

DISCOVER Gloucester

Discover Gloucester 2021-22 Visitor Guide Partnership Agreement

The Official Guidebook for Visitors to Gloucester, Cape Ann
Over 100,000 copies delivered! | Publication date: May 2021

The Discover Gloucester annual guide is produced with purpose and dedication expressly promoting and marketing Gloucester, Cape Ann as an alluring, authentic destination to travelers. When planning a getaway, tourists have many choices, but with our Guide as the centerpiece of our marketing initiatives, we maintain that **Gloucester and Cape Ann** stay top of mind as visitors plan their getaways!



Pages in our Guide include: detailed walking maps, train schedule, compelling articles about our city's characters, charm and uniqueness, beautiful photography – **a truly essential resource!** Highlights include a list of land and sea excursions, accommodations, art galleries & studio workshops, restaurants, family activities, boutique shopping, spa services, beaches, parks, nature hikes, walks & strolls.

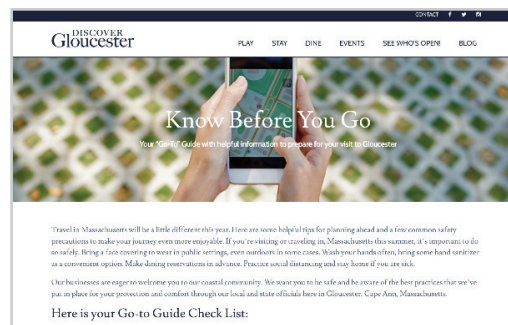
We invite you to become a **PARTNER** with Discover Gloucester. All Partners will be included in our printed guide and will also have **visibility on our website** and social channels. Many of our marketing partnership strategies may include custom-designed campaigns, media/travel writers/stories/blogs, seasonal agendas and themed itineraries.

Our publication is deliberately distributed throughout our community, region, Greater Boston, Massachusetts, New England and in select states including: NJ, NY, PA, DC – high traffic areas, where we continue to monitor our guest visitation data. We specifically work with distribution partners who have displays in Greater Boston hotels, shopping malls, grocery stores, state welcoming centers, regional airports, attractions, residential condo buildings, concierge community, tour operators, realtors and regional AAA offices. **Our online guide orders through our website have far exceeded our expectations throughout the year so far.** (List of distribution locations is available upon request).

Gloucester Tourism Alliance, Inc. d/b/a Discover Gloucester is a 501(c) 6 public/private nonprofit working to promote tourism and the visitor-based economy by increasing awareness of Gloucester as a desirable visitor destination.

Discover Gloucester's Year In Review During COVID-19

- Led:** Tourism team for the City of Gloucester's Reopening Task Force Committee
- Conducted:** Photo promotions with Reopening messaging and engagement
- Initiated Ad Campaign:** #ReDiscover Gloucester, Be a Tourist in Your Own Backyard
- Created: Website Feature:** "Know Before You Go"
- Hosted:** Regularly scheduled Round Table Discussions with Industry sector partners
- Engaged:** Media coverage with several marketing outlets including Fox 25 News, 92.5 The River, iHeart Radio
- Constructed:** "Click Here: See Who's Open" on Discover Gloucester's website
- Collaborated:** With Cape Ann Chamber sharing dining and shopping take out options
- Generated:** A huge uptick with on-line Visitor Guide requests
- Supported:** The community with State Guidelines, clarity, understanding, and commitment to the cause



Premier Partnership Package

- ✓ Full Page Ad in Visitor Guide
- ✓ Business Profile Spotlight on Website
- ✓ Inclusion in Weekly Newsletter
- ✓ Social Posts
- ✓ Enhanced Listing + Basic Listing
- Total Cost \$3,250

Visitor Guide Display Ads

- Full Page Advertisement* \$2,860
+ Enhanced Listing
- Half Page Advertisement \$1,965
+ Enhanced Listing
- Third Page Advertisement \$1,260
+ Basic Listing
- Quarter Page Advertisement \$915
+ Basic Listing

Visitor Guide Listing Advertising

- Enhanced Listing \$685
- Basic Listing \$325

Other Advertising Opportunity

- Seafood Trail Digital Map and Brochure \$895
- Total Advertising Package _____

Visitor Guide Display Ad Sizes

<p>Full page (no bleed) 4.5" w x 7.75" h (with bleed; trim size 5.25" w x 8.375" h)</p> <p>*Premium Placement For Full Page Ads</p> <ul style="list-style-type: none"> - Inside front cover \$3,325 - Page 1 \$3,175 - Inside Back Cover \$3,175 - Back Cover \$3,465 	<p>Half page Vertical 2.1875" w x 7.75" h \$1,965</p>
<p>Half page Horizontal 4.5" w x 3.75" h \$1,965</p>	<p>Quarter Page Vertical 2.1875" w x 3.75" h \$915</p>
<p>Third Page Horizontal 4.5" w x 2.5" h \$1,260</p>	<p>Quarter Page Horizontal 4.5" w x 2" h \$915</p>

Discover Gloucester Visitor Guide Insertion Order

Early Bird Special!

Pay in full by December 18, 2020 and save 5%

Display Ad Information and Requirements

- Insertion Order Form due February 18, 2021
- Artwork and materials due March 19, 2021
Camera-ready art must be a minimum 300 dpi resolution in JPG or PDF format
- Ad Design Services available at \$50

All 2021 Visitor Guide Advertisers will have a presence on our website **DiscoverGloucester.com**. A portion of your payment is considered annual partnership dues with Discover Gloucester.

All display ads include a basic listing and map placement. Half page ads or full page ads include a free upgrade to an enhanced listing. (A \$685 value!)

Return this form with check payable to:

Discover Gloucester c/o Elizabeth Carey
PO Box 915, Gloucester, MA 01930
ecarey@discovergloucester.com | 978-675-1818

Business Partner Order Form

Name of Business _____

Contact Name _____

Contact Email _____

Contact Phone Number _____

Address _____

Website _____

Signature _____

Pay with MC/Visa/Discover/AMEX or check (please circle)

Card Number _____

Name on Card _____

Expiration Date _____

3-digit security code _____

Billing Address _____

Date _____