



# 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)



**ARTWORK  
DUE**

**WITHIN 15 DAYS  
AFTER RECEIPT  
OF AGREEMENT**

**PUBLISH**

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

**SUPPORT**

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

**PUBLISHED BY:**



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**

**SPECIALTY SPONSORSHIP****SPECIALTY SPONSORSHIP****SPECIALTY SPONSORSHIP****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.

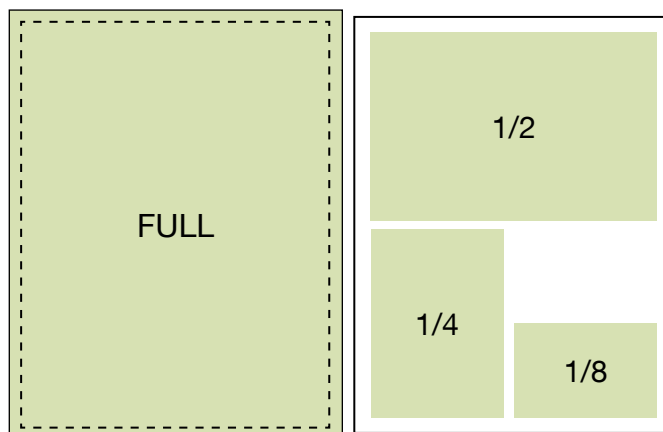
### DISTRIBUTION

- 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
- Files 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



Date: \_\_\_\_\_  
Company Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_  
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**

### 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

☐ I will submit my completed ad within 15 days of the signed agreement.

### LUNAR COW PUBLISHING PROVIDES THE FOLLOWING AD DESIGN SERVICES:

☐ **Ad Design/Redesign: \$250** - This rate applies for all new ad design, resizing of an existing ad or significant revisions to an existing ad.

☐ **Minor Ad Update \$75** - Minor change to an existing ad that is available in an editable format. Minor revisions would include simple text changes to editable copy. Image changes are often not minor and will be treated on a case by case basis. If an image request is not deemed a minor edit, full ad design charges will apply. Lunar Cow will make a determination if requested edit is possible based on provided art. If edit is not possible, full ad design price will be applied.

### PAYMENT TYPE

☐ CHECK (Make check payable to Fayette County Travel & Tourism Bureau)

### COST & PAYMENT

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

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

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

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

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