



The White Mountains  
Attractions Association

*Bringing global tourism to*

# THE WHITE MOUNTAINS

*for nearly 60 years!*

VisitWhiteMountains.com  
connects with nearly  
**1 MILLION**  
travelers annually

THE WHITE  
MOUNTAINS  
by the  
NUMBERS



Our Visitor Center welcomes

**100,000**  
guests annually

**300,000 Travel Guides**  
and **800,000 Map Guides**  
produced and distributed  
nationally annually!



**2018**  
Marketing Materials  
Advertising deadline:  
October 30, 2017



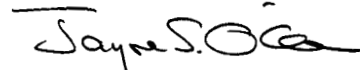
*Join us in promoting everything that makes our beautiful region a tourist destination for visitors from the US and around the world.*

We've been the premier marketing organization for this popular area for nearly 60 years, and **your business** can be a part of an important effort to focus attention on the White Mountains.

We offer exceptional advertising opportunities that put your company's name and product into the hands of many thousands of domestic and international travelers. These are designed specifically for businesses in the White Mountains and are managed by our staff of experienced tourism professionals. **We are ready to help bring the world to your door!**

I invite you to become a Partner of the White Mountains Attractions Association this year and take advantage of an array of valuable marketing programs. It's easy, and we look forward to working with you for many years to come!

All contracts are available for download under the Membership menu at [VisitWhiteMountains.com](http://VisitWhiteMountains.com)

  
Jayne O'Connor, President  
White Mountains Attractions Association

## TABLE of CONTENTS

- PAGE 1** Welcome Message
- PAGE 2** White Mountains Attractions Association Partner Benefits
- PAGE 3** *VisitWhiteMountains.com* Online Advertising
- PAGE 4** *Travel Guide* Display Advertising
- PAGE 5** Brochure Distribution Program
- PAGE 6** More Ways to Reach Visitors to the Area
  - Panel Display Ad
  - *Tourist Assistance Portal* (TAP)
  - *White Mountains Dining Guide*
  - *National Scenic Byways Map & Guide*

*Chalkboard at the WMAA Visitor Center from 7/28-7/29/17*



## PARTNER BENEFITS White Mountains Attractions Association

### AS A PARTNER, YOU'LL RECEIVE



#### **VisitWhiteMountains.com online listing**

Your business information appears on the most popular regional website in NH, VisitWhiteMountains.com, which receives **nearly 1,000,000 visitors annually!** To boost your online visibility see page 3.



#### **TRAVEL GUIDE and MAP & GUIDE listing**

You are 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 boost your visibility in these publications see page 4.



#### **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 more than 100,000 area visitors every year! To boost your visibility at the Visitor Center and through brochure distribution see page 5 & 6.



#### **Listing on our INTERACTIVE TOUCH SCREEN KIOSK**

The Tourist Assistance Portal (TAP) is an interactive touch screen located in the Visitor Center lobby. This hands-on technology provides visitors convenient access to your business profile. To boost your visibility on TAP see page 6.



#### **DIRECT MAILINGS TO TOURIST INQUIRIES with your listing**

*Travel Guides* and *Map & Guides* (which include your business information) are mailed to more than 20,000 new tourist inquiries every year and to an additional 30,000 visitors on our mailing list.



#### **REPRESENTATION AT INTERNATIONAL & DOMESTIC SHOWS**

The *White Mountains Travel Guide* and *NH White Mountains Map & Guide* with your listing are the primary publications distributed at Travel and Tour conventions in which we participate, such as: *The Big E*, *Discover New England*, *Made in NH Expo*, *the Boston Globe Travel Show*, *AAA Travel Shows*, *ABA* as well as shows in Canada, Great Britain, Ireland, Germany, France, Japan, Italy, Scandinavia and Australia.

### HERE'S WHAT ELSE YOU GET

- ▶ **Representation in state tourism issues**
- ▶ **International Tour Operator leads**
- ▶ **Domestic Motor Coach leads**
- ▶ **Discounted advertising opportunities**

The White Mountains Attractions Association maintains active membership in the *International Association of Amusement Parks & 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 advertise, simply fill out the **Partner Contract Information insert** and return with your payment to:

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

**Add these  
Unbeatable  
advertising  
opportunities!**

**VisitWhiteMountains.com online advertising**

Buy a banner ad on our website and any size ad in the White Mountains Travel Guide **and save 10% on the package!**

**Advertising rates** (rates per ad/per page)

Option 1: 728 x 90 (top of page)	All pages in the Things to Do section (not including Attraction pages)	All pages in the Places to Stay section	All Visitor Center + Travel Trade + In the News + Group Resources pages	Calendar of Events pages
6 months	\$1,400	\$1,200	\$1,000	\$1,000
12 months	\$1,800	\$1,600	\$1,500	\$1,300

Option 2: 300 x 250 (sidebar)	All pages in the Things to Do section (not including Attraction pages)	All pages in the Places to Stay section	All Visitor Center + Travel Trade + In the News + Group Resources pages	Calendar of Events pages
6 months	\$1,200	\$1,000	\$800	\$700
12 months	\$1,600	\$1,400	\$1,200	\$1,000

Option 3: 200 x 300 (sidebar)	All pages in the Things to Do section (not including Attraction pages)	All pages in the Places to Stay section	All Visitor Center + Travel Trade + In the News + Group Resources pages	Calendar of Events pages
6 months	\$1,000	\$800	\$600	\$500
12 months	\$1,200	\$1,000	\$800	\$700

Acceptable file formats: GIF (static or animated), JPEG (max. size 20kb) Note: Animated banner ads are ok, but Flash (SWF) files are *not* accepted at this time.

**OTHER INTERNET ADVERTISING OPTIONS**

**1 Expanded Listing**  
Add up to 250 words of text plus four additional photos or a live social media photo gallery and a link to the reservation / tickets page on your website. **12 months: \$300**

**2 Expanded Plus Listing**  
Expanded listing plus post up to four specials at a time. **12 months: \$425**

*Note: The Internet advertising contract is included as an insert; please be sure to fill it out completely. Thank you.*

**QUESTIONS?**

For more information, contact Estlin Loparto (eloparto@visitwhitemountains.com) or call White Mountains Attractions Association at 603-745-8720.

**See enclosed contract for Internet advertising or download form under the Partners menu at VisitWhiteMountains.com**

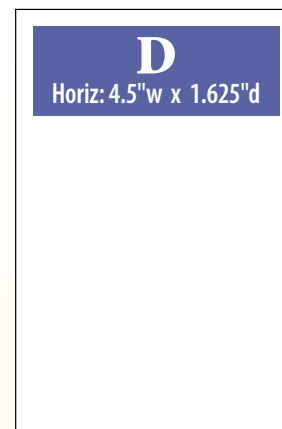
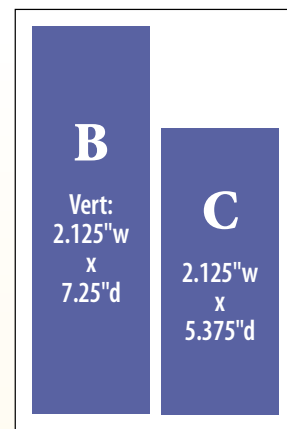
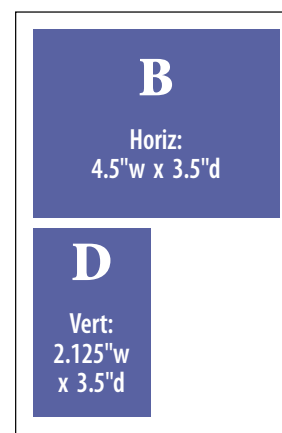
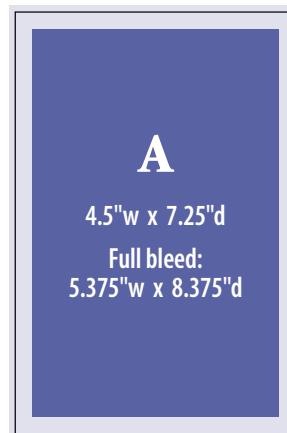
**325,000**  
printed  
and used!

**The most popular Travel Guide in New Hampshire!**

**WHITE MOUNTAINS TRAVEL GUIDE** Ad sizes & publication specs

SIZE	Member	<b>SPECIAL!</b> WMAA Member ad with Internet Option 1	Non-Member	DIMENSIONS
	COST	COST	COST	
A. Full page	\$3,000	\$3,199	\$3,500	4½"w x 7¼"d Full Bleed: 5¾"w x 8¾"d
B. ½ page	\$1,999	\$2,199	\$2,500	Horiz: 4½"w x 3½"d Vert: 2½"w x 7¼"d
C. ⅓ page	\$1,499	\$1,699	\$2,000	2½"w x 5¾"d
D. ¼ page	\$999	\$1,199	\$1,500	Horiz: 4½"w x 1½"d Vert: 2½"w x 3½"d

Ad rates assume advertiser-supplied, completed ads. If you wish us to make a change to your ad—assuming it is in a format we can manipulate—there will be a cost associated. Please call.



**PUBLICATION SPECS**

- Trim size: 5½" x 8½"
- Ad rates are **not** agency commissionable.
- Payment in full must accompany your order.
- Ads may be submitted electronically to Cheryl Reardon at charyl@visitwhitemountains.com
- The preferred ad format is high-resolution PDF.
- If type, rules, or photos in ads will not reproduce satisfactorily, we reserve the right to rework the ad at the advertiser's expense.
- All advertising is subject to approval before (and after) acceptance for publication.

**Please Note**

**All ads are  
full color.**

**See enclosed contract for Travel Guide display advertising or download form under the Partners menu at VisitWhiteMountains.com**



# BROCHURE DISTRIBUTION PROGRAM

at the NH State Welcome Information Centers (WIC)

**Get your business in front of millions of NH visitors!**

White Mountains Attraction Association is honored to be an authorized organization approved by the state to distribute brochures to the 12 New Hampshire **Welcome Information Centers** (WICs).

The 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 four million visitors annually!

### Welcome Information Center locations

Canterbury ■ Colebrook ■ Hooksett (North & South) ■ Lebanon ■ Littleton  
North Conway ■ Salem ■ Sanbornton ■ Seabrook ■ Springfield ■ Sutton

### WMAA Distribution Categories and Fees

	Monthly contract		12 month contract	
	Non-member rate per month	WMAA member rate per month	Non-member rate per month	WMAA member rate per month
<b>Category 1</b> (1-5 WICs)	\$40	\$30	\$35	\$25
<b>Category 2</b> (6-9 WICs)	\$70	\$50	\$65	\$45
<b>Category 3</b> (10+ WICs)	\$140	\$100	\$120	\$90
<b>Category 4</b> (Includes all WICs and numerous businesses in the White Mountains and Lakes Region)			\$5,000 per year	
<b>Category 5</b> (Local businesses in the White Mountains and Lakes Region)			\$4,000 per year	

Rates are for a standard 4" x 9" brochure and are per month. Magazine or Digest sizes require an additional 50% charge for distribution and State rack fee. For larger sizes, please call for pricing.

**Note:** The above rates do not include the State of New Hampshire's annual rack fee. Contact Jennifer Townsend at NH DTTD for more information: [Jennifer.Townsend@dred.nh.gov](mailto:Jennifer.Townsend@dred.nh.gov).

**For rack card printing and design information and services, please contact Estlin Loparto**

email: [eloparto@visitwhitemountains.com](mailto:eloparto@visitwhitemountains.com)  
or call: 603-745-8720

**Downloadable contracts can be found under the Partners menu at [VisitWhiteMountains.com](http://VisitWhiteMountains.com)**

**Thank you for the opportunity to distribute your brochures or magazines!**

Contact Estlin Loparto ([eloparto@visitwhitemountains.com](mailto:eloparto@visitwhitemountains.com)), or call White Mountains Attractions Association at 603-745-8720 for more information.

# MORE WAYS TO REACH VISITORS WHEN THEY GET TO THE



## White Mountains Visitor Center!

**1 PANEL DISPLAY AD** A limited number of these spaces are available for a full year at the White Mountains Visitor Center which welcomes more than **100,000 visitors every year**. Brochure space is conveniently located near your ad, enabling visitors to grab your business information on the run. A courtesy desk is nearby, with a phone to use free of charge, allowing visitors to call your business directly.



The cost for a 22¾" x 13¾" (horizontal/landscape) ad is just \$595.

**2 TOURIST ASSISTANCE PORTAL (TAP)** is an interactive touch screen located in the lobby of the White Mountains Visitor Center. This state of the art technology will send your important business listing information directly to a visitor's mobile phone. The TAP also offers a paperless, eco-friendly approach to providing visitors easy access to local events, weather, and information on White Mountains history and culture. Please contact for pricing options.



**3 WHITE MOUNTAINS DINING GUIDE.** **70,000 full color copies are printed on glossy paper** and distributed annually to Welcome Centers, Attractions and local businesses throughout the White Mountains. Choose between a full page: 4.5" w x 7.125" h (\$599) or half page: 4.5" w X 3.5" h (\$399) ad.



**4 NATIONAL SCENIC BYWAYS MAP & GUIDE.** **150,000 copies** are printed in six different languages (English, French, German, Hindi, Japanese and Chinese) and distributed to Welcome Centers, Attractions and local businesses throughout the White Mountains. This is a colorful, user-friendly driving guide to the popular 100-mile *White Mountains Trail*. Businesses that advertise on the map are highlighted with an easy-to-read numbered, color-coded key and a listing which includes your business name, address, phone number and website. Listings are \$99.



**5 WHITE MOUNTAINS MAP & GUIDE.** **800,000 copies are printed and distributed** to Tourism/Travel-related businesses in major metropolitan areas from Maine to Virginia with a major concentration in New Hampshire. Each display advertisement area is 1.6875" w X 2.4375" h. Price: \$1,595.

# Now is the time to secure advertising for YOUR business for 2018!



*Our friendly staff promotes WMAA members*



*WMAA Visitor Center, North Woodstock, NH*

The popular **White Mountains Visitor Center**, located at Exit 32 off I-93 in North Woodstock, provides travelers with detailed information on area businesses and attractions, as well as free brochures, maps, and more. Our extensive Gift Shop features New Hampshire-made products. The U.S. Forest Service is also available to answer questions. White Mountains Recreation Parking Passes are sold here as well.



*Visitors sign the chalkboard at the WMAA Visitor Center, letting us know where in the world they are from.*



*WMAA Staff will get you to where you want to go!*



## **White Mountains Attractions Association**

Post Office Box 10 • North Woodstock, NH 03262

603-745-8720 • Fax: 603-745-6765 • [VisitWhiteMountains.com](http://VisitWhiteMountains.com)

