



DEAR HHTA MEMBERS & FELLOW HOSTS

Every day, businesses like yours help transform a simple getaway into a lifelong memory. Whether visitors are checking into a cabin, sharing a meal, exploring a trail, discovering a local shop, or enjoying an unforgettable adventure, we are collectively doing something special -- we are Welcoming Visitors to Wonder.

That shared commitment is what makes Hocking Hills one of the Midwest's most sought-after destinations, and the 2027 Official Hocking Hills Visitors Guide remains one of the most powerful tools we have to inspire travel, encourage longer stays, and connect visitors with your business.

Explore Hocking Hills is proud to once again partner with Great Lakes Studios, an award-winning publisher with decades of tourism marketing experience, to produce the 2027 Visitors Guide. Together, we continue to create a publication that not only earns industry recognition for its quality and creativity but also serves as a trusted planning resource for hundreds of thousands of travelers.

As part of our commitment to maximizing your investment, Explore Hocking Hills is making a significant investment in targeted META digital advertising campaigns throughout the year. These highly targeted campaigns place the Hocking Hills brand in front of travelers who are actively dreaming, planning, and researching their next vacation. One of the primary calls to action within these campaigns is to request a free Official Hocking Hills Visitors Guide, driving qualified travelers directly into our marketing funnel before they even begin booking their trip.

ADVERTISE WITH US

2027 Official Visitors Guide Media Kit

The HHTA Board is also pleased to continue supporting our members through advertising incentives. For the 2027 Visitors Guide, HHTA will provide:

**A \$500 ADVERTISING
MATCH FOR EACH
PRIMARY MEMBER
BUSINESS LOCATED
IN HOCKING COUNTY.**

**A \$250 ADVERTISING
MATCH FOR EACH
PRIMARY MEMBER
BUSINESS LOCATED
OUTSIDE HOCKING COUNTY.**

This benefit is limited to one discount per primary membership. Members with multiple memberships in Hocking County will receive one \$500 discount, while members outside Hocking County will receive one \$250 discount toward their advertising investment.

In 2027, 250,000 copies of the Official Hocking Hills Visitors Guide will be distributed through an extensive network that includes:

- ▲ OHIO DEPARTMENT OF TRANSPORTATION VISITOR CENTERS
- ▲ OHIO TURNPIKE SERVICE PLAZAS
- ▲ NORTHERN INDIANA TOLL ROAD TRAVEL PLAZAS
- ▲ OHIO'S AMISH COUNTRY VISITOR CENTERS
- ▲ OHIO TRAVEL PAVILION
- ▲ MAJOR TRAVEL SHOWS, INCLUDING THE OHIO STATE FAIR
- ▲ AAA OFFICES
- ▲ TRAVEL AGENTS
- ▲ LOCAL AND REGIONAL VISITOR CENTERS
- ▲ A DIGITAL EDITION AVAILABLE THROUGH [EXPLOREHOCKINGHILLS.COM](https://www.explorehockinghills.com), OHIO MAGAZINE, AND MOBILE-FRIENDLY ISSUU PLATFORMS

The Visitors Guide is further supported through our year-round marketing efforts, including features in Ohio Magazine, LongWeekends, social media campaigns, digital advertising, public relations initiatives, and destination promotions. Hocking Hills will also receive a featured editorial section in the May 2027 issue of Ohio Magazine, providing additional exposure to prospective travelers.

Great Lakes Studios makes participation easy by offering professional ad design services for a minimal fee of \$65, provided materials are submitted by the production deadline.

To advertise in the Official Visitors Guide, businesses must maintain active membership with Explore Hocking Hills, with annual dues paid in full by September 30.

We encourage you to take advantage of this opportunity to place your business directly in the hands of travelers who are actively planning their Hocking Hills experience. Together, we can continue inspiring visitors, strengthening our local economy, and ensuring every guest feels the warmth, hospitality, and wonder that define our destination.

If you have questions about advertising opportunities, please contact Bryan McMahan with Great Lakes Studios at 614-461-7601 or bmcman@glstudios.com.

Thank you for your continued partnership and for everything you do to help us Welcome Visitors to Wonder.

Warm regards,

Heather Eddy

**EXECUTIVE DIRECTOR
EXPLORE HOCKING HILLS**

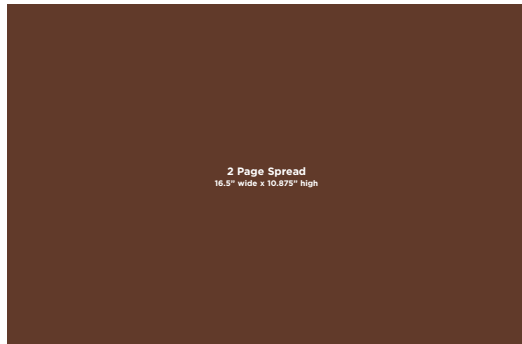


AD SPECS & INFO

BUSINESSES LOCATED OUTSIDE OF HOCKING COUNTY
MAY NOT PURCHASE MORE THAN ONE FULL-PAGE OF ADVERTISING.

DISPLAY ADVERTISING SPECIFICATIONS

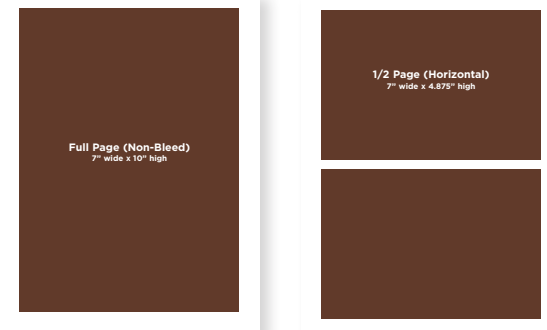
	(width by height)	price
2 Page Spread	16.5" x 10.875"	\$8,900
Full Page Vertical	7" x 10"	\$4,305
1/2 Page Horizontal	7" x 4.875"	\$2,425
1/2 Page Vertical	3.375" x 10"	\$2,425
1/4 Page Vertical	3.375" x 4.875"	\$1,355
1/8 Page Horizontal	3.375" x 2.3125"	\$780
1/16 Page	1.5625" x 2.3125"	\$500



BLEED SPECIFICATIONS

Full Page	
Trim Size	8.25" x 10.875"
Document Size*	8.5" x 11.125"
Full Spread	
Trim Size	16.5" x 10.875"
Document Size*	17" x 11.125"

*Includes 1/8" bleed on all sides. Keep all live matter 1/4" from trim and keep 1/2" allowance for the gutter.



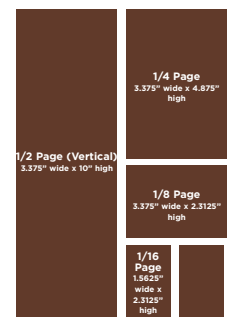
ADVERTISING GUIDELINES

All artwork should be submitted digitally (preferred). Camera-ready ads should be submitted as press-ready PDFs.

Photos should be at least 300 dpi at 4" x 6" or the highest resolution available. Web images at 72 dpi are not print-quality.

All ads are subject to review and approval by Hocking Hills Tourism Association.

Proofs: Great Lakes Studios will work with you to create your ad for \$65. Once materials are received, you will receive a proof of your ad to review before publication. *Great Lakes Studios will not supply proofs for ads sent camera-ready.*



Early-Bird Placement

Ad placement by category will be organized by ad size, with larger ads to the front of each category. Advertisers who submit ad order and 50% payment by August 20 will earn consideration for ad placement towards the front of the appropriate ad size pages by category. Considerations do not represent a guarantee

Important dates

Early-Bird Space Reservation Deadline: August 20

Final Space Reservation Deadline: October 16

Ad Materials Due: October 21

Distribution Begins: January 2027

For Advertising
Information and to
Submit Your Ad:

Bryan McMahan,
Account Manager
614-461-7601
Fax: 614-461-5506
bmcman@glstudios.com

Submit Camera
Ready Ads to:

Megan Stimac
Advertising
Traffic Manager
mstimac@glstudios.com



SPACE RESERVATION FORM

By signing this form, I confirm that my organization will advertise at the level indicated below:

Advertiser (Business Name): _____

Contact Person: _____

Telephone Number: _____

Second Telephone Number: _____

Address: _____

City/State/Zip: _____

Fax Number: _____

E-mail: _____

MEMBERSHIP CATEGORIES

HHTA membership required for each category in which you advertise.

Event Planning & Wedding Services	Dining
Tourism Partners & Service Providers	Shopping
Activities, Events & Attractions	Lodging

Check ad size at right. Indicate number of ads for each size category or categories of your HHTA membership:

Size	2025 Rate	No. of Ads	Member Categories
2 page spread	\$8,900		
Full page	\$4,305		
Half page	\$2,425		
Quarter page	\$1,355		
1/8 page	\$780		
1/16 page	\$500		

Premium Positions
☐ Inside back cover \$5,830
☐ First open ad page \$5,660
☐ Opening page, category \$5,190
☐ Last left-hand page \$5,660

IMPORTANT DATES

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ORDER SUMMARY

Total No. of Ads Ordered _____

Value of Order _____

We will invoice you within a few days of receiving

your order. At that time, you may charge your advertising to a credit card, process an automatic checking payment or decide to send in a check.

50% of your total is due upon the first invoice, with the remainder due by September 30, 2026. We will invoice you for the remaining amount due in early September. You may pay the full amount with the first invoice if you prefer.

You may mail your order and check to attention of Bryan McMahan at address: Great Lakes Studios, 6375 Riverside Dr., Suite 50, Dublin, OH 43017.

Your HHTA membership dues must be paid and the remainder of your Visitors Guide advertising payment must be received by September 30, 2026, in order to hold your space. HHTA membership renewal process begins in mid August.

We appreciate your business.

Please sign this contract and mail, fax or email to Bryan McMahan as soon as possible.

Acknowledged by (Print Name): _____

Signature: _____

Date: _____

