



Mansfield & Richland County

Convention & Visitors Bureau
America at its Best!

Rate Sheets Inside

September 2, 2011

Visitors Guide



Web & Mobile Advertising

Dear Member,

Get the most out of the Bureau's most powerful print and Internet web marketing tools!

Cover Ohio and beyond with one integrated marketing buy. You can't afford not to invest in advertising that will get you noticed for less.

Promoting is Key! Don't risk losing customers because they never saw you. Travelers utilize both print and web for travel planning. Never before have there been as many ways to see a travel message: online, in print, via an email blast, a blog, or even on your phone. How do you keep up? Utilize our expertise and pricing to help keep you in front of travelers with one easy buy.

We're Mobile! We promote on the Web (we added mobile versions of MansfieldTourism.com and ShawshankTrail.com), Facebook, Blog, QR codes, email blasts, and traditional print. As CVB members, you can be right there with us for less money than doing it on your own.

Bottom Line! Looking out for your bottom line, we can make your advertising dollar work harder. That includes 30% additional web ad savings if advertising in both the Visitors Guide & Bureau websites.

Distribution and Exposure

- Bureau Websites508,000 visits... 13,000,000 pages viewed
- Bureau Mobile SitesOver 62,000 visits (Jan - July 2011)
- Visitors Guide & Lure Brochure135,000 distributed regionally & statewide (5,000 more Visitors Guides than last year to cover demand at Mid-Ohio Sports Car Course!)

The pages inside explain the advertising programs.

To invest, contact Larry Henley by September 30, 2011 at 800-772-5488 or return the enclosed order form.

Sincerely,

Lee Tasseff
President



124 North Main Street
Mansfield, OH 44902
www.MansfieldTourism.com



Visitors Guide & "Lure" Brochure Advertising Rate Sheet

Enclosed please find the 2011 Visitors Guide and Lure brochure.

The Visitors Guide is still our most requested marketing piece! In 2012 we will print 60,000 Visitors Guides, an increase of 5,000 to cover Mid-Ohio, to be distributed throughout our region and 75,000 "Lure" Brochures that will be distributed across Ohio. The "Lure" Brochure is designed to get people's attention and "Lure" them to get more information from the advertiser or Bureau by way of phone calls or website visits. **See list to the right for additional distribution information.**

This strategy allows us to circulate 135,000 pieces to maximize our promotional reach and pass the savings on to you!

2012 Visitors Guide Ad Rates & Sizes

Full Page	\$1915
(8" x 9") - Full bleed	
1/2 Page	\$1120
(4"x 9" - Back cover) - Full bleed	
(3.5" x 8.25" - Vertical)	
(7.5" x 4" - Horizontal)	
1/4 Page	\$680
(3.5" x 4")	
1/8 Page	\$365
(3.5" x 2")	



Special Location Ads - 1/2 pg. minimum ad size.
Limited time to first right of refusal. Otherwise, first come, first served.

- Add 15% for ads on pages 3 & 4
- Add 25% for back cover

Non-Member rates available by adding \$150 to any of the above rates.

▶▶▶ **When you purchase an ad in the Visitors Guide, you get the following in the "Lure" Brochure:**

<u>VISITORS GUIDE:</u>	<u>"LURE" BROCHURE:</u>
1/8 Page	Name, address, phone, web & 25 words
1/4 or larger	Name, address, phone, web & 25 words plus logo or photo (approx. 1-1/8 sq. in.)

Advertising Deadline: September 30, 2011.

Circulation Date - January 2012

Graphic Production Nominal copy changes to ads are included in the ad rates. Graphic design/typesetting & layout of \$22.50 or more will be billed to the advertiser. Quotes/estimates available upon request. Rates are based on \$45/hour.

Email camera ready artwork to Tiffany@Henley-Graphics.com
Must be minimum of 300 dpi. Please send as a PDF, TIFF, or JPEG file.

60,000 Visitors Guides are Distributed Through:

- Henley Graphics' Brochure Distribution (Richland, Ashland, Knox & Wayne Counties)
- Bureau Visitor Information Center @ Rt. 13/I-71
- Visitor Packets
- Members
- Our Office
- Mid-Ohio Sports Car Course ticket packets and Mid-Ohio School Attendees

75,000 "Lure" Brochures are Distributed Through:

- Ohio Turnpike Welcome Centers
- State & Regional Brochure Rack Services
- Mailings Through Ohio Division of Travel & Tourism
- 1-800-BUCKEYE



Website Advertising Rate Sheet

EXPAND YOUR REACH!

When you advertise on MansfieldTourism.com, your ad can appear on other websites the Bureau manages.

That expands your visibility to multiple niche markets with over 500,000 visits & 13,000,000 pages viewed annually.

Why advertise on MansfieldTourism.com & Bureau managed websites? YOU NEED TO BE THERE! Even those who aren't the most technologically savvy still research their travel online.

- The other websites the Bureau manages appeal to niche markets like motorsports experience, haunted mansfield, outdoor recreation and the successful Shawshank Trail.

List includes:

- MansfieldTourism.com • ExperienceMotorsports.com
- MohicanWildlifeWeekend.com • ShawshankTrail.com
- HauntedMansfield.com

Get guaranteed exposure with our side bar ads!!!
Here's how they work:

- Visitors Guide advertisers can take advantage of discounts as follows: **30% off** 12-month pkg; **20% off** 6-month pkg; **10% off** 3-month pkg.

No matter if you choose the top web ad location or the remaining spaces, your ad will be seen (rotate) every three pages visited.

- The rotation system ensures all advertisers get the same number of impressions. We guarantee your ad will receive at least **50,000 appearances every month**. Current statistics show it's likely that it will be more.

Measure the Return on your Advertising Investment

Our online ads provide you with a report that allows you to easily track your online ad campaign. Every month, you will receive a report showing how many times your ad appeared and how many visitors clicked on it.

2012 MANSFIELD CVB WEBSITE ADVERTISING RATES

2.5" x 1.6" Web Ad	One Month	3-Month Package		6-Month Package		12-Month Package	
		Per Mo.	Per Mo.	Per Mo.	Per Mo.	Per Mo.	Per Mo.
Top Sidebar Rotating Ad	\$175	\$475	\$145	\$840	\$130	\$1465	\$115
Sidebar Rotating Ads	\$125	\$335	\$100	\$585	\$90	\$1025	\$80

DON'T FORGET DISCOUNTS STATED ABOVE!

Members: 15 ad spaces available. Website advertising is now open to Non-Member advertisers. All ads are first come first served so schedule yours now! If ad space is not available when order is placed, we will offer you another location or you can choose to be put on a waiting list.

Graphic Production. If you need assistance creating your ad, contact

Henley Graphics. Allow \$45/hour to build your ad or send your camera-ready ad to tiffany@henley-graphics.com. If sending camera-ready artwork, file must be in .GIF or .JPG format. Animated GIFs are acceptable. Ads must be exactly 180 pixels wide by 115 pixels high at 72 dpi. Ads must be in RGB color mode. Recommended file size in 35 KB or less to ensure quick loading.

Rates are subject to change. Written contracts in effect at time of rate change will be honored, but not extended.