MEMBER BENEFITS
White Mountains Attractions Association

1. **VisitWhiteMountains.com online listing**
   Your business information and photo appears on the most popular regional website in New Hampshire, VisitWhiteMountains.com, which receives **over 800,000 visitors annually**! To boost your online visibility, see page 2!

2. **TRAVEL GUIDE and MAP & GUIDE listing**
   Your business is listed in the *Official White Mountains Travel Guide* and the *Official NH White Mountains Map & Guide*—that’s more than two million impressions for your business! To enhance your visibility in these publications, see page 2!

3. **Display your BROCHURE at the popular WHITE MOUNTAINS VISITOR CENTER**
   At the intersection of the Kancamagus Highway & I-93 Exit 32 in North Woodstock. Put your information in the hands of thousands of area visitors annually! To increase your visibility at the Visitor Center and through brochure distribution, see page 2!

4. **DIRECT MAILINGS TO TOURIST INQUIRIES with your listing**
   The *White Mountains Travel Guide* and the *Official NH White Mountains Map & Guide* (which includes your business information) are mailed to nearly 20,000 new visitor inquiries annually.

5. **Representation at GLOBAL TRAVEL & TRADE SHOWS**
   The White Mountains Attractions staff attend numerous travel shows every year, with the *White Mountains Travel Guide* and *Map & Guide* as the primary publications distributed to show attendees. Some of the shows in which we’ve participated in the past include: *The Big E, Discover New England, Made in NH Expo, AAA Travel Shows, American Bus Association, Travel & Adventure Shows* as well as shows in Canada, UK, Ireland, Germany, France, Japan, Italy and Australia. Future shows may include virtual and in-person participation.

**ADDITIONAL BENEFITS**

6. Representation in NH state tourism issues  
7. Tour Operator & Motor Coach leads  
8. Discounted advertising opportunities  
9. Member rates for brochure distribution through the WIC program


To take advantage of these benefits, return the *Member Contract Order Form* (see page 3) and payment to:

**Colleen Eliason** at White Mountains Attractions Association  
PO Box 10 ■ North Woodstock, NH 03262

Questions? Email celiason@visitwhitemountains.com, call 603-745-8720 or 800-346-3687, 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 and Lakes Region, and in the 12 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.

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.

DISPLAY PANEL ADVERTISING

Available White Mountains Travel Guide Display Advertising size configurations and dimensions. For pricing and additional information, please see 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 12 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  •  Colebrook  •  Hooksett (North & South)  •  Lebanon  •  Littleton  •  North Conway  •  Salem  •  Sanbornton  •  Seabrook  •  Springfield  •  Sutton

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 celiaslon@visitwhitemountains.com or call 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)

<table>
<thead>
<tr>
<th>Membership Type</th>
<th>Installment Plan</th>
<th>Early Bird Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lodging 10+ units</td>
<td>$529</td>
<td>$499</td>
</tr>
<tr>
<td>Lodging 1-9 units</td>
<td>429</td>
<td>399</td>
</tr>
<tr>
<td>Campground</td>
<td>429</td>
<td>399</td>
</tr>
<tr>
<td>Restaurant / Retail / Service</td>
<td>329</td>
<td>299</td>
</tr>
<tr>
<td>Restaurant (with on-site lodging member)</td>
<td>170</td>
<td>150</td>
</tr>
<tr>
<td>Activities &amp; Adventures (Standard)</td>
<td>329</td>
<td>299</td>
</tr>
<tr>
<td>Activities &amp; Adventures (Spotlight)</td>
<td>729</td>
<td>699</td>
</tr>
<tr>
<td>Real Estate</td>
<td>329</td>
<td>299</td>
</tr>
</tbody>
</table>

Returning Members Please update information for inclusion in the 2022 Travel Guide.
New Members Please write a brief (25-35 words) description of your business for publication purposes.

PAYMENT INFORMATION Note: Deadline is November 30, 2021

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

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 celliason@visitwhitemountains.com, call 603-745-8720, or fax 603-745-6765.
ADVERTISING À LA CARTE MENU

TRAVEL GUIDE Display Advertising Contract

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

<table>
<thead>
<tr>
<th>Ad size</th>
<th>Member ad</th>
<th>Not Yet A Member ad</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ Full page (4½” w x 7¼” d)</td>
<td>$3,000</td>
<td>$3,500</td>
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<tr>
<td></td>
<td>Full bleed: (5¾” w x 8¾” d)</td>
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</tr>
<tr>
<td>☐ ½ page H: (4½” w x 3½” d)</td>
<td>$2,000</td>
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</tr>
<tr>
<td></td>
<td>V: (2¾” w x 7¼” d)</td>
<td></td>
</tr>
<tr>
<td>☐ ¾ page (2¾” w x 5¾” d)</td>
<td>$1,500</td>
<td>$2,000</td>
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<tr>
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<td>$1,500</td>
</tr>
<tr>
<td></td>
<td>V: (2¾” w x 3½” d)</td>
<td></td>
</tr>
<tr>
<td>☐ I will email my new ad</td>
<td>☐ Repeat current ad</td>
<td></td>
</tr>
</tbody>
</table>

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

6-MONTH CONTRACT: $400       ☐ Jan. 1-June 30  ☐ July 1-Dec. 31
12-MONTH CONTRACT: $595      ☐ Jan. 1-Dec. 31

Email all materials for Online, Travel Guide and Displays to Colleen Eliason at cellison@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) ___________________________
The White Mountains Attractions Association is pleased to announce the launch of a fresh new website at VisitWhiteMountains.com. The new website remains a tool for tourists to explore all the White Mountains has to offer, but with enhanced features for more native advertising opportunities for business members which allows for a better website visitor’s experience.

VisitWhiteMountains.com new 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.

Premium Page Sponsor

- 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

- 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

- 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
Digital Advertising Opportunities @ VisitWhiteMountains.com

**ADVERTISING À LA CARTE MENU**

**Premium Page Sponsor**

- **Things to Do** section
  - 12-month ($1,800) 6-month ($1,000)
- **Places to Stay** section
  - 12-month ($1,800) 6-month ($1,000)
- **Event** section
  - 12-month ($1,600) 6-month ($900)
- **Plan Your Visit** section
  - 12-month ($1,600) 6-month ($900)
- **Restaurants** section
  - 12-month ($1,000) 6-month ($750)
- **Towns**
  - 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
  - 12-month ($250)

For Premium Page Sponsor, Run of Site and Spotlight ads, please fill in the information below or email your photo and information to Colleen Eliason at celiason@visitwhitemountains.com

**Headline** (typically Business name)

**Body text** (see other side for ad limits)

Email all materials for Online advertising 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: [Redacted]  
EXPIRATION DATE: [Redacted]

**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: [Redacted]  
Date: [Redacted]

Name (please print): [Redacted]