

## HOW IT WORKS

## Marketing Program



### Renew Membership

Once you have renewed your 2023 Adventure membership, you become eligible to take advantage of the marketing program.



### Review & Select Media Offerings

Each media partner has put together a special 2023 membership marketing incentive. Take time to review all the opportunities listed on our member website.



### Earn Adventure Rewards

If you buy in, Adventures in Northeast Ohio will reward you with these bonus offers! The more you purchase, the more you earn!

**Buy 1** Receive - 10 Raffle tickets\*

**Buy 2** Receive - 10 Raffle tickets\* + Adventure Facebook Banner for 2 weeks + 4-exclusive Adventure social posts.

**Buy 3** Receive - 20 Raffle tickets\* + 2 Adventure Facebook Banners for 2 weeks + 4-exclusive Adventure social posts + 1 consumer news/blog combo.

**Buy 4** Receive - 20 Raffle tickets\* + 2 Adventure Facebook Banners for 2 weeks + 4-exclusive Adventure social posts, + 2 consumer news/blog combo.

**Buy 5** Receive - 20 Raffle tickets\* + 3 Adventure Facebook Banners for 2 weeks + 4-exclusive Adventure's social posts + 3 consumer news/blog posts + 1 700x200 horizontal banner on the Adventure website for 1 month.

**5 and above** earn 1st dibs on ad placement in the 2023 Adventures in Northeast Ohio printed piece.

\* Raffle tickets are per meeting and you must be present at meeting to receive raffle tickets. All social media bonus offers will be posted via Adventures in Northeast Ohio platforms.



Mercedes Graham 330-323-7832



Lori Lam - 330-294-5271



Travel Boards, Inc.

Kate Evans - 216-339-1956



Nichole Cardinale - 330-255-8665



Your tour guide to fun!

Frank Satullo - 513-207-6690



Diane Rock - 216-396-6400





Lori Lam - 330-294-5271

# MARKETING OPPORTUNITY

## CTM MEDIA GROUP

The Largest Distributor of Tourism Information in the Eastern U.S.

For 40 years CTM has helped destinations like yours GET DISCOVERED through partnerships with thousands of Hotels, Attractions, AAA's, Airports and other Transit Centers. Not only can we display your visitor guides, brochures and rack cards, but we can also share your message across the tops of our stands using custom signage!

Our Digital ExploreBoards located in markets like Cleveland, Pittsburgh, Ohio Amish, Detroit, DC, Central PA, NYC and many more markets display your images, content and event schedules in hotel and attraction lobbies as well as on our website [www.vistiorfun.com](http://www.vistiorfun.com). Top that off with our Regional Visitor Maps offered in multiple markets!

## MEMBER PACKAGE

HALF PANEL VISITORS MAP AD W/ 6 MONTHS EXPLOREBOARD  
ADVERTISING (DIGITAL PROFILE) \$2150

Visitor Maps- Choose from Sandusky, CLE NE Ohio, Ohio Amish – Publishing  
Spring 2023 – Distributing 12 months

Digital- Choose from Cleveland, Detroit, Ohio Amish, Pittsburgh

## Adventure Member add-on:

When purchasing the above package, receive a FREE DIGITAL BANNER AD  
for 3 months, a \$1200 Value!

TO LEARN MORE REACH OUT TO [INFO@ADVENTURESINNORTHEASTOHIO.COM](mailto:INFO@ADVENTURESINNORTHEASTOHIO.COM).





Nichole Cardinale - 330-265-8665

# MARKETING OPPORTUNITY

## OHIO MAGAZINE

An ad size upgrade for ANY one issue in 2023.

This applies for new advertising partners only (or anyone that has not advertised with GLP in the past two years).

TO LEARN MORE REACH OUT TO [INFO@ADVENTURESINNORTHEASTOHIO.COM](mailto:INFO@ADVENTURESINNORTHEASTOHIO.COM).



# RATES & SPECIFICATIONS

## Print

### PRINT OPPORTUNITIES

FOUR COLOR	1X	3X	6X
Full Page	8,800	7,485	7,050
2/3	7,530	6,395	6,025
1/2	6,485	5,515	5,205
1/3	4,855	4,130	3,880
1/6	2,950	2,475	2,350

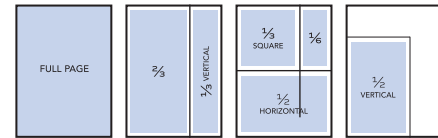
  

COVERS			
Second	10,765	9,125	8,575
Third	10,175	8,655	8,160
Fourth	11,625	9,885	9,315

### ADVERTISING CLOSE DATES FOR 2023

ISSUE	AD CLOSE	AD DUE
JAN./FEB. 2023	11-22-22	11-29-22
MAR./APR. 2023	1-23-23	1-31-23
S/S LONGWEEKENDS	2-13-23	2-21-23
MAY 2023	3-20-23	3-28-23
JUNE 2023	4-24-23	5-2-23
JULY/AUG. 2023	5-23-23	5-31-23
F/W LONGWEEKENDS	6-29-23	7-7-23
SEPT./OCT. 2023	7-24-23	8-1-23
NOV./DEC. 2023	9-25-23	10-2-23

### PRINT SPECIFICATIONS



AD SIZES	WIDTH x DEPTH
Full Page	7.25" x 10.0"
2/3 Vertical	4.75" x 10.0"
1/2 Horizontal	7.25" x 4.875"
1/2 Vertical	4.75" x 7.375"
1/3 Square	4.75" x 4.875"
1/3 Vertical	2.25" x 10.0"
1/6 Vertical	2.25" x 4.875"
Travel Resource Directory	2.0" x 4.25"

### FULL PAGE BLEED SPECIFICATIONS

Trim Size	9.0" x 10.875"
Plate Size**	9.25" x 11.125"

**\*\*Final trim size of publication is 9.0" x 10.875".**

Keep live matter 0.25" from the trim edge top and bottom and 0.5" from both side trim edges.

### EVENT ENHANCED LISTING SPECIFICATIONS

25-30 words of copy plus event information. Photo no smaller than 4.0" x 6.0" at 300 DPI.

# 2023 *CONTENT CALENDAR*

<b>January/February</b>	<b>March/April</b>	<b>May</b>	<b>June</b>
<p><b>COVER: OHIO LOVE</b></p> <p><b>BLACK HISTORY</b></p> <p><b>ROMANTIC GIFT GUIDE</b></p> <p><b>WINTER TRAVEL (SAS):</b> <i>Indoor and outdoor family fun</i></p> <p><b>SKIING (SAS):</b> <i>Short ski getaways in and near Ohio</i></p> <p><b>CASINOS (SAS)</b></p>	<p><b>COVER: OHIO FOODS</b></p> <p><b>TOLEDO</b></p> <p><b>AMISH COUNTRY</b></p> <p><b>COLUMBUS</b></p> <p><b>BIRTHDAY OFFER</b></p> <p><b>KENTUCKY</b></p> <p><b>WEST VIRGINIA</b></p>	<p><b>COVER: 102 DAYS &amp; NIGHTS OF SUMMER</b></p> <p><b>OHIO BYWAYS</b></p> <p><b>BUTLER COUNTY</b></p> <p><b>HOCKING HILLS</b></p> <p><b>LAKE COUNTY</b></p> <p><b>MICHIGAN</b></p> <p><b>GREATER GRAND LAKE</b></p> <p><b>YOUNGSTOWN/MAHONING</b></p>	<p><b>COVER: OUTDOORS ISSUE</b></p> <p><b>OHIO WINE MONTH</b></p> <p><b>OH SHORES &amp; ISLANDS</b></p> <p><b>ROSS/CHILLICOTHE</b></p> <p><b>DAYTON</b></p> <p><b>COLUMBUS</b></p> <p><b>WESTERN NY/ERIE</b></p> <p><b>WESTERN PA</b></p> <p><b>FAMILY FIELD TRIPS (SAS)</b></p>
<b>July/August</b>	<b>September/October</b>	<b>November/December</b>	
<p><b>COVER: OHIO FOODS</b></p> <p><b>AKRON</b></p> <p><b>APPALACHIA</b></p> <p><b>CLEVELAND</b></p> <p><b>CANTON</b></p> <p><b>ROOFTOP BARS</b></p> <p><b>BEST HOMETOWNS TRAVEL</b></p> <p><b>WEST VIRGINIA</b></p>	<p><b>COVER: FALL COLORS</b></p> <p><b>AMISH COUNTRY</b></p> <p><b>GROVE CITY</b></p> <p><b>OHIO WINE COUNTRY</b></p> <p><b>ARTS IN OHIO</b></p> <p><b>MICHIGAN</b></p> <p><b>DESTINATION SHOPPING (SAS)</b></p> <p><b>HAUNTED OHIO (SAS)</b></p>	<p><b>COVER: OHIO'S BEST HOMETOWNS</b> <i>Honoring communities that are great places to live, work and visit</i></p> <p><b>HOLIDAY TRAVEL</b></p> <p><b>COLUMBUS</b></p> <p><b>HOLIDAY GIFT GUIDE (ADV)</b></p> <p><b>DESTINATION SHOPPING (SAS)</b></p>	



Mercedes Graham 330-323-7832

# MARKETING OPPORTUNITY

## TRAVELHOST

**America's # 1 Travel magazine.**

Travelhost is a national magazine servicing visitors from coast to coast since 1967. Reaching more visitors to Ohio than any other publication through our unique hotel distribution, AAA visitor centers, CVB's, Airports, social media, website ,the Pro Football Hall of Fame and many other high traffic distribution points.

Every reader can trust Travelhost as a source to the cities businesses, services and attractions.

Our readers have massive buying power TODAY, and EVERYDAY. Are you getting your share?

For our Adventures members, we would like to offer an ADDITIONAL 2 FREE months with 12 month agreement ( 6 bi-monthly issues) !

I look forward to meeting with Adventure members to share details on all that Travel Host Magazine does and has to offer. Our over 55 years track record speaks for itself.

### **Adventure Member add-on:**

2 FREE months. Value \$570 to \$2310, depending on ad size purchased. Free 2 months will be the same size ad chosen for the 12 month commitment

TO LEARN MORE REACH OUT TO [INFO@ADVENTURESINNORTHEASTOHIO.COM](mailto:INFO@ADVENTURESINNORTHEASTOHIO.COM).





*Your tour guide to fun!*

Frank Satullo - 513-207-6690

# MARKETING OPPORTUNITY

## OHIOTRAVELER.COM

Feature Articles / Social Media Posts / Press Releases COMBO Package:  
Promote a story about a destination or event to a massive audience that is engaged, interested, and actively seeking ideas for things to do in Ohio.

This advertorial is published in:

Any monthly edition of OhioTraveler.com. Articles/advertorials appear on the home page of OhioTraveler and then are archived so it benefits from OhioTraveler's exceptional search engine results. Videos may also be featured in any monthly edition. OhioTraveler has over 80,000 monthly subscribers/unique visitors.

Posted to OhioTraveler's Facebook and other social media. Our social media audience is substantial and engaged with over 58,000 Facebook followers alone and a total social media following of more than 70,000.

And sent as a press release to more than 800 other members of the media interested in Ohio travel stories.

**Cost: \$595/story**

Limit of four/organization/year.

*If you need us to write it, there is an additional writing fee.*

### **Adventure Member add-on:**

Listing in Any Section:

A permanent feature listing in any section of OhioTraveler.com may be placed for a one-time fee. Restrictions may apply. Each listing includes a photo, link, and up to 300 words. Normal Cost: \$249 per listing.

Cost: \$595 | Savings \$249.





Diane Rock - 216-396-6400

# MARKETING OPPORTUNITY

## MY OHIO FUN

### MY OHIO FUN ADVENTURE PACKAGE:

- Listing with logo and 300-400 word description on MyOhioFun.com.
- 1 Side Bar Ad (200x300 or 200x600) - Banner may be changed monthly
- 1 Banner (700x225) on home page for three months.
- Press release promotions.
- Social media promotions.
- Email event blast inclusion. (*1 event per email.*)
- Road Trip article inclusion.
- Group tour promotion if applicable.

**Cost: \$1650. (year)**

### Adventure Member add-on:

1 - Email Banner - yr. (700x225) - *may be changed monthly.* Value \$500.

Cost: \$1650 | Savings \$500.







Kate Evans - 216-339-1956

# MARKETING OPPORTUNITY

## TRAVEL BOARDS INC

### DESCRIPTION

**Members Only - Receive 20% Off Any Advertising Product on the Ohio Turnpike!**

Products Include:

- **Literature Distribution:** Magazine/brochure publication distributed in 1-14 service plaza locations across the toll road. Advertiser chooses # of plazas.
- **Backlit Signs:** Illuminated backlit signs are available inside the service plazas in main lobby, restroom entrances, trucker's lounge.
- **Digital Ads:** Rotating digital ads are displayed on Turnpike TV's inside each plaza. Static or video ads run between 20-30 seconds every 3-minutes.
- **Map & Lodging Guide:** Annual publication distributed across the road in all 14 service plazas. Full, half or quarter size ads available, Approximately 200,000 pieces distributed annually.
- **Attraction & Lodging Logo Signs:** Logo sign featured on the iconic big blue mainline signs on the road and directional ramp signs when travelers exit.
- **Toll-Booth Window Clings:** Located at the toll stops along the Turnpike. Number of windows vary at each Exit (between 3-6).

**COST: \$228 - \$12,000 / SAVINGS: \$182 - \$2,400**

TO LEARN MORE REACH OUT TO [INFO@ADVENTURESINNORTHEASTOHIO.COM](mailto:INFO@ADVENTURESINNORTHEASTOHIO.COM).

