

Destination Mansfield

Richland County

Visitor Guide

2021 MEDIA KIT



Dear Tourism Partner

This year has taught us that change is the next normal. As a result, our approach to marketing is evolving. The 2021 Visitor Guide will be the first marketing piece to embody a new way of promoting our area.

I am pleased to announce Destination Mansfield-Richland County will be partnering with Great Lakes Publishing (GLP), publishers of *Ohio Magazine*, *Sip*, *LongWeekends* and the *Ohio Travel Guide* to produce our next generation Visitor Guide in 2021. This new venture comes with additional marketing and distribution opportunities making it a great value to all members.

You will be happy to know that not all things will change: Ad rates will remain at 2020 prices.

Knowing any spending decision has been a little more difficult, we want to deliver a greater value for your advertising dollar. The 2021 Visitor Guide is increasing in size to be magazine style. That means you will be getting a larger, more impactful ad for the same price as last year!

Margaret Price and Karen Matusoff are your sales representatives and will be contacting you to discuss advertising opportunities. You are welcome to reach out to them anytime.

If you have any questions, feel free to contact me at ltasseff@destinationmansfield.com or 419.544.0291. I'll be happy to talk to you.

Sincerely,

LEE TASSEFF
President



What's new with the 2021 Destination Mansfield-Richland County Visitor Guide?

Destination Mansfield-Richland County's new partnership with the award-winning team at Great Lakes Publishing (GLP) comes with exciting marketing opportunities. The 2021 Visitor Guide is an ideal way to showcase your business to visitors.

Here are some of the benefits of advertising in this year's guide:

- The guide will increase in size to a magazine-style book, 8" x 10.875", for a fresh look.
- Ad rates will remain at 2020 prices – meaning you'll get a larger, more impactful ad for the same price!
- GLP will provide free ad design.
- With a minimum of 50,000 printed copies, the guide will reach the hands of lots of visitors.
- GLP will create a digital flipbook of the guide, giving visitors 24/7 online access at destinationmansfield.com.
- All ads in the flipbook will link to the advertiser's website, providing highly targeted traffic to your site throughout the year.
- A link to the digital guide will also be posted on the travel section of OhioMagazine.com, increasing regional exposure.

In addition to providing advantages for advertisers, Destination Mansfield-Richland County's new partnership with GLP includes multiple added value opportunities to promote the county as a whole and maximize marketing of the Richland County area.

Destination Mansfield-Richland County (DMRC) will appear in each issue of Ohio Magazine with a Travel Resource Directory ad. DMRC will be included on all reader response cards in Ohio Magazine, allowing for additional lead collection. These leads will be sent a copy of the guide directly, helping further their decision to choose Richland County as their next destination. DMRC will receive multiple event listings to leverage and boost attendance to events in Richland County throughout the 2021 year. Lastly, Destination Mansfield-Richland County will receive a display ad in each issue of LongWeekends to promote the county to not only Ohio, but bordering states as well. **These added value components are worth over \$30k and allow Destination Mansfield-Richland County to utilize these well-known and trusted sources to promote the area at no cost.**

Help us celebrate the new partnership of:



AD RATES

Premium positions are available only to full page advertisers. If you purchase a premium position, you are agreeing to pay the premium rate.

2021 VISITOR GUIDE AD RATES

Prices listed below are for Destination Mansfield-Richland County Partners. Non-members add \$150 per ad.

Inside Front Cover	\$2,755	Preferred Placements Ads
Inside Back Cover	\$2,755	Preferred Placements Ads
Back Cover	\$2,995	Preferred Placements Ads
Full Page	\$2,395	
1/2 Page Horizontal	\$1,395	
1/2 Page Vertical	\$1,395	
1/4 Page Vertical	\$875	
1/8 Page Horizontal	\$475	

2021 DESTINATION MANSFIELD-RICHLAND COUNTY WEBSITE AD RATES:

Prices listed below are for Destination Mansfield-Richland County Partners. Non-members add \$150 per ad.

	1 MONTH	2 MONTHS	6 MONTHS	12 MONTHS
ROTATING ADS	\$170	\$450 (\$150/month)	\$780 (\$130/month)	\$1,380 (\$115/month)
VISITORS GUIDE ADVERTISER DISCOUNT	N/A	\$405 (\$135/month)	\$702 (\$117/month)	\$1,242 (\$103.50/month)



To get started, contact
Margaret Price at 216.377.3715 or
Karen Matusoff at 614.461.7645
by October 13, 2020 or return the
completed order form to
mprice@ohiomagazine.com or
kmatusoff@ohiomagazine.com.



DEADLINES

Reservations Due:
OCTOBER 13, 2020

Ad Materials Due:
OCTOBER 27, 2020

Distribution Begins:
JANUARY 2021

AD DESIGN
will be free
of charge

AD MATERIALS ARE DUE TO GREAT LAKES PUBLISHING BY OCTOBER 27, 2020.

Submit your materials before the deadline to:

Myranda Schiebel // 614.324.2594 // schiebel@ohiomagazine.com

Ad proofs will be provided before printing so that you can review your ad and make any necessary changes. Proofs will NOT be provided on ads submitted camera-ready. If you are submitting an ad that you've created, please double check that the sizing and information is correct and that there are no errors. All ads are full color. Photographs, artwork and logo must be high resolution at 300 dpi. Camera-ready art should be submitted as print-ready PDFs in CMYK format with fonts embedded. Destination Mansfield-Richland County will have the right to final approval over editorial and advertising content. Advertisers are responsible for the accuracy of individual ads.

ad specs



The 2021 Visitor Guide is increasing in size to an 8" x 10.875" format!

full page

1/2 page h.

1/2 page v.

1/4 page v.

1/8 page h.

**FOR ADVERTISING
INFORMATION, CONTACT:**
MARGARET PRICE – 216.377.3715
KAREN MATUSOFF – 614.461.7645

Print Specifications:

Dimensions

Full Page
1/2 Page Horizontal
1/2 Page Vertical
1/4 Page Vertical
1/8 Page Horizontal

w x h

7.0" x 9.875"
7.0" x 4.875"
3.375" x 10.0"
3.375" x 4.875"
3.375" x 2.25"

Bleed Specifications:

Dimensions

Bleed/Plate Size
Trim Size

w x h

8.25" x 11.125"
8.0" x 10.875"

space reservation

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

Advertiser (Business Name): _____

Contact Person: _____

Telephone Number: _____

Street Address: _____

City/State/Zip: _____

Email: _____

Fax Number: _____

Order Summary: _____

Total Number of Ads: _____

Total Investment: _____

Will you be taking advantage of our free ad design?

☐ YES ☐ NO

WE APPRECIATE YOUR BUSINESS!

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

Acknowledged by: _____

Signature: _____

Date: _____

INVOICES WILL BE SENT AT TIME OF PUBLICATION

MAKE CHECKS PAYABLE TO: GREAT LAKES PUBLISHING

For advertising
information, contact:

Margaret Price

Account Manager

1422 Euclid Ave. #730

Cleveland, OH 44115

216.377.3715

mprice@ohiomagazine.com

Karen Matusoff

Account Executive

6375 Riverside Dr. #50

Dublin, OH 43017

614.461.7645

kmatusoff@ohiomagazine.com

To submit materials
for ad creation, contact:

Myranda Schiebel

Account Coordinator

614.324.2594

schiebel@ohiomagazine.com

Destination
Mansfield
Richland County


GREAT LAKES
PUBLISHING