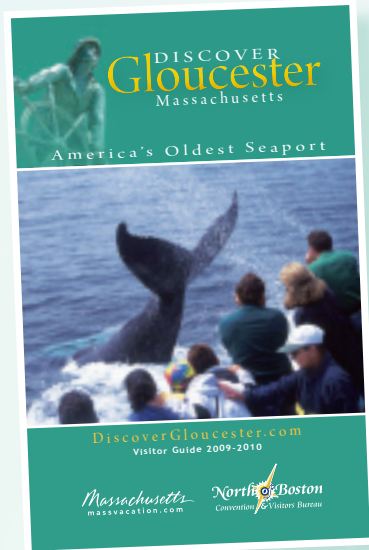


Advertising in the 2010 Discover Gloucester Visitor Guide will put your business on the map.



...on the web, and in the hands of tens of thousands of visitors and travel planners.

Last year, visitors from around the nation and all across the globe read the **2009 Discover Gloucester Visitor Guide**, viewed **www.DiscoverGloucester.com**, and made the decision to visit our area.

All 76,000 Visitor Guides produced by Seaport Gloucester Destination Marketing were distributed by September; 100,000+ are planned for 2010.

Of course, there's more to the DMO than the Visitor Guide. Included in the comprehensive marketing plan is trade show representation, cooperative advertising opportunities, FAM tours, outreach to travel professionals, website exposure, networking opportunities and more. *See back page for more information on what's been accomplished so far.*

With your support, Seaport Gloucester DMO will continue to expand its important outreach in the extremely competitive tourism marketplace.

In this tough economy, short money can still buy your business a great deal of exposure. **Sponsorship is easy and inexpensive and entitles you to the following benefits:**

- Representation in the Visitor Guide (*see inside for details*)
- Website listing on www.DiscoverGloucester.com
- Representation at trade shows for individual and group tours both international and domestic.
- Sales leads
- Invitations to free Monthly Mug Up meetings
- Email alerts/blasts with breaking news on topics of interest to local tourism businesses, meetings, etc.
- Facilitated PR opportunities
- Opportunities for Coop advertising in national & regional publications
- Referrals & recommendations for your business
- Opportunities to participate in FAM tours

Our prices have stayed at last year's affordable levels.

Early bird discounts:

Send in this form and a 50% deposit by **OCTOBER 15** and receive:

NEW SPONSORS ONLY:

Free highlighting on your listing in 2010 Visitor Guide.

RETURNING SPONSORS:

\$100 credit towards website banner ad AND free highlighting on your listing in Visitor Guide.

**SEAPORT
GLOUCESTER**
Destination Marketing Organization

PO Box 6103
Gloucester MA 01930
978-290-9723
DiscoverGloucester.com

Approx. 1 mile



Photo spot
Lighthouse

2010 Discover Gloucester Visitor Guide

optional
3

Want even more impact for your business?

Take out a display ad in the Discover Gloucester Visitor Guide

Please complete form on left and return with your check to: Seaport Gloucester
Send artwork (logo or photo 300dpi minimum) to stockmandesign@comcast.net

Deadline to reserve ad space:
December 15, 2009
artwork before December 30, 2009
Note: ad space may not be resold

No rate increases over last year!

Display ad rates:

quarter page: \$ 850

third page: \$ 1000

half page: \$ 1550

(includes FREE Basic Listing; upgrade to Enhanced Listing for \$200)

full page: \$2250

(includes FREE Basic Listing; upgrade to Enhanced Listing for \$200)

inside back cover: \$4000

(includes FREE Enhanced Listing)

inside front cover: \$5000

(includes FREE 2 Enhanced Listings)

Specifications:

File Formats:

Submit ads at least 300dpi, 4 color in the following formats: .eps, .pdf, .tif or .ai format. Convert Photoshop files to .eps or .tif.

Questions? Problems?

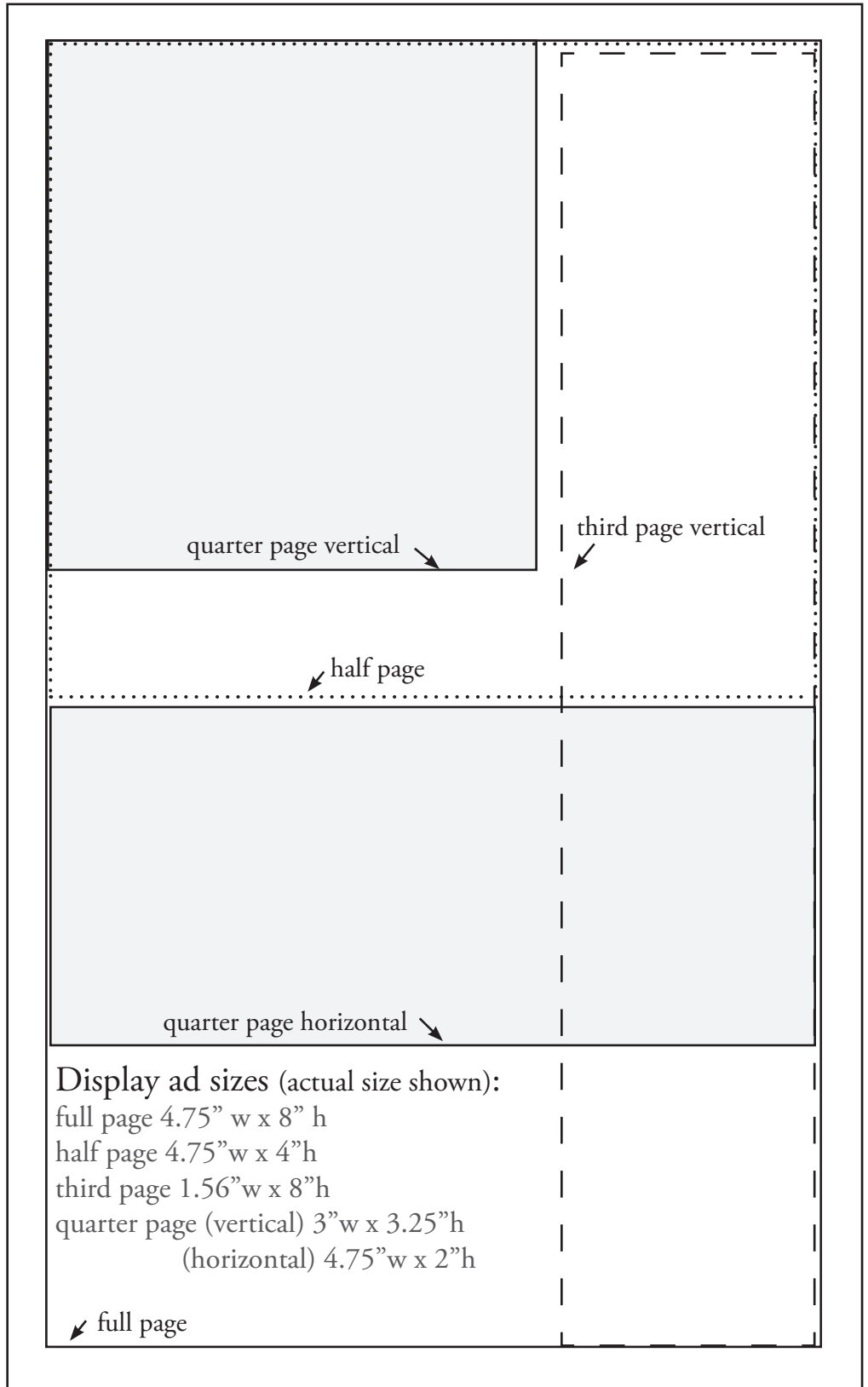
Email stockmandesign@comcast.net or call 978-281-0106.

ad size (1/3 page, 1/4 page, etc.

\$

ad rate

Enter this information on form at left and send check to
Seaport Gloucester PO Box 6103,
Gloucester MA 01930
Send artwork to
stockmandesign@comcast.net
Questions? Call us at: 978-290-9723
email info@seaportgloucester.org



quarter page vertical ↘

third page vertical

half page

quarter page horizontal ↘

Display ad sizes (actual size shown):

full page 4.75" w x 8" h

half page 4.75" w x 4" h

third page 1.56" w x 8" h

quarter page (vertical) 3" w x 3.25" h
(horizontal) 4.75" w x 2" h

↘ full page

The Seaport Gloucester Destination Marketing Organization, a totally volunteer effort, was formed to cooperatively and collaboratively get the word out beyond Gloucester and Cape Ann about our fabulous destination. The second year of marketing outreach is underway. **Your business should be a part of the adventure!**

Sponsors of the DMO got a lot of bang for their buck in 2009:

76,000 Discover Gloucester Visitor Guides were distributed around the world.

The visitor guide received overwhelmingly positive comments from visitors and travel professionals. They were placed around Cape Ann, Boston, throughout Massachusetts and surrounding states, distributed to travel professionals, and were mailed to fulfill sales leads around the world.

120 tourism related businesses were included in the 2009 Discover Gloucester Visitor Guide.

"The Discover Gloucester Visitor Guides were a huge help for our wedding guests. We included the Guides in our Welcome bags for when they checked in. Thanks for supplying them!"

Erin T., Springfield, MA, Summer 2009 Gloucester Bride

7 tourism trade shows in just one year was a major plus for our destination.

Participation at trade shows is one of the best ways to meet travel and tour decision makers and planners. Establishing contacts with tour operators and other vendors was another

goal reached, and one upon which the DMO will continue to build. Attendance at these trade shows opened up new channels for potential visitors, connecting our local vendors to tour operators and travel decision makers who will send domestic and international individual and group travelers our way.

Qualified leads for tourism businesses were generated from attending most of these trade shows. They were followed up on and the result was that more visitors came to local venues.

**SEAPORT
GLOUCESTER**
Destination Marketing Organization

COMING SOON: More ways to reach travelers with website banner ads on DiscoverGloucester.com.

Sales leads also came through our website and partnerships with the North of Boston CVB, Cape Ann Chamber of Commerce, and Gloucester Tourism Commission.

Select cooperative advertising opportunities helped generate more recognition and buzz for our destination, and generated requests for information and the Discover Gloucester Visitor Guide.

Over 10,000 Visitor Guides were sent to fulfill inquiries generated from coop ads produced by the DMO.

Ten free, monthly Mug Up Meetings were held at local tourism related venues for the purposes of networking, education and exposure for hosting businesses.

FAM tours brought travel writers and tour directors to our area.

26 individual travel writers, journalists, photographers, travel agents and tour operators toured sites and venues on FAMs in Gloucester, Rockport and Essex with the DMO leading the way.

One DMO FAM tour brought 25 international tour directors through 13 local venues- in one day! Tour Directors go back to the office and talk about the great experience their clients can have here. One sales mission, comprised of 30 Canadian representatives, met with the DMO to learn about what our area has to offer.

Want to know more? Need to see a 2009 Discover Gloucester Visitor Guide? Give us a call and we'd be happy to help.

PO Box 6103
Gloucester MA 01930
978-290-9723
DiscoverGloucester.com



- Walking Tour
- Scenic Drive
- Birdwatching
- Train Station (MBTA Boston/Rockport)
- Public Restrooms
- Parking
- Boat Ramp (seasonal; apply)
- Photo spots
- Lighthouse