



## GREETINGS FAYETTE COUNTY TRAVEL & TOURISM BUREAU PARTNERS!

### IT IS TIME TO PRODUCE THE 2017 FAYETTE COUNTY COMMUNITY & VISITOR GUIDE!

We are happy to announce our continued partnership with Lunar Cow Publishing, a firm specializing in destination marketing, for the 2017 Fayette County Community & Visitor Guide! We are very excited about the opportunities that our new guide will offer to you!

### ADVERTISING IS COST EFFECTIVE AND HIGHLY VALUABLE!

The Fayette County Community & Visitor Guide is a premier promotional piece and will be among the first resources that many of the visitors to our area use when planning their trip here.

### ADVANTAGES OF ADVERTISING IN THE GUIDE:

- 7,000 copies of the guide will be distributed throughout the area at the best locations to reach visitors.
- Fulfill leads from marketing campaigns, at tradeshows and distribute them to Welcome and Visitors Centers throughout the state of Ohio.
- Your ad reaches a highly targeted and interested market that is looking to spend money at businesses just like yours!
- Your ad is circulated for an entire year!
- You also receive exposure through the interactive version of our guide which will be available to visitors on Fayette County's website: [FayetteCountyOhio.com](http://FayetteCountyOhio.com)
- Your ad in the online version of the guide, called the GoGuide®, will be linked to your website, giving readers one-click access to your business!

Please find the 2017 advertising rates included, which show all of the opportunities available. We are looking forward to your participation and support of Fayette County Travel & Tourism Bureau. If you have any questions, please don't hesitate to contact Lunar Cow Publishing or myself to take advantage of this great opportunity to promote your business.

We look forward to seeing you in the Fayette County Community & Visitor Guide.

Sincerely,

Jolinda VanDyke  
Tourism Director  
[jolinda@fayettecountyohio.com](mailto:jolinda@fayettecountyohio.com)

Fayette County  
  
Travel & Tourism  
Bureau

ARTWORK  
**DU**E

WITHIN 15 DAYS  
AFTER RECEIPT  
OF AGREEMENT

**PUBLIS**H

7,000 COPIES OF THE  
GUIDE ARE DISTRIBUTED  
THROUGHOUT THE  
BEST LOCATIONS  
TO REACH VISITORS.

**SUPPOR**T

QUESTIONS?  
800-594-9620  
[FayetteCounty](http://FayetteCountyOhio.com)  
[@lunarcow.com](mailto:@lunarcow.com)  
Edward Asper ext. 31  
[edasper@lunarcow.com](mailto:edasper@lunarcow.com)

PUBLISHED BY:

  
**Lunar Cow**

344 W. Turkeyfoot Lake Rd., Suite B  
Akron, OH 44319  
800-594-9620 ext. 31  
[FayetteCounty@lunarcow.com](mailto:FayetteCounty@lunarcow.com)  
[lunarcow.com](http://lunarcow.com)

# ADVERTISING AGREEMENT

Fayette County Travel & Tourism Bureau



**FREE** Featured Sponsorship ad with purchase of a full page printed ad. (950 pixels x 80 pixels)

**FREE** Speciality Sponsorship ad with purchase of a half page printed ad. (232 pixels x 60 pixels)

### FEATURE SPONSORSHIP

The screenshot shows a map of Fayette County, Ohio, with various locations and roads labeled. Several sponsorships are marked with colored circles (red, orange, green, blue) across the map. A callout box highlights the 'Route 6 Corridor' and 'City of Titusville'. The map interface includes a 'FAST FIND' bar with a 'MAP KEY', 'REGIONS/AREAS', 'TRAILS/ROUTES', 'CONTROLS' (zoom, north arrow), 'NAVIGATOR', 'MAP VIEW', 'CONTACT', and a question mark icon. At the bottom, there are buttons for 'SHARE', 'TRIP PLANNER', 'SAMPLE ITINERARIES', and the 'iMap' logo. Below the map, there are four dark blue boxes, each containing the text 'SPECIALTY SPONSORSHIP'.

**YOUR AD WILL BE VISIBLE FOR 12 MONTHS. AD PLACEMENT LOCATION NOT GUARANTEED.**

## iMAP DETAILS

By advertising on the iMap you are insuring that your company's marketing message reaches the lucrative visitor market and you will be able to generate new business from visitors who need your services.

## FEATURES

Itinerary builder with planning features & sample itineraries

- Full Analytics Package
- Trip Planner
- P.O.I. Pop-ups
- Social Media
- Directions

## BENEFITS

- Thousands of website hits from visitors looking for specific lodging accommodations, and restaurants they can enjoy and activities to keep them active while in our region.
- Your ad reaches a highly targeted and interested market that is looking to spend money at businesses just like yours.
- Your ad is active on Fayette County Travel & Tourism Bureau's website for the entire year.
- A complete analytics reporting package is available through Google so that you can track your success by identifying how many visitors are clicking through to your website.

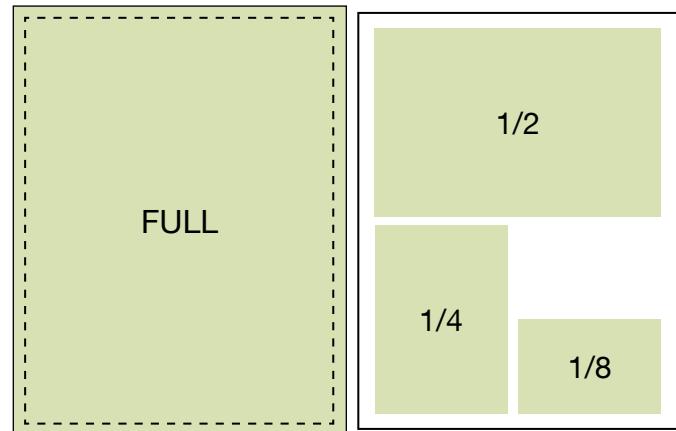
## DISTRIBUTION

- Placed on Fayette County Travel & Tourism Bureau's website, FayetteCountyOhio.com and where it is in prime position to get in front of the thousands of visitors coming to the region each year!

# AD SPEC SHEET OPTIONS

## Fayette County Travel & Tourism Bureau

Visitors Guide Ad Size	WIDTH	HEIGHT
FULL PAGE		
Live Area	7.875"	10.375"
Ad Size	8.625"	11.125"
ADDITIONAL SIZES		
1/2 Page	7.875"	5.125"
1/4 Page	3.875"	5.125"
1/8 Page	3.875"	2.5"



2-page spread trim size and bleed size available upon request.

— **Live Area** (Your text must live within a .375" margin from each edge of the ad to avoid getting cut off)

— **Ad Size** (This is the ad size with the .125" bleed added in)

## PRESS-READY ART & MECHANICAL REQUIREMENTS

- Macintosh format preferred
- Press Ready PDF files preferred, with all type pathed and artwork embedded. PDF files must be high resolution (300 dpi), CMYK and built to the exact ad dimensions (no crop marks, info slugs or other extraneous non-ad material)
- Bleed available only on full page ads
- On full page ads, all type and other live matter not intended to bleed must be held within live area. Allow .125" trim on all bleed edges
- Additional Acceptable formats include:
  - InDesign with EPS/TIFF support files
  - High resolution (300 dpi) Illustrator and Photoshop files
- No nested files, such as separations placed in Illustrator
- No spot colors, all colors must be CMYK
- File names **MUST** contain advertiser name or abbreviation
- Please use proper three-letter extension on all file names
- Microsoft Publisher or Word files are **NOT** accepted for professional print
- **DO NOT** provide images pulled from client's websites, google images, etc.

## DEADLINES

**Advertising Agreement: February 28, 2017**

**Publication Date: April, 2017**

**\*Mail ad materials to:**

Lunar Cow Publishing  
344 W. Turkeyfoot Lake Rd., Suite B  
Akron, OH 44319

**OR email to:**

FayetteCounty@lunarcow.com

## TERMS & CONDITIONS

This insertion order represents confirmation of the agreement between Agency/Advertiser and Fayette County Travel & Tourism Bureau. Payment will be due on or before February 28, 2017. **Ads NOT PAID IN FULL before February 28, 2017 will NOT be included in the Guide. Ad placement not guaranteed.**

Lunar Cow Publishing and Fayette County Travel & Tourism Bureau reserve the right to refuse advertisements on the basis of content or quality of production, and assume no liability for statements or claims made in advertising copy. Lunar Cow Publishing and Fayette County Travel & Tourism Bureau also reserve the right to refuse advertisements that contain what is considered to be false, illegal or libelous information or material that gratuitously offends members of the general public.

# ADVERTISING AGREEMENT

## Fayette County Travel & Tourism Bureau



Company Name: \_\_\_\_\_

Date: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Website: \_\_\_\_\_

**Return signed ad agreement via fax to your sales rep at  
330-253-9001 or email to [FayetteCounty@lunarcow.com](mailto:FayetteCounty@lunarcow.com)**

### GUIDE AD RATES

PREMIUM PAGES	
<input type="checkbox"/> Inside Front Cover	<input type="checkbox"/> \$1,250
<input type="checkbox"/> Inside Facing Front	<input type="checkbox"/> \$1,250
<input type="checkbox"/> Inside Facing Back	<input type="checkbox"/> \$1,250
<input type="checkbox"/> Inside Back Cover	<input type="checkbox"/> \$1,250
<input type="checkbox"/> Back Cover	<input type="checkbox"/> \$1,500
ADDITIONAL ADS	
<input type="checkbox"/> Full Page	<input type="checkbox"/> \$1,000
<input type="checkbox"/> 1/2 Page	<input type="checkbox"/> \$750
<input type="checkbox"/> 1/4 Page	<input type="checkbox"/> \$500
<input type="checkbox"/> 1/8 Page	<input type="checkbox"/> \$375

**AD PLACEMENT NOT GUARANTEED**

### FILL OUT & RETURN AGREEMENT TO LUNAR COW PUBLISHING:

344 W. Turkeyfoot Lake Rd., Suite B  
Akron, OH 44319  
or email to [FayetteCounty@lunarcow.com](mailto:FayetteCounty@lunarcow.com)

### SEND PAYMENT & MAKE CHECKS PAYABLE TO:

Fayette County Travel & Tourism Bureau  
101 East Street  
Washington CH, OH 43160

Additional Instructions: \_\_\_\_\_

Authorized By: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Sales Rep: \_\_\_\_\_

### COST & PAYMENT

Base Ad Rate: + \$ \_\_\_\_\_

Net Insertion Rate: = \$ \_\_\_\_\_