

Advertise and see the results with two year-round publications!

Advertising & Distribution of Annual Publications

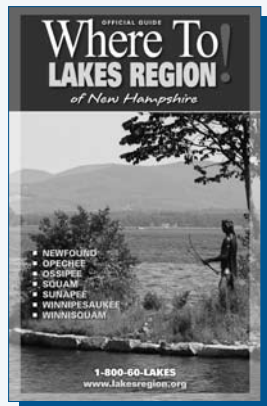
The Where To in the Lakes Region Guide

Distribution 300,000

Distributed year-round in-state, out-of-state, and internationally beginning in January.

Added Value

- All premium page and full page advertisers receive a locator dot on the regional map in the publication.
- All members receive a free listing by category. A second listing in another category is just \$100—these listings will also appear on the website.



Where To Guide & Map Guide Distribution:

- Throughout the Lakes Region and Central NH at lodgings, attractions, retail outlets, restaurants, real estate offices, campgrounds and chambers of commerce PLUS statewide at NH Welcome Centers and rest areas.
- Distributed out-of-state to inquires generated by our national advertising campaign, cooperative advertising campaign, advertisements placed in international and group publications, domestic and international trade shows, sales missions, and from our four websites.
- Selected trade shows in the U.S. and Canada.
- Travel trade and corporate locations.
- International trade shows and promotions through Discover New England, the New Hampshire Division of Travel & Tourism Development, and New England Tourism Center.
- Manchester Airport Information Booth and New Hampton & Alton Bay Visitor Information Centers.
- Mailings to over 25,000 past inquiries from national ad campaign, summer camps, and prep schools.
- National mailings to 7,500 travel agencies, AAA offices, and travel writers.
- Distribution at tradeshow and sales missions to travel trade, media and consumers (See national ad, international and group marketing).



The Map & Guide

Distribution 600,000

Distributed year-round in-state, out-of-state, and internationally beginning in January

Map & Guide Advertising Options

- **Associate Panel** Provide color photo (35mm slide, color print, or digital file at 300 dpi), logo, business name and contact information, and up to 50 words of descriptive text.
- **NEW! Photo Listing** Provide color photo (35mm slide, color print, or digital file at 300 dpi), business name and contact information, and up to 20 words of descriptive text.
- **Expanded listing** Provide business name and contact information, and up to 20 words of descriptive text.

Added Value

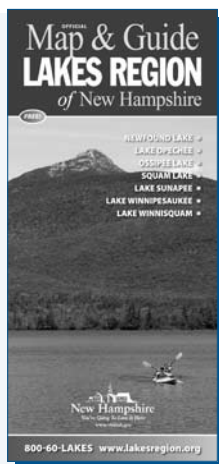
- All associate panel advertisers receive a locator dot with their name on the inside of the map.
- All expanded listing advertisers will receive a map code locator at the end of their listing showing where their business is located on the map.

Additional Map & Guide Distribution

- Insertion in newspapers to over 100,000 households in northern Massachusetts and the greater Boston area.
- Primarily out-of-state in the northeast and internationally.
- Brochure rack services at corporate locations, hotels, attractions, and ski and sporting goods outlets from Maine to Washington, D.C. and Canada.

Where To Guide & Map Guide Specifications

- **Premium Pages/Covers:** 4-color only - 150 line screen preferred, 133 line screen accepted.
- **If providing computer files** ad must be in InDesign 2.0 or later, or high resolution PDF or EPS files. Scans must be high resolution (300 dpi or better) and must be saved as CMYK (not RGB).
- **All advertising** is subject to approval before or after acceptance for publication.
- **All ads** are sold on a "first come, first served" basis. Rates are not agency commissionable.
- **Production questions** contact Holmes Lewis, Inc. at **603-485-9672**.



Ad Specifications and Costs – Where To Guide

300,000 printed and distributed. Premium & full page advertisers receive a locator dot with their name on the regional map in the publication.

Size	Early Payment	Regular Cost	Website Expanded Logo Ad	Website Tile Banner Ad (per year)	Ad Dimensions
Full page 4-color	\$2,205	\$2,415	\$200	\$260	Non-bleed: 4.5"w x 7.5"d Full bleed: 5.375"w x 8.375"d*
1/2 page 4-color	\$1,325	\$1,460	\$250	\$325	Horizontal: 4.5"w x 3.687"d Vertical: 2.1875"w x 7.5"d
1/4 page 4-color	\$995	\$1,095	\$300	\$390	Horizontal: 4.5"w x 1.781"d Vertical: 2.1875"w x 3.687"d
1/8 page 4-color	\$545	\$625	\$300	\$390	Horizontal: 2.1875"w x 1.781"d
Member listing	FREE	FREE			Name, address, phone, website, email
Expanded listing	\$125	\$140	\$300		member listing plus 20 words descriptive copy
Additional category listing	\$100	\$110			Your member listing under a different category: name, address, phone, website, e-mail (see category listing on p12)

Premium Pages

Back Cover	\$3,455	\$3,780	\$200	\$260	See Full Page (above)
Centerfold (2 pages)	\$6,240	\$6,840	\$200	\$260	Full Bleed: 10.5"w x 8.375"d
Inside Front or Back Cover	\$3,095	\$3,400	\$200		See Full Page (above)
Page 3, 4 or 70	\$2,860	\$3,135	\$200		See Full Page (above)

*Page size is 5¹/₈" x 8³/₈". Full bleed ads must include an extra 1¹/₈" all around.

Ad Specifications and Costs – Map & Guide

600,000 printed and distributed. All Associate Panel advertisers receive a locator dot with their name on the regional map in the center of the publication. Photo Listing and Expanded Listing advertisers receive a map code locator at the end of the listing which refers to the map.

Size	Early Payment	Regular Cost	Includes Ad Preparation With:
Associate Panel Map side with locator dot	\$2,480	\$2,675	Color photo, logo, up to 50 words of copy Name, address, phone, website, e-mail
Photo Listing	\$1,250	\$1,340	Color photo, 20 words of copy** Name, address, phone, website, e-mail
Expanded Listing	\$525	\$560	20 words of copy** Name, address, phone, website, e-mail

**If more than 20 words, your listing will be edited to fit.