GREATER KITSAP CHAMBER & VISITOR CENTER DESTINATION GUIDE

ADVERTISING OPPORTUNITIES







GREATER KITSAP
CHAMBER & VISITOR CENTER

in partnership with

Lunar Cow Publishing

Greetings

GREATER KITSAP CHAMBER & VISITOR CENTER MEMBERS

We are pleased to announce our continued partnership with Lunar Cow Publishing, a firm specializing in destination marketing for the Greater Kitsap Chamber & Visitor Center Destination Guide. We are excited about the opportunities this new publication will offer you. The Greater Kitsap Chamber & Visitor Center Destination Guide is our premier promotional piece. The guide is the first resource visitors will use when looking for attractions and planning trips to the area.

Participation in the Destination Guide has terrific advantages. Distribution includes 7,500 printed copies placed in prime locations to assist in driving traffic to our advertisers. Our digital GoGuide® allows your business exposure potential to reach thousands more customers. Your advertisement in the digital GoGuide® will be linked to your website, giving readers one-click access to your business.

Please find the advertisement rates included, which detail your options for participation. If you have any questions or wish to participate as an advertiser in the Greater Kitsap Chamber & Visitor Center Destination Guide, don't hesitate to get in touch with Lunar Cow Publishing's advertising sales at 800.594.9620 (ext. 1) to learn more about how you can take advantage of this excellent opportunity to promote your business. We are thrilled about our new publication and look forward to your participation.

Sincerely,
Irene Moyer
President & CEO
Greater Kitsap Chamber & Visitor Center

GREATER KITSAP
CHAMBER & VISITOR CENTER

GREATER KITSAP CHAMBER & VISITOR CENTER
DESTINATION GUIDE

DON'T HAVE AN ADVERTISEMENT?
No problem. We will build you an ad free of charge once you upload your photos, logo and copy into the Observatory.

PUBLISH 7,500 COPIES OF THE DESTINATION GUIDE ARE DISTRIBUTED IN PRIME LOCATIONS TO REACH NEW CUSTOMERS

SUPPORT QUESTIONS? Contact Advertising Sales at 800.594.9620 Ext. 1

UPLOAD ADVERTISEMENT ART TO OBSERVATORY.LUNARCOW.COM
Lunar Cow will send you an email with instructions to get you started.

Published by

Lunar Cow Publishing

800.594.9620 ext. 1
adsales@lunarcow.com
lunarcow.com

TO PURCHASE AN ADVERTISEMENT AND FOR MORE INFO, VISIT
RATECARD2.LUNARCOW.COM/KITSAP-2027

iMap DETAILS

Advertisers who purchase half-page or full-page ads in our printed publication will receive FREE ad placement on our iMap as well. Our interactive, mobile, digital map is customized to highlight the region while providing specific features that are of interest to our visitors.

FEATURES

Itinerary builder with planning features and sample itineraries

- Full Analytics Package
- Trip Planner
- Points Of Interest Pop-ups
- Social Media
- Directions

BENEFITS

Visitors use the iMap to find lodging and dining options, shopping areas, and recommendations for various activities to enhance their visit to our area. Thousands of people searching for information online could potentially access your business from the advertisement that you receive for FREE with your half-page or full-page participation in our printed publication.

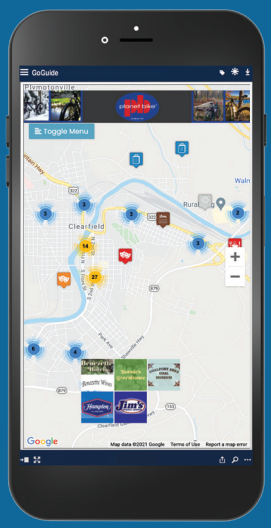
- Your ad reaches a highly targeted and interested market that is looking to spend money at businesses just like yours.
- A complete analytics reporting package is available through Google so that you can track the visitors clicking through your website.

DISTRIBUTION

- Placed on our website, where it is in prime position to get in front of the thousands of visitors coming to the region each year!

FREE Banner ad with purchase of a full-page printed ad.
600 pixels x 80 pixels

FREE Logo ad with purchase of a half-page printed ad.
64 pixels x 64 pixels





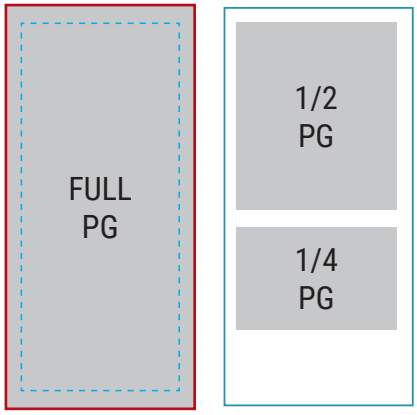
The iMap pictured is for example purposes only and does not reflect the actual location or advertisers in your region.

ADVERTISING SPEC SHEET

GREATER KITSAP
CHAMBER & VISITOR CENTER

FULL PAGE	WIDTH	HEIGHT
Ad Size	4.25"	9.25"
Live Area/Text Safe Zone	3.5"	8.5"

ADDITIONAL SIZES	WIDTH	HEIGHT
1/2 Page	3.5"	4.125"
1/4 Page	3.5"	2"



2-page spread specs are available upon request.

- **LIVE AREA/TEXT SAFE ZONE** *(Your text must live within a 0.375" margin from each edge of the ad to avoid getting trimmed off)*
- **AD SIZE** *(This is the full size of the ad. The page's bleed is included in this dimension.)*

TEMPLATE AD
Lunar Cow reserves the right to insert our template ad for your ad placement if content is NOT uploaded within 45 days. Our template ad includes your name, address, phone and website address.

SEE TERMS ON THE ADVERTISING RATES PAGE

ADVERTISEMENT AND ART REQUIREMENTS

- CMYK COLOR SPACE
- 300 DPI RESOLUTION ONLY
- INCLUDE BLEED AND TRIM FOR FULL PAGE ADS
- PUBLISHER FILES AND WORD DOCUMENTS WITH EMBEDDED IMAGES ARE NOT ACCEPTED

ADVERTISEMENT ART UPLOAD

UPLOAD ADVERTISEMENT ART TO OBSERVATORY.LUNARCOW.COM
Lunar Cow will send you an email with instructions to get you started.

DON'T HAVE AN ADVERTISEMENT?
No problem. We will build you an ad free of charge once you upload your photos, logo and copy into the Observatory.

TERMS & CONDITIONS

This insertion order represents confirmation of the agreement between agency/advertiser and Greater Kitsap Chamber & Visitor Center. Payment is due upon receipt of invoice.

ADS NOT PAID IN FULL WILL NOT BE INCLUDED IN THE PUBLICATION. ONLY PREMIUM AD POSITIONS ARE GUARANTEED.

Due to print and publication deadlines, please be advised that all sales are final and no refunds will be issued. Further, due to publication and distribution of print materials containing information as to all advertisers, no advertiser may withdraw from participation. Advertiser agrees to participate for the duration of the publication without exception.

Lunar Cow Publishing and Greater Kitsap Chamber & Visitor Center reserve the right to reject 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 Greater Kitsap Chamber & Visitor Center 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.

Lunar Cow reserves the right to insert our template ad for your ad placement if content is NOT uploaded within 45 days. Our template ad includes your name, address, phone and website address and is not revisable, except for errors.

ADVERTISING RATES

NON-PROFIT DISCOUNT
15% OFF
IF YOU BOOK BY 11/30/26

GREATER KITSAP
CHAMBER & VISITOR CENTER

PREMIUM PAGES (ONLY PREMIUM ADVERTISING POSITIONS ARE GUARANTEED)	
• 2-Page Spread	**$2,000**
• Back Cover	**$2,000**
• Inside Front Cover	**$1,750**
• Inside Facing Front (Page 3)	**$1,750**
• Inside Back Cover	**$1,750**
• Inside Facing Back	**$1,750**
INSIDE PAGES	
• Full Page	**$1,150**
• 1/2 Page	**$800**
• 1/4 Page	**$550**

TO PURCHASE AN ADVERTISEMENT AND FOR MORE INFO, VISIT
RATECARD2.LUNARCOW.COM/KITSAP-2027

ADVERTISEMENT OPTIONS

FREE* Advertisement Design when providing your required content: Photo(s), Logo, Text and Contact information

Reprint previous advertisement
If applicable

Make updates to previous advertisement
If previously designed by Lunar Cow Publishing

Upload my own completed advertisement
*Built to Lunar Cow Publishing's specifications***

***UP TO 3 REVISIONS ALLOWED FOR FREE ADVERTISEMENT DESIGNS. FURTHER REVISIONS WILL INCUR A FEE OF $125.**

****IF YOUR UPLOADED ADVERTISEMENT IS NOT BUILT TO THE CORRECT SPECS, IT IS REJECTED AND UPLOAD OF A NEW ADVERTISEMENT AT THE CORRECT SPECS IS REQUIRED.**

LUNAR COW RESERVES THE RIGHT TO CREATE A TEMPLATE ADVERTISEMENT FOR YOU AFTER 45 DAYS. NO REVISIONS ALLOWED, EXCEPT FOR ERRORS.

SEND PAYMENTS MADE PAYABLE TO:

GREATER KITSAP CHAMBER & VISITOR CENTER
PO BOX 1218
SILVERDALE, WA 98383