

Business Name: \_\_\_\_\_

# 2021 Rockport Advertising Contract



The Rockport Map and Guide provides local businesses with a powerful promotional tool to expand your reach throughout New England. The full-color piece features the year's calendar highlights, a map of Rockport, area information, and first-rate photography. These maps are distributed to thousands of area hotels and B&Bs, and visitor centers. It is available at Massachusetts AAA offices, airports, high traffic businesses as well as other visitor centers and chambers of commerce around New England. The Rockport Map and Guide is also available as a downloadable PDF on [rockportusa.com](http://rockportusa.com).

Expand your reach even further with online advertising on our visitor website, [rockportusa.com](http://rockportusa.com), which averages over 200,000 sessions annually from around the world.

## Rockport Visitor's Map & Guide 75,000 Copies Printed & Distributed



### LISTINGS

- Standard Listing (company, address, phone & website) .....\$150
- Enhanced Listing (standard + up to 15 words & highlighted).....\$250  
(15 words) \_\_\_\_\_

### Listing Category

- |                                      |                                 |
|--------------------------------------|---------------------------------|
| <input type="radio"/> Accommodations | <input type="radio"/> Galleries |
| <input type="radio"/> Attractions    | <input type="radio"/> Services  |
| <input type="radio"/> Dining         | <input type="radio"/> Shops     |

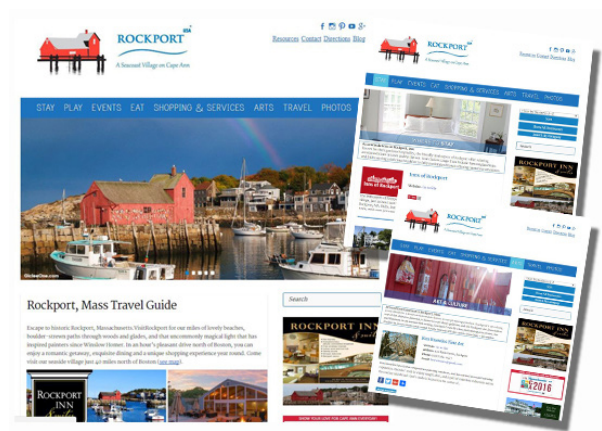
### DISPLAY ADS (Include standard listing)

- Premium Display Ad .....\$1,200
- Standard Display Ad .....\$750
- Early Bird Discount\* (10% off with payment by October 31, 2020)

Display Ad Price \_\_\_\_\_

**Rockport Map & Guide Total** \_\_\_\_\_

## RockportUSA.com Over 200,000 Sessions Annually



### LISTINGS

- Full Page Listing (members located in Rockport).....FREE

### DISPLAY ADS

Per Month

- Marquee Display Ad (700x200px on homepage).....\$750
- Premium Banner Ad (300x250px Static top position, all pages).....\$500

### BANNER ADS

(300x125px all pages, ads rotate on page refresh)

- 3 Months .....\$500
- 6 Months (\$250 savings).....\$750
- 12 Months (\$750 savings).....\$1250
- Web Ad Discount (10% off web ad with purchase of display ad in Map)

Web Ad Price \_\_\_\_\_

Web Advertising Total \_\_\_\_\_

\*Early Bird Discount applies to display ads only.

**2021 Advertising Package Total**  
Total \$ \_\_\_\_\_

## Company Information

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

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

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

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

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

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

## Payment

2021 Advertising Package Total \$ \_\_\_\_\_

Method of Payment:  Invoice  Check Enclosed  Credit Card

Credit Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Billing Zip: \_\_\_\_\_

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

## Advertising Details & Descriptions

### Rockport Visitors' Map & Guide

This visitor piece is a full-color map that includes highlights of Rockport, a calendar of events and display ads. 75,000 copies are printed and distributed on Cape Ann and Boston-area hotels, restaurants and attractions, all visitor centers on Cape Ann. They are also distributed on Rt. 128 in Beverly and the Salisbury Visitor Center on I95, the I495 Corridor and at major events including Topsfield Fair. We mail the maps upon request to visitors around the country and digital version is available online for download.

### Business Listings:

**Basic Listing** – business name, address, phone number and website

**Enhanced Listing** – basic listing plus up to 15 words, listing is highlighted

### Display Ad Sizes:

All display ads include an enhanced listing

Standard Display Ad - 3.375" x 1.75"

Premium Display Ad - 3.25" x 4.625"

### RockportUSA.com

This popular website is a great way to gain extended reach to promote your business to visitors from all over the world. With over 200,000 annual sessions, this is Rockport's top visitor website.

### **Business Listings**

Full Page Listing - All members located in Rockport receive a full page listing on the website. Members may request login to update their business description and add photos and other media.

### Display Ad Sizes:

**Marquee Display Ad** - 700 x 200 px

- Homepage

**Premium Banner Ad** - 300 x 250 px

- Static top position, all pages

**Banner Ads** - 300 x 125 px

- All pages; ads rotate position on refresh



Display Ad Information - Please send Display Ad artwork to Vince@capeannchamber.com. Print artwork must be at least 300dpi resolution and sent as a JPG or PDF file. Web artwork should be 72dpi and sent as a JPG, PNG or PDF file. See reverse for ad specs.

ADS THAT DO NOT CONFORM TO SPECIFICATIONS will be returned to the advertiser/agency for correction at advertiser's expense, if time allows; otherwise, corrections will be made in-house and advertiser will be billed for production. These charges are in addition to the cost of contracted ad space. If desired, magazine designer will create artwork, billed to advertiser at the rate of \$50 per ad.

**Disclaimer** - The Cape Ann Chamber of Commerce (CACC) shall in no event be liable for direct, indirect, special, incidental, contingent or consequential damages resulting from any errors or omissions in the publication, described as the Cape Ann Chamber of Commerce 2021 Rockport Visitors Map & Guide, including damage from loss of business or loss of goodwill. The aforementioned applies even if the CACC has been advised of the possibility of such damages. By signing this agreement, I agree that the CACC shall have no liability arising out of the contract for negligence or for errors or omissions, in excess of the cost of my ad. Any written or oral information or advice given by the CACC will in no way increase the scope of this warrantee, nor may I rely on such oral or written communication. The laws of the Commonwealth of Massachusetts shall govern this agreement.