

ABOUT DISCOVER GLOUCESTER

As the official destination marketing organization (DMO) for the City of Gloucester, Discover Gloucester promotes tourism and the visitor economy by increasing awareness of Gloucester as a desirable destination while improving the quality of life for residents and local businesses.

ANNUAL VISITOR GUIDE



- 75,000 print distribution and digital flipbook
- The guide highlights things to do in Gloucester, Cape Ann, and throughout the region.
- Distribution to target travel markets via CTM Media, Getaways on Display, tour operators, event coordinators, AAA offices, airports, concierge community, direct mail fulfillment, and beyond.
- Guide content includes compelling editorial features, captivating photography, walking maps, train information, and more.

Advertising opportunities in the Visitor Guide include display ads, business listings, map listings, and calendar listings, with options to upgrade to special placements and advertorials.

All businesses listed in the visitor guide are included on the map in the centerfold.

VISITOR GUIDE DEADLINES:

Friday, October 30: Early Bird Deadline (Save 5%!)

Friday, January 8: Final Deadline

Content must be submitted by 12:00 pm on January 8 to be included in the guide.

PARTNERSHIP BENEFITS

- Inclusion in Discover Gloucester social media, blog posts, visitor guide editorials, photo shoots, and/or e-newsletters.
- Consideration for FAM trips, influencer/content creator collaborations, and travel writer opportunities.
- Invitations to partner events, including learning and networking opportunities, visits to local attractions and events, and more.
- Ability to share industry news and updates from your business on the Current Partners page of discovergloucester.com.
- Placement for your rack card in the transient boater lounge.
- Additional digital marketing and co-op ad opportunities throughout the year.



VISITOR GUIDE RATES

AD SPECS

Two-Page Spread 9.75" x 7.625" (no bleeds)	Full-Page 4.5" x 7.625" (no bleeds)	½ Page 4.5" wide x 3.725"	¼ Page (horizontal) 4.5" wide x 1.775"
		¼ Page (vertical) 2.167" x 3.725"	⅛ P. 2.167" x 1.8"

PLEASE NOTE: Business names and websites are provided and do not need to be included in the word count. **Listings that exceed 30 words will be shortened.**

RATES

MAP-ONLY LISTING: Dot on the map and business name listed in the centerfold
\$75

DIGITAL-ONLY LISTING: Map and digital listing with up to 500 words and photos on DiscoverGloucester.com.
\$150; (\$100 for individual artist listings)

PRINT & DIGITAL LISTING: Map, digital listing, and visitor guide listing with + 30 words and a photo
\$500

ADDITIONAL LISTING: Pricing for extra listings beyond initial purchase or listings included with ads.
\$300 (print + digital)

Visitor guide artwork (listing photos and ads) must be high-resolution, minimum 300-dpi.

Print listing images must be photos (no logos or designed graphics), and can be horizontal or vertical, any dimension.

AD SPECIAL PLACEMENT:
+10% of ad cost

⅛ PAGE AD

- 1 digital listing
- 1 print listing

\$850

¼ PAGE AD

- 1 digital listing
- 1 print listing

\$1,215

½ PAGE AD

- 2 digital listings
- 2 print listings

\$2,415

FULL PAGE AD

- 3 digital listings
- 3 print listings

\$3,385

2-PAGE SPREAD

- 4 digital listings
- 4 print listings

\$6,300

BACK COVER

- 4 digital listings
- 4 print listings

\$5,000

INSIDE FRONT COVER

- 3 digital listings
- 3 print listings

\$3,800

INSIDE BACK COVER

- 3 digital listings
- 3 print listings

\$3,600

ADVERTORIAL

- Available for ½ page and up
- See signup form for more info

+10% of ad cost

Questions?

Email us with questions or to set up a time to discuss the best partnership options for your business:

Amanda Pollock, Executive Director
amanda@discovergloucester.com

Brittany DiCologero, Marketing Director
brittany@discovergloucester.com

Visitor Guide Signup:

Scan the code or visit
discovergloucester.com.

Note: A completed form is required to advertise in the visitor guide.

