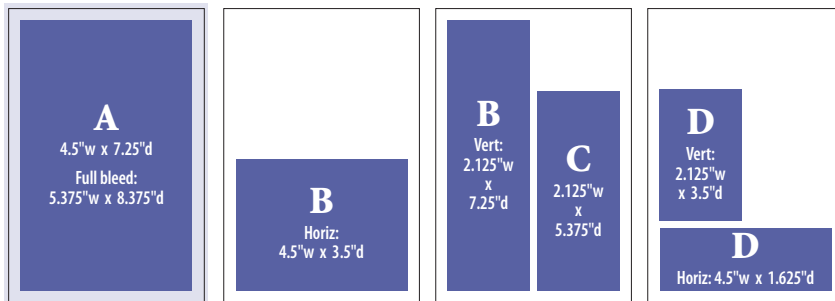
- Located on the home page, below the “Top Things To Do” and “Family Fun” blocks.
- Limited to three advertisers per month.

☐ Month(s) \$500/month _____

PRINT ADVERTISING CONTRACT

White Mountains Attractions Association

TRAVEL GUIDE DISPLAY ADVERTISING



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

- | | |
|--|----------------|
| <input type="checkbox"/> Full page (4½" w x 7¼" d) Full bleed: (5⅝" w x 8⅝" d) | \$3,000 |
| <input type="checkbox"/> ½ page H: (4½" w x 3½" d) V: (2⅞" w x 7¼" d) | \$2,000 |
| <input type="checkbox"/> ⅓ page (2⅞" w x 5⅝" d) | \$1,500 |
| <input type="checkbox"/> 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 | |



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 November 30, 2023 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) _____