



Loudonville-Mohican Convention & Visitors Bureau
131 W. Main Street
Loudonville, OH 44842
419-994-2519
1-877-2-MOHICAN (266-4422)
www.Loudonville-Mohican.com

June 18, 2010

Dear Mohican Area Promoter,

Please find the 2010 Visitor Guide & Brochure of the Loudonville-Mohican Convention & Visitors Bureau. Because of increased advertising demand the Visitors Guide went from 24 pages to 32 pages, which also increased our editorial promotion. Because of this increased demand and to offer our advertisers the best value possible, the CVB is pleased to announce the Visitors Guide will be a full-size magazine in 2011!

The full-size magazine grabs more attention at many distribution locations resulting in greater impact for the area. The new page size is 36% larger than the current size! Large ads will make more impact on your customers and would be customers. All ad sizes will be larger than last year. Lastly, we will print 50,000 more Visitors Guides in 2011.

The Brochure will stay the same for the coming year, both in layout and quantity. So, for 2011 there will be 150,000 Visitors Guides and 50,000 Brochures circulated – a 33% increase in total circulation.

Combined with these developments will be our special promotion in 2011 highlighting the 50th Anniversary of canoeing in Mohican! The Loudonville Bike Path map that we did in 2010 will become a Canoeing map.

We see the demand for special location ads increasing. To accommodate this we are planning a gate fold cover. We plan to add one page to the front cover that will unfold, thus increasing special location pages by two. We plan to also do this on the back cover **WHICH WILL ALLOW FOR THE AREA MAP TO INCREASE IN SIZE BY 20%!** This will also allow for some map ads around the area map and for one more full-page special location ad.

When you purchase an ad in the large guide, here is what you get in the small guide:

VISITORS GUIDE:	BROCHURE:
Full, 3/4 & 1/2 Page Ads:	1 x 1 Photo / Logo, Name, Address, Phone, Website and 25-Word Listing
1/4 & 1/8 Page Ads:	Name, Address, Phone, Website and 25-Word Listing
25 Word Listing:	Name, Address, Phone, and Website

On 25-word listing your business name, address and 1 phone number are FREE. One letter words don't count towards total. All other words (numbers separated by a dash equal one word) count toward the word limit. No additional words over the word limit will be permitted.

DISTRIBUTION

We will distribute about 80,000 Visitor Guides in the five county area of Ashland, Holmes, Knox, Richland and Wayne Counties with extra heavy coverage in the Loudonville and Holmes County areas.

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We will distribute about 70,000 Visitors Guides to the Ohio Turnpike Travel Plazas, ODOT's 13 Tourist Information Centers, Ohio AAA locations and CVB distribution (phone and website inquires and etc.). The Visitors Guides will also be distributed by Ohio Travel Pavilion's 9 Travel Shows in Columbus, Pittsburgh, Detroit, Buffalo, Cleveland, Charleston, Indianapolis, Erie and Ohio State Fair.

We will distribute 50,000 Brochures to the Cleveland - Akron - Lorain area, Northwest Ohio including tips of Indiana & Michigan and outhur outlets.

The Visitors Guide will also be an on-line guide on www.Loudonville-Mohican.com, which will expand circulation beyond 200,000.

LOUDONVILLE-MOHICAN CONVENTION & VISITORS BUREAU

The Loudonville-Mohican CVB has been actively promoting this area for the last 12 years. We have a significant advertising campaign to direct people to request a Visitors Guide and to visit. We have a great website (**www.Loudonville-Mohican.com**) which continues to grow (up 75% in growth over last year, and totaling over 83,000 visitors in the last 12 months) and a toll free number (**877-2-MOHICAN**) that is backed by a friendly voice. We have a great office to take care of walk-ins. We are in the business of taking care of the customer.

Please find the enclosed advertising order form. Please consider a new, larger or same size ad. Henley Graphics is our publisher and advertising correspondence should be made with them. You may take advantage of a 2% discount if your ad order is returned by July 15, 2010 (money need not be sent).

If you have any questions, please contact **Larry Henley at 419-994-5488 or 1-800-772-5488**. He may be reached by email as well at **Larry@Henley-Graphics.com**

With you, we look forward to making our Visitor Guide and Brochure the best that they can be. Together, we can maximize the economic impact for our area.

Sincerely,

Bob Yun, Executive Director

P.S. There are three ways you can get your business listed on www.Loudonville-Mohican.com...

- Be an advertiser in our Visitors Guide
- Be a member of the Loudonville-Mohican Chamber of Commerce
- Pay a \$125 annual fee to Loudonville-Mohican CVB