

2019 Print Advertising Contract

VISIT OWATONNA PRINT ADVERTISING OPPORTUNITIES

Deadlines

• Space reservation and payment due: **Nov. 30, 2018**

• Materials Due: **Dec. 7, 2018**

- Back Inside Cover Spread:** \$1500 (Publication size: 17 x 11 inches)
- Back Cover:** \$1500 (Publication size: 8.5 x 11 inches)
- Back Inside Cover:** \$1000 (Publication size: 8.5 x 11 inches)
- Full Page:** \$600 (Publication size: 8.5 x 11 inches)
- Half Page Vertical:** \$350 (Publication size: 4.25 x 11 inches, vertical)
- Half Page Horizontal:** \$350 (Publication size: 8.5 x 5.5 inches, horizontal)
- Quarter Page:** \$275 (Publication size: 4.25 x 5.5 inches, vertical)
- Coupon:** \$100 (2x2 inches)

CONTACT INFORMATION

BUSINESS/ORGANIZATION _____

CONTACT _____

ADDRESS / CITY / STATE / ZIP _____

PHONE _____ EMAIL _____

Signature: _____

Today's Date _____

This is a legally binding contract. Signer accepts all terms & conditions as part of this contract. The purchase of advertising space has no relationship to editorial coverage in the Owatonna Visitor Guide.

METHOD OF PAYMENT

Total Due: \$ _____ **Check** **Credit Card:** Mastercard Visa 3 Digit Security Code: _____

Card Number: _____

Expiration Date: _____

PLEASE FILL OUT FORM & SEND WITH PAYMENT TO:

Emily Volkmer, Tourism Associate, Owatonna Area Chamber of Commerce & Tourism
320 Hoffman Dr, Owatonna, MN 55060 or evolkmer@owatonna.org

2019

ADVERTISING OPPORTUNITIES

Visit Owatonna



Thank you, **Visit Owatonna Partner!** We appreciate your support of Visit Owatonna's promotional efforts.

Visit Owatonna is the **official tourism resource** in Owatonna. Our **award-winning** marketing materials are widely distributed throughout the country, and utilized by people who are interested in traveling to Owatonna.

Advertising with Visit Owatonna provides your business with **enhanced exposure** with YOUR messaging and branding that gets in front of **thousands of visitors.**

2019 Opportunities:

- Advertising in the 2019 Visitor Guide
- Coupon Sheet – (New distribution locations!)

Print Advertising Opportunities

The official **2019 Owatonna Visitor Guide** is a full color magazine highlighting places to visit in the Owatonna area. Your advertising message will have **one full year of exposure**, in both print and digital. Sold annually.

WHY ADVERTISE IN THE OWATONNA VISITOR GUIDE?

This **award-winning** visitor guide is the official tourism resource for Owatonna, distributed both **locally** and **nationally**.

- 22,000 print copies distributed
- Digital edition available on VisitOwatonna.org

DISTRIBUTION AREA

OUTSIDE OF OWATONNA:

- Mall of America (**our #1 distribution point!**)
- Welcome Centers across the tristate region
- Minnesota Visitors Bureaus
- Midwest Tradeshows
- Nation-wide mailings from online guide requests

IN OWATONNA:

- Lodging Properties and Campgrounds
- Attractions
- Retail and Dining Locations
- Gas Stations
- Welcome Bags for Owatonna Conventions & Events

PRINT ADVERTISING OPPORTUNITIES & AD SPECS

Back Inside Cover Spread

Live Area:
15.5 x 9.5"
Publication Size:
17 x 11"
With bleed:
17.25 x 11.25"

Back Cover

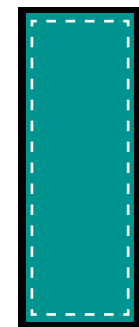
Live Area:
7 x 9.75"
Publication Size:
8.5 x 11"
With bleed:
8.75 x 11.25"

Back Inside Cover

Live Area:
7 x 9.75"
Publication Size:
8.5 x 11"
With bleed:
8.75 x 11.25"

Full Page

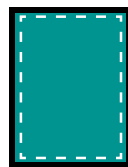
Live Area:
7 x 9.75"
Publication Size:
8.5 x 11"
With bleed:
8.75 x 11.25"



← **1/2 Pg (Vertical)**
Live Area: 2.75 x 9.5"
Publication Size: 4.25 x 11"
With bleed: 4.5 x 5.25"



← **1/2 Pg (Horizontal)**
Live Area:
7 x 4"
Publication Size:
8.5 x 5.5"
With bleed:
8.75 x 5.75"



← **1/4 Pg (Vertical)**
Live Area:
3.5 x 4"
Publication Size:
4.25 x 5.5"
With bleed:
4.5 x 5.75"

PRINT ADVERTISING INVESTMENT:

- **Back inside cover spread:** \$1,500
- **Back cover:** \$1,500
- **Back inside cover:** \$1,000
- **Full page:** \$600
- **Half page horizontal:** \$350
- **Half page vertical:** \$350
- **Quarter page vertical:** \$275

Live Area: a safe zone for important text or images. Live area is 0.375 inches from the edge of the finished size.

Publication Size: dimensions of advertisement in its final form.

Bleed: Artwork that goes beyond the edge of the finished size. Please submit ads with a 0.125 inch bleed on all sides.

Visit Owatonna Coupons

- Available to: Retail, Dining, Attractions, & Events
- Sold Annually

New this year: Coupons will be a separate piece from the visitor guide to allow for specific target audiences to be reached more effectively.

COUPON SHEET DISTRIBUTION:

- Inserted into Owatonna Visitor Guides we mail based on online requests
- All lodging properties and campgrounds
- Welcome bags for Owatonna Conventions & Events
- Online version at visitowatonna.org
- Tournament and Event Planners

RATES & CREATIVE GUIDELINES:

- Coupon size: 2x2 inches
- Logo (vector art preferred)
- Address, phone number, website
- Coupon Offer
- Offer must be valid through 12/31/2019
- **Investment: \$100**

VISIT OWATONNA COUPON SHEET SAMPLES



<p>VISIT OWATONNA COUPON</p> <p>\$5 OFF A MINIMUM PURCHASE OF \$10 OR MORE</p> <p>*Not valid with any other offers</p> <p>THE CLOTHING CO.</p> <p>1234 10th Avenue Owatonna, MN 555.111.1212 clothingstore.com</p> <p>Offer expires 12/31/19</p>	<p>VISIT OWATONNA COUPON</p> <p>\$5 OFF A MINIMUM PURCHASE OF \$10 OR MORE</p> <p>*Not valid with any other offers</p> <p>THE FITNESS SHOP</p> <p>1234 9th Avenue Owatonna, MN 555.111.1214 fitnessshop.com</p> <p>Offer expires 12/31/19</p>	<p>VISIT OWATONNA COUPON</p> <p>\$5 OFF A MINIMUM PURCHASE OF \$10 OR MORE</p> <p>*Not valid with any other offers</p> <p>The Coffee Shop</p> <p>1234 8th Avenue Owatonna, MN 555.111.1215 coffeeshop.com</p> <p>Offer expires 12/31/19</p>	<p>VISIT OWATONNA COUPON</p> <p>\$5 OFF A MINIMUM PURCHASE OF \$10 OR MORE</p> <p>*Not valid with any other offers</p> <p>THE RESTAURANT</p> <p>1234 7th Avenue Owatonna, MN 555.111.1213 restaurant.com</p> <p>Offer expires 12/31/19</p>
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(Actual Size: 2x2 inches)

See reverse side for order form