

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

# 2022 Greater Cape Ann Advertising Contract

The Greater Cape Ann Guide and Directory, and the Greater Cape Ann Visitor Map provide local businesses with powerful promotional tools. The magazine features the year's schedule of events, great maps, transportation information, outstanding articles, and first-rate photograph. The Guide is also available as a digital flipbook online and includes live links

Our publications are distributed to thousands of area homes, area hotels and B&Bs, and visitor centers. They are available at Massachusetts AAA offices, airports, high traffic businesses as well as other visitor centers and chambers of commerce around New England. Due to their local distribution, our publications are a viable advertising vehicle for every Chamber member.

Expand your reach even further with online advertising on our visitor website, capeannvacations.com.



## 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, our designer will create artwork,  
billed to advertiser at the rate of \$50 per ad.  
\*Early Bird Discount applies to display ads only.

## NOTES:

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## Greater Cape Ann Guide 75K Copies Printed & Distributed the entire year



### LISTINGS

- ☐ Standard Listing.....FREE
- ☐ Enhanced Listing .....\$150
- ☐ Additional Categories (each).....\$100
  - 1. \_\_\_\_\_ 2. \_\_\_\_\_
  - 3. \_\_\_\_\_
- ☐ Grid Listing (each).....\$150
  - ☐ Accommodations ☐ On the Water ☐ Restaurants ☐ Weddings & Events

### DISPLAY ADS (include highlighted listing)

- ☐ Full Page.....\$3,100
- ☐ 2/3 Page.....\$2,300
- ☐ 1/2 Page.....\$1,850
- ☐ 1/3 Page.....\$1,350
- ☐ 1/6 Page.....\$925
- ☐ Early Bird Discount\* (10% off above ads with payment by Oct 31)
- ☐ Co-Op Ads.....\$350

Guide Advertising Total \_\_\_\_\_

## Greater Cape Ann Map 110K Copies Printed & Distributed the entire year



### LISTINGS

- ☐ Standard Listing.....\$300
- ☐ Enhanced Listing .....\$600

### DISPLAY ADS (include standard listing)

- ☐ Premium Display Ad (back cover).....\$2,100
- ☐ Large Display Ad .....\$1,575
- ☐ Standard Display Ad .....\$1,050
- ☐ Early Bird Discount (10% off with payment by Oct. 31)

Display Ad price \_\_\_\_\_

Map Advertising Total \_\_\_\_\_

## CapeAnnVacations.com Over 100K Sessions Annually



### LISTINGS

- ☐ Business Listing.....FREE

### DISPLAY ADS

- ☐ Marquee Ad (per month).....\$750
- ☐ Premium Banner Ad (per month).....\$500
- ☐ Banner Ad (3 Months).....\$500
- ☐ Banner Ad (6 Months).....\$750
- ☐ Banner Ad (12 Months).....\$1250
- ☐ 10% Discount (with purchase of print ad)

Cape Ann Vacations Advertising Total \_\_\_\_\_

2022 Advertising Package Total \_\_\_\_\_

# Company Information

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

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

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

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

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

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

Enhanced Listing Text (Up to 15 words) \_\_\_\_\_

## Payment

2022 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

### Greater Cape Ann Guide & Directory

We have combined the best features of our Greater Cape Ann Guide & Membership Directory into one beautiful piece for visitors and locals to enjoy! Beautifully laid out in a magazine style with over 100 pages, 75,000 copies are printed and distributed throughout Cape Ann and beyond.

#### Business Listings:

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

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

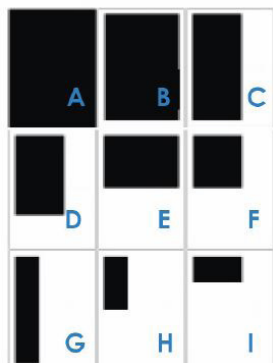
**Additional Categories** – may appear in up to 3 additional categories

#### Display Ad Sizes:

All display ads include a Highlighted listing

- A. Full Page Bleed - 8.375 x 11.125 in.
- B. Full Page - 7 x 9.875 in.
- C. 2/3 Page Vertical - 4.625 x 9.875 in.
- D. 1/2 Page Vertical - 4.625 x 7.375 in.
- E. 1/2 Page Horizontal - 7 x 4.875 in.
- F. 1/3 Page Square - 4.625 x 4.875 in.
- G. 1/3 Page Vertical - 2.25 x 9.875 in.
- H. 1/6 Page Vertical - 2.25 x 4.875 in.
- I. 1/6 Page Horizontal - 4.625 x 2.375 in.

Call for Specialty Location and  
Guaranteed Ad Placement



### Greater Cape Ann Map

The beautifully designed Greater Cape Ann Map. 110,000 copies are print-ed and distributed throughout The Greater Cape Ann Region and beyond.

#### Business Listings:

**Standard 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 a standard listing

A. Large Display Ad Horizontal- limited to 4 ads

(3.80" w x 2.70" h)

B. Large Display Ad Vertical - limited to 4 ads

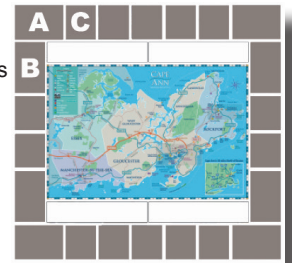
(2.40" w x 4.05" h)

C. Standard Display Ad - limited to 14 ads

(2.4" w x 2.7" h)

Premium Display Ad - only one spot available

( 6.813" w x 3" h on the back cover)



### CapeAnnVacations.com

Expand your reach on Cape Ann's top visitor website which reaches visitors from all over the world and has over 100,000 views annually.

#### Business Listing

All member listings are included in our membership directory that is featured on this site.

#### Display Ad Sizes:

Marquee Display Ad (1020 x 180 px) - Homepage

Premium Banner Ad (700 x 400 px) - Homepage

Banner Ads (300 x 125 px) - All pages, ads rotate on refresh



**Conditions** - If your membership dues are not current as of December 31, 2021 or if payment arrangements have not been made, we regret that your business listing will not be printed in the 2022 Greater Cape Ann Guide and Directory. If you have not made payment or payment arrangements by January 30, 2022 for any advertising in the publication, your ad will not run. The Chamber reserves the right to refuse any advertising it deems not acceptable for any reason. Guaranteed placement will be granted with a 15% additional fee and is accepted on a first-come, first-served basis. Positioning of all ads will be at the discretion of the Chamber. Cancellations cannot be accepted after 02/01/22. Deposits are non-refundable. All advertisers must be members in good standing and current with membership dues for inclusion in the directory listing or placement of advertisements. All ads are placed R.O.P (run of pick) unless otherwise noted. Agency commissions (discounts) will not apply. **Disclaimer** - The Greater Cape Ann Chamber of Commerce (GCACC) 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 Greater Cape Ann Chamber of Commerce 2022 Cape Ann Guide and Directory, including damage from loss of business or loss of goodwill. The aforementioned applies even if the GCACC has been advised of the possibility of such damages. By signing this agreement, I agree that the GCACC 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 GCACC will in no way increase the scope of this warranty, nor may I rely on such oral or written communication. The laws of the Commonwealth of Massachusetts shall govern this agreement.