

DISCOVER Gloucester

2022-23 Visitor Guide Partnership Agreement

The Official Guidebook for Visitors to Gloucester, Cape Ann
100,000 copies delivered! | Publication Date: April 2022

The **Discover Gloucester Annual Guide** is produced with purpose and dedication expressly promoting and marketing Gloucester, Cape Ann as an alluring, authentic destination to travelers. When planning a getaway, tourists have many choices, but with our Guide as the centerpiece of our marketing initiatives, we maintain that Gloucester and Cape Ann stay top of mind as visitors plan their getaways!



Pages in our Guide include: detailed walking maps, train schedule, compelling articles about our city's heritage, charm and uniqueness, captivating photography - a truly essential resource for travelers. Highlights include a list of accommodations, land and sea excursions, art galleries, classes and workshops, restaurants, family activities, boutique shopping, raining day options, outdoor adventure, beaches, historic homes and sightseeing tours.

We invite you to become a **PARTNER** with Discover Gloucester All Partners will be included in our printed guide and will also have visibility on our website and social channels. Many of our marketing partnership strategies may include custom-designed campaigns, media/travel writers/ stories/blogs, seasonal agendas and themed itineraries.

Our publication is deliberately distributed throughout our community, region, Greater Boston, Massachusetts, New England and in select states including: NJ, NY, PA, DC – high traffic areas, where we continue to monitor our guest visitation data. We specifically work with distribution partners who have displays in Greater Boston hotels, shopping malls, grocery stores, state welcoming centers, regional airports, attractions, residential condo buildings, concierge community, tour operators, realtors and regional AAA offices. Our online guide orders through our website have far exceeded our expectations throughout the year so far. (List of distribution locations is available upon request).

Gloucester Tourism Alliance, Inc. d/b/a Discover Gloucester is a 501(c) 6 public/ private nonprofit working to promote tourism and the visitor-based economy by increasing awareness of Gloucester as a desirable visitor destination.

Discover Gloucester's Year in Review 2021

Developed a new marketing campaign: Local Insiders Travel Tips or LITT. Travelers scan a custom designed QR Code to uncover a list of nuggets of unique, one-of-a kind ideas, offers and discounts, "did you know?" "gems" that provide insider local tips while enhancing the visitor experience.

Created "Adventures with Loblolly", our new local ambassador to Gloucester. A fun, whimsical campaign that features our Loblolly plush animal experiencing all there is to see and do in Gloucester. Produced a series of videos, introducing Loblolly with an illustrated opening / closing segment, followed by our films of plush animal Loblolly as a tourist visiting several different locations throughout Gloucester.

Co-hosted and co-developed Gloucester's Culture Splash, an eight-week marketing campaign working with the city's two cultural districts. Happening each Thursday in July and August, collected several organizations and businesses to say open until 8pm, and offer a special event, exhibit, musical performance to help market Summer Thursdays.

Hosted several invaluable Round Table Zoom Discussions with our Captains sharing ideas, challenges and opportunities with specific industry peer groups.

Engaged media coverage with several marketing outlets including The Boston Globe, Fox 25 News, Travel and Leisure, I Heart Media, bloggers and North Shore Magazine.

Generated a huge uptick with our on-line Visitor Guide requests. Supported the community with marketing campaigns, important messaging and updated guidelines.



Discover Gloucester 2022-23 Visitor Guide Ad Rates | Insertion Order

Premier Partnership Package

- Full Page Ad in Visitor Guide
- Business Profile Spotlight on Website
- Inclusion in Weekly Newsletter
- Social Posts
- Enhanced Listing + Basic Listing
- Total Cost \$3,250

Visitor Guide Display Ads

- Full Page Advertisement \$2,860
+ Enhanced Listing
- Half Page Advertisement \$1,965
+ Enhanced Listing
- Third Page Advertisement \$1,260
+ Basic Listing
- Quarter Page Advertisement \$915
+ Basic Listing

Visitor Guide Listing Advertising

- Enhanced Listing \$685
- Basic Listing \$325
- Visitor Guide Advertising Subtotal* \$ _____

Other Advertising Opportunity

- Local Insiders' Travel Tips Partner \$500
- VIP Port Package \$250
- Girls Getaway Weekend \$95
- Other Advertising Subtotal* \$ _____

Total Advertising Package \$ _____

Visitor Guide Display Ad Sizes

<p>Full page (no bleed) 4.5" W x 7.625" H</p> <p>Full page (with bleed) trim size 5.25"w x 8.375"h (plus .125" bleed on all sides)</p> <p>Premium Placement For Full Page Ads</p> <ul style="list-style-type: none"> - Inside front cover \$3,325 - Page 1 \$3,175 - Inside Back Cover \$3,175 - Back Cover \$3,465 	<p>Half page Vertical 2.167" W x 7.625" H \$1,965</p>
<p>Half page Horizontal 4.5" W x 3.725" H \$1,965</p>	<p>Quarter Page Vertical 2.167" W x 3.725" H \$915</p>
<p>Third Page Horizontal 4.5" W x 2.45" H \$1,260</p>	<p>Quarter Page Horizontal 4.5" W x 1.775" H \$915</p>

Discover Gloucester Visitor Guide Insertion Order

Early Bird Special!

Pay in full by **December 17, 2021** and save 5%.

Display Ad Information and Requirements

- Insertion Order Form due **January 21, 2022**
- Artwork and materials due **February 11, 2022**
Camera-ready art must be a minimum 300 dpi resolution in JPG or PDF format
- Ad Design Services available at \$50/hour

All 2022 Visitor Guide Advertisers will have a presence on our website **DiscoverGloucester.com**. All display ads include a map placement.

A portion of your payment is considered annual partnership dues with Discover Gloucester.

Return this form with check payable to:
Discover Gloucester c/o Elizabeth Carey
PO Box 915, Gloucester, MA 01930
ecarey@discovergloucester.com | 978-675-1818

Business Partner Order Form

Name of Business _____

Contact Name _____

Contact Email _____

Contact Phone Number _____

Address _____

Website _____

Signature _____

Pay with MC/Visa/Discover/AMEX or check (please circle)

Card Number _____

Name on Card _____

Expiration Date _____

3-digit security code _____

Billing Address _____

Date _____