

DISCOVER Gloucester



Scan Code for Insertion Order Form
bit.ly/DG2023InsertionOrder

2023-24 Visitor Guide Insertion Order Information

The Official Guidebook for Visitors to Gloucester & Cape Ann
 100,000 copies delivered | Publication: April 2023

Gloucester Tourism Alliance, Inc. d/b/a Discover Gloucester is a 501(c) 6 nonprofit working to promote tourism and the visitor-based economy by increasing awareness of Gloucester as a desirable visitor destination. Discover Gloucester is the official Destination Marketing Organization (DMO) for the City of Gloucester. The annual Discover Gloucester Visitor Guide provides information to travelers, groups, event planners, and information specialists in the tourism industry. The contents of this publication are reflected on **DiscoverGloucester.com**. **This year, Discover Gloucester and Gloucester 400+ are partnering to make the 2023-24 Visitor Guide the 400+ Commemorative Edition! This publication will be a cherished souvenir, and a keepsake for years to come.**

2023-24 Discover Gloucester Guide

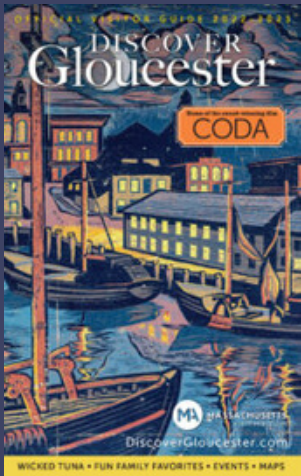
- 100,000 distribution
- Guide sections highlight where to STAY, PLAY, DINE, SHOP in Gloucester and on Cape Ann
- Distribution to target travel markets via CTM Media, Getaways on Display, tour operators, event coordinators, AAA offices, concierge community, airports, direct mail fulfillment, and beyond
- Guide content includes compelling editorial features, captivating photography, walking maps, train schedule, Seafood Trail, Family Fun, major event highlights

DiscoverGloucester.com & Digital Marketing

- Guide sections and partner listings reflected on **DiscoverGloucester.com**
- Listing with business photo reflected in **NEW Plan Your Visit Widget: an easy-to-use online trip planning tool with itinerary mapping that hosts 14 custom-themed professional videos**
- Social media posts and E-newsletter promotion
- Additional DiscoverGloucester.com content includes blog content, parking and directions, press and media coverage, event calendar, events marketing

Partnership Benefits Extend Beyond Your Ad 2022 Discover Gloucester Highlights:

- Integrated Plan Your Visit Tool on DiscoverGloucester.com to enable easy trip planning and sharing for visitors, accessible via mobile device or computer
- Co-hosted 2nd Annual Culture Splash summer series, highlighting Gloucester's abundant and eclectic cultural districts
- VIP Port Package distributed to 1200+ Transient Boaters
- Greeted and distributed Guides to more than 1250 Cruise ship passengers
- Hosted 10 Collaborative Events -- Industry Roundtable Discussions & Mug Ups
- Targeted marketing of Gloucester to our affluent drive markets and beyond
- Increased soft-season marketing, including robust #FallForGloucester campaign





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2023-24 Visitor Guide Rate Card

Full Page (no bleed)
 4.5" wide x 7.625" tall

Half Page
 4.5" wide x 3.725" tall

Full Page (w/ bleed)
 5.25" wide x 8.375" tall

1/4 Page
 Vertical
 2.167" wide x
 3.725" tall

1/3 Page Horizontal
 4.5" wide x 2.45" tall

1/4 Page Horizontal
 4.5" wide x 1.775" tall

Important Deadlines & Partner Information

- Early Bird Special: Pay in Full by **December 19 to Save 5%**
- Insertion Order Form and Payment Due **January 20, 2023**
- Artwork and materials due **February 17, 2023**
- Camera-ready art must be a minimum 300 dpi resolution in JPG or PDF format
- Ad Design Services available at \$50/hour
- All display ads include placement on the Visitor Guide map
- Participating in any advertising opportunity is considered an annual partnership with Discover Gloucester
- Complete Insertion Order Form online at bit.ly/DG2023InsertionOrder

Premier Partnership: \$3,300

- Full Page Ad in Visitor Guide
- Business Profile Spotlight on Website
- Social Media Posts
- Enhanced Listing
- Enhanced Listing in Plan Your Visit Tool

Visitor Guide Display Ads

Full Page Advertisement **\$2910**

+ Enhanced Listing

Half Page Advertisement **\$2015**

+ Enhanced Listing

1/3 Page Advertisement **\$1310**

+ Basic Listing

1/4 Page Advertisement **\$965**

+ Basic Listing

Visitor Guide Listing Advertising

Enhanced Listing: \$710

- Enhanced Visitor Guide Listing
- Enhanced Website Listing
- Enhanced Listing in Plan Your Visit Tool

Basic Listing: \$375

- Basic Visitor Guide Listing
- Basic Website Listing
- Basic Listing in Plan Your Visit Tool

NEW Digital Only: \$325

- Basic Website Listing
- Basic Listing in Plan Your Visit Tool

Other Advertising Opportunities:

- **Girls Getaway Weekend: \$100**
- **VIP Port Package: \$250**
- **Plan Your Visit Advertisements: \$75/ 30 days**