



**Display Advertising Contract**  
**2018 GENESEE COUNTY VISITOR GUIDE**  
**AND BONUS HOTEL DESKTOP TEAR OFF MAP PADS**

(excludes other discounts)

**Signed Contracts are due no later than August 1, 2017**  
**(Receive 10% discount if paid by July 1<sup>st</sup>)**

This agreement is made between the Genesee County Chamber of Commerce,  
located at 8276 Park Road, Batavia, NY 14020 and

(Please Print)

Advertiser: \_\_\_\_\_

Located at: \_\_\_\_\_ City: \_\_\_\_\_

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

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

Please see reverse for ad sizes & prices		
Ad Size	Price	Special Instructions

**Please select option:**

- ☐ Please run the same ad that appears in the 2017 travel guide. I have no changes to my advertisement.
- ☐ Please make changes to my 2017 ad. I have enclosed my changes.
- ☐ Please design a new ad for my business/event. I will provide all logos, images, and ad copy that will be included in my advertisement. (must be received by email)
- ☐ I will supply my ad print ready (please see specs on revers)

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

Please return this agreement and payment to:

Genesee County Chamber of Commerce  
Attn: Kelly Rapone

8276 Park Road Batavia, NY 14020

Contact Kelly at 585-344-4152 ext 1023, or by e-mail at [KRapone@GeneseeNY.com](mailto:KRapone@GeneseeNY.com)

The Genesee County Chamber of Commerce reserves the right to reject any advertisement due to space constraints, etc. The Chamber also reserves the right to edit copy due to space constraint, appropriate language, and subject matter. Any legal fees that are required due to advertising will be paid by the advertiser. Any fees that occur due to the changes made by the advertiser after the travel guide has gone to the printer will also be the advertiser's responsibility. If the Genesee County Chamber of Commerce does not receive the changes/corrections to your proof by the date indicated on the sign-off sheet, your ad will run as is.

OVER

## 90,000 visitor guides will be produced for year-round distribution:

The visitor guides are primarily distributed in area hotels and major tourist attractions (throughout WNY), information centers along the NYS Thruway and other state-wide visitor centers, ordered by AAA/CAA agencies throughout the northeast and Canada. The guides are sent to all visitor and relocation inquiries. We also drop in the local market to Genesee County households each spring.

- **Digital (page by page turn) Guide** also available on our tourism web site home page [http://visitgeneseeny.com/2017\\_vacation\\_planner/](http://visitgeneseeny.com/2017_vacation_planner/)

### **Complimentary to guide advertisers only:**

30,000 black & white county /city tablet maps will be produced on tear-off sheets to coincide with the visitor guide. Only those who advertise in the guide will be plotted and labeled on the tear-off maps. These are used at hotel front desks, area gas stations, and area businesses who request a supply for customers.

### **2018 Guide Production Dates:**

- June-August 2017: Advertising opportunities open.
- July 1st early bird deadline (10% discount off rates below, if paid in full by this date).
- Sept –November: Visitor Guide production.
- December 2017 – Visitor Guide goes to print.

### **Display Advertising Rates:**

AD SIZE	AD DIMENSION W X H	INCLUDES FREE PLOTING/LISTING ON BLACK & WHITE MAP PADS	CHAMBER MEMBER RATE	NON-MEMBER RATE
<i>1/8 page</i>	<i>3 ¾" x 2 3/8"</i>	<i>Yes</i>	<i>\$650</i>	<i>\$750</i>
<i>1/4 page</i>	<i>3 ¾" x 4 7/8"</i>	<i>Yes</i>	<i>\$950</i>	<i>\$1050</i>
<i>½ page</i>	<i>7 ½" x 4 7/8"</i>	<i>Yes</i>	<i>\$1500</i>	<i>\$1600</i>
<i>Inside front cover</i>	<i>8 ½" x 11"</i>	<i>Yes</i>	<i>\$3,000</i>	<i>\$3,100</i>
<i>Outside back cover</i>	<i>8 ½" x 11"</i>	<i>Yes</i>	<i>\$3,000</i>	<i>\$3,100</i>
<i>Full page</i>	<i>8 ½" x 11"</i>	<i>Yes</i>	<i>\$2,500</i>	<i>\$2,600</i>
<i>Community page</i>	<i>8 ½" x 11"</i>	<i>N/A</i>	<i>\$1800.00 municipalities only. No additional discount applies</i>	

Not a Chamber member? Base Chamber membership is \$210 annually, join now to save \$100 off your Visitor Guide advertisement. Please request a membership application.

Cash, check or credit cards accepted. Additional payment arrangements as needed. Questions may be directed to Kelly Rapone at 344-4152 ext.1023 or by email at [krapone@geneseeny.com](mailto:krapone@geneseeny.com)