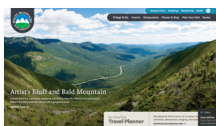


MEMBER BENEFITS

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

The White Mountains Attractions Association maintains active membership in the *International Association of Amusement Parks and Attractions*, *U.S. Travel Association*, *Discover New England*, *NH Travel Council*, *New England Association of Amusement Parks & Attractions*, *American Bus Association*, and *National Tour Association*, among others.

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

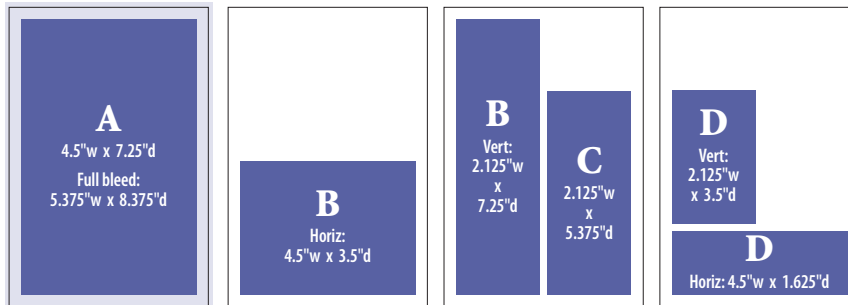
Questions? Email celiason@visitwhitemountains.com,
call **603-745-8720** or **800-346-3687**, or fax **603-745-6765**.

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.



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 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



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**.

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 ½ now and
½ by June 1, 2022.

Early Bird Discount
Full payment with contract
by November 30, 2021

<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 (<i>with on-site lodging member</i>)	170	150
<input type="checkbox"/> Activities & Adventures (<i>Standard</i>)	329	299
<input type="checkbox"/> Activities & Adventures (<i>Spotlight</i>) <i>Includes premier listing location</i>	729	699
<input type="checkbox"/> Real Estate	329	299

Here is your membership listing
from the **2021 White Mountains
Travel Guide.**

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

CARD NUMBER													EXP. DATE				
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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**.

ADVERTISING À LA CARTE MENU

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 November 30 ■ Materials deadline is December 30

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 Online, 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

\$

ADVERTISING À LA CARTE MENU

Digital Advertising Opportunities @ VisitWhiteMountains.com

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



Seven Birches Winery

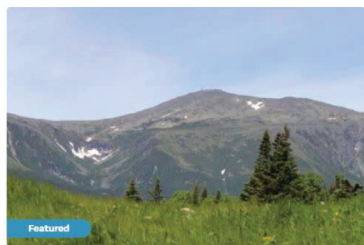
Hand-crafting classic European grape varietals and locally sourced fruits into wines of distinction. The fruit may be from around the world, but our wine embraces the...



[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

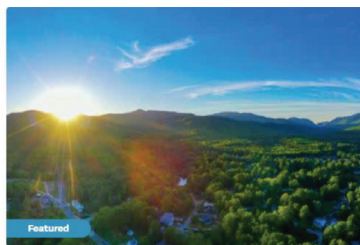
Run of Site Banner Ads



Twin Mtn.-Bretton Woods Chamber

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



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...

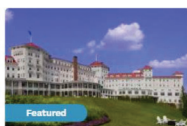
[Learn More](#) >>



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

ADVERTISING À LA CARTE MENU

Digital Advertising Opportunities @ VisitWhiteMountains.com

Premium Page Sponsor

<i>Things to Do</i> section	<input type="checkbox"/> 12-month (\$1,800)	<input type="checkbox"/> 6-month (\$1,000)
<i>Places to Stay</i> section	<input type="checkbox"/> 12-month (\$1,800)	<input type="checkbox"/> 6-month (\$1,000)
<i>Event</i> section	<input type="checkbox"/> 12-month (\$1,600)	<input type="checkbox"/> 6-month (\$900)
<i>Plan Your Visit</i> section	<input type="checkbox"/> 12-month (\$1,600)	<input type="checkbox"/> 6-month (\$900)
<i>Restaurants</i> section	<input type="checkbox"/> 12-month (\$1,000)	<input type="checkbox"/> 6-month (\$750)
<i>Towns</i>	<input type="checkbox"/> 12-month (\$1,000)	<input type="checkbox"/> 6-month (\$750)

Run of Site ads

All pages except Attractions page

<input type="checkbox"/> 12-month (\$1,700)	<input type="checkbox"/> 6-month (\$1,000)
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Spotlight ads

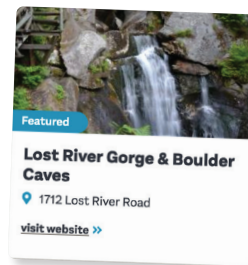
All pages except Attractions page

<input type="checkbox"/> 12-month (\$1,000)	<input type="checkbox"/> 6-month (\$750)
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Featured Listing

(Example at right) ►

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



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

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) _____