

White Mountains Attractions Association

provides you with a range of member benefits

1. VISITWHITEMOUNTAINS.COM ONLINE LISTING

Your business listing with photo connects you with *nearly 1 million website visitors annually*. VisitWhiteMountains.com is responsive, which means it adapts to all screen sizes: desktop, laptop, tablet, and smartphone so your business is seen easily both by those planning a trip and those who are already in the region. *To boost your VisitWhiteMountains.com visibility, see page 5!*

2. WHITE MOUNTAINS OFFICIAL 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, the Travel Guide and Map & Guide are mailed to over 20,000 inquiries and distributed not only throughout the White Mountains at over 250 locations, but also in the 11 New Hampshire Welcome Centers and up and down the Northeast corridor, all of which are critical distribution sites. *To enhance your visibility in the Travel Guide, see page 4!*

3. WHITE MOUNTAINS VISITOR CENTER

Our Information Specialists provide extraordinary guidance to an average of 100,000 visitors per year. Think of them as an extension of your sales team speaking to the most qualified leads—visitors who have already chosen the White Mountains and who are looking for ideas of what to do and where to play, stay, dine, and shop. Your membership includes a free brochure rack slot in the Visitor Center.

4. DIRECT SALES REPRESENTATION AT GLOBAL TRAVEL & TRADE SHOWS

With an emphasis on Leisure Travel Consumers, Group Tour Operators, Wedding and Travel Planners, the White Mountains Attractions Association team is representing you Nationally and Internationally to drive lucrative business to your doorstep. Some of the shows we anticipate participating in include: *The Big E Expo*, *Discover New England*, *American Bus Association*, *Travel & Adventure Shows*, *AAA Travel Shows*, and the *Montreal Outdoor Adventure Show*.

5. MARKETING

Thanks to strong support from our Board of Directors, the 17 Major Attractions, we are spending nearly \$1 million per year on advertising, which includes investments in digital, broadcast, print, and brochure distribution that builds consumer awareness. The White Mountains Attractions Association's advertising campaigns provide a rock-solid foundation for all of our other marketing channels.

6. COMMUNICATIONS

Our communications team promotes the White Mountains community across multiple platforms. We have **over 300,000 social media followers** on Facebook, Instagram, Twitter, Pinterest, and TikTok. Our Trip Ideas blog provides an insider perspective on what's happening in the White Mountains, giving visitors and locals a reason to come back and read about the area each week. Our team showcases our members with engaging digital content that exemplifies the extraordinary White Mountains experience.

7. DISCOUNTED ADVERTISING OPPORTUNITIES

Beyond your basic online, Travel Guide, and Map & Guide listings, there are member-only opportunities that help your business stand out from the crowd. White Mountains Attractions Association members have exclusive access to advertising opportunities on VisitWhiteMountains.com, in the Official Travel Guide, the White Mountains Visitor Center display area, and distribution to the NH Welcome Centers. Our membership team can meet with you to discuss the options that would work best for your budget and business. *See page 3!*

**Take advantage of these benefits and more by returning the enclosed
Member Contract Form and Advertising Contracts.**

Questions? Contact Colleen Eliason at celiason@visitwhitemountains.com or 603-745-8720.

MEMBER CONTRACT

White Mountains Attractions Association

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 _____ Business phone _____

Group contact (if applicable) _____ Group leads email _____

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

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 ☐ YouTube ☐ Pinterest ☐ TripAdvisor

MEMBER/CONTRACT INFORMATION (circle price)

Installment Plan
Pay 1/2 now and
1/2 by June 1, 2023

Early Bird Discount
Full payment with contract
by October 30, 2022

| | | |
|--|-------|-------|
| <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) <i>Includes premier listing location</i> | 729 | 699 |
| <input type="checkbox"/> Real Estate | 329 | 299 |

Here is your membership listing
from the **2022 White Mountains
Travel Guide.**

Returning Members

Please update information for inclusion
in the 2023 Travel Guide.

New Members

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

PAYMENT INFORMATION **Note: Deadline is October 30, 2022**

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

CARD NUMBER EXP. DATE

MEMBER 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) _____

To pay your membership in full securely online, go to: <http://whitemts.us/members>

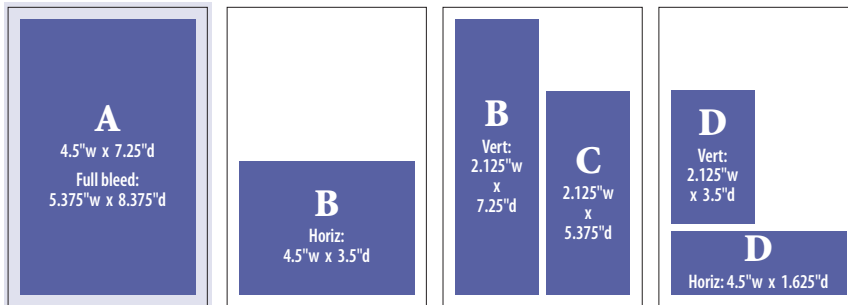
White Mountains Attractions Association ■ PO Box 10 ■ North Woodstock, NH 03262
Email Colleen Eliason at celiason@visitwhitemountains.com, call 603-745-8720, or fax 603-745-6765

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 |
|--|---------------------------------------|--|--|

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

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) _____

ADVERTISING TOTAL \$

DIGITAL ADVERTISING À LA CARTE OPTIONS

The White Mountains Attractions Association's newly redesigned website, **VisitWhiteMountains.com**, is a valuable tool for tourists to explore all the White Mountains has to offer and includes enhanced features for more native advertising opportunities for business members which allows for a better experience for visitors.

VisitWhiteMountains.com advertising opportunities—Creative Information

- VisitWhiteMountains.com is a Responsive Website Design allowing advertisements to display on all devices
- All advertising placements are templated and designed to match the visual aesthetic of VisitWhiteMountains.com
- Image elements should be single photographs with no overlaid graphics or text, including logos. No collages or “photoshopping,” please.
- All character count specs include individual spaces, punctuation marks, and letters. We recommend using a character count tool such as charactercountonline.com/ or Microsoft Word to track copy length.
- Head to visitwhitemountains.com/things-to-do/ for examples of each type of digital advertising opportunity.

Premium Page Sponsorship—Top of Page



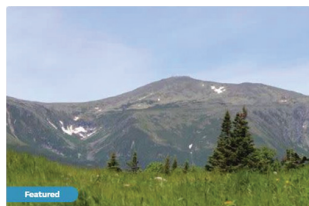
Seven Birches Winery

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 ...

[» Learn More](#)

- All Pages within a Category—Things to Do, Events, Restaurants, Places to Stay, Town-specific Page, Group Tours+Weddings
- Located top of page under the page introduction text
- Photo (599w x 448h pixels) • Headline (55 characters)
- Body (170 characters) • [Learn More](#) link to Business listing and website

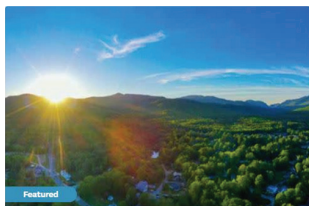
Run of Site Banner Ads—Below Member Listings



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 »](#)

- Located just below the business listings and appears in rotation on all website pages except for Attractions page.
- Photo (623w x 467h pixels) • Headline (82 characters)
- Body (170 characters) • [Learn More](#) link to Business listing and website



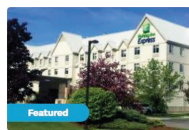
Spotlight Ads—Run of Site—Below Run of Site Banner Ads



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 ...

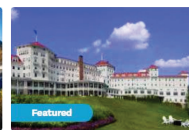
[Learn More »](#)



Mountain Club on Loon

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

[Learn More »](#)



Omni Mount Washington Resort

As grand as the history behind it, Omni Mount Washington Resort is gracious in ambiance and generous in ...

[Learn More »](#)

- Located just below the business listings, below the Run of Site banner ads, and appears in rotation on all website pages except for Attractions page.
- Photo (623w x 405h pixels) • Headline (18 characters)
- Body (105 characters) • [Learn More](#) link to Business listing and website

New Digital Advertising Opportunities

Home Block Advertising (limited to 3 businesses per month)

- Located on the home page, below the “Top Things To Do” and “Family Fun” blocks.
- Choose which months will benefit your business.
- VisitWhiteMountains.com receives nearly 1 million visitors annually.

Consumer E-Newsletter Advertising

- Consumer Newsletter is emailed monthly to over 20,000 subscribers.
- Showcase your business or include a deal, event, or special occasion.
- Average of over 30% open rate and 3% click thru rate.

DIGITAL ADVERTISING À LA CARTE CONTRACT

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)

Run of Site ads

All pages except Attractions page

☐ 12-month (\$1,700)

☐ 6-month (\$1,000)

Spotlight ads

All pages except Attractions page

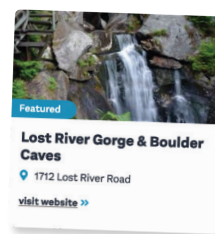
☐ 12-month (\$1,000)

☐ 6-month (\$750)

Featured Listing

(Example at right)

Moves your business to the beginning of the member listings for your category.



☐ 12-month (\$250)

Home Page Block Advertising

First come-first served

☐ 1 month (\$500) # of months _____

Months requested

☐ Jan. ☐ Feb. ☐ Mar. ☐ Apr.

☐ May ☐ June ☐ July ☐ Aug.

☐ Sept. ☐ Oct. ☐ Nov. ☐ Dec.

Consumer Newsletter Advertising

1 month (\$200) # of months _____

Months requested

☐ Jan. ☐ Feb. ☐ Mar. ☐ Apr.

☐ May ☐ June ☐ July ☐ Aug.

☐ Sept. ☐ Oct. ☐ Nov. ☐ Dec.

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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) _____