

# 2019 ADVERTISING RATE CARD

## GUIDE TO SOUTH BEND MISHAWAKA

80K

Guides Distributed

30K

Map Overrun

4.8M

Annual Visitors to SJC

Join Visit South Bend Mishawaka as we present South Bend, Mishawaka & St. Joseph County in the 2019 Guide to South Bend Mishawaka, the official resource for visitors & residents of our community.

### 2019 FEATURES:

- » 80+ pages
- » Perfect binding
- » Full creative freedom for full page and 1/2 page ads
- » Formatted ads for all ads smaller than 1/2 page ads
- » All advertisers receive an enhanced directory listing in the guide
- » 30,000 map overrun
- » Electronic version (e-magazine) of the guide
- » All advertisers in the guide receive a business listing on the Visit South Bend Mishawaka website

### COVERAGE:

- » Arts & Culture
- » Campuses
- » Eat & Drink
- » Events/Festivals
- » Game Day
- » Hotels & Lodging
- » Recreation
- » Area Maps
- » Shopping
- » Family Fun
- » Visitor Services
- » 2019 Events Calendar

### IMPORTANT DATES:

Space reservation deadline: **OCTOBER 5, 2018** · Ad Materials deadline: **NOVEMBER 2, 2018** · Publication date: **JANUARY 2019**

### DISTRIBUTION:

80,000 distributed throughout the year to five community visitor information kiosks including the South Bend International Airport and DTSB, advertising leads, leisure travelers through web, phone, walk-in requests, meeting planners, tour operators, sports attendees, collegiate orientation packets, Eck Visitors Center, University Park Mall, the Golden Roamer, numerous brochure racks at attractions and hotels and events.

### NOT A CHAMBER MEMBER?

Receive a 25% discount off of your first year of Chamber membership when you advertise in the 2019 Guide to South Bend Mishawaka, and join The Chamber.

### TO RESERVE YOUR AD CONTACT:

**NICOLE LAWLER**  
DIRECTOR OF TOURISM  
MARKETING & DEVELOPMENT

574.400.4020 | [nlawler@visitsouthbend.com](mailto:nlawler@visitsouthbend.com)

# 2019 ADVERTISING RATE CARD

PLEASE NOTE: All ads smaller than 1/2 page are **formatted**.

## PRINT AD RATES & SPECIFICATIONS

**BACK COVER**-----\$4,500

Trim: 8" x 10.5"  
Bleed: 8.25" x 10.75"  
Safe Area: 7" x 9.5"

**INSIDE BACK COVER**-----\$4,000

Trim: 8" x 10.5"  
Bleed: 8.25" x 10.75"  
Safe Area: 7" x 9.5"

**INSIDE FRONT COVER**-----\$4,000

Trim: 8" x 10.5"  
Bleed: 8.25" x 10.75"  
Safe Area: 7" x 9.5"

**PAGE 3**-----\$4,000

Trim: 8" x 10.5"  
Bleed: 8.25" x 10.75"  
Safe Area: 7" x 9.5"

**MAP 1/3 PAGE VERTICAL**-----\$4,000

Formatted Size

**MAP LOGO**-----\$550

Must be 300dpi, EPS or TIFF file formats

**WEBSITE LISTING ONLY**-----\$500

**FULL PAGE**-----\$2,750

Trim: 8" x 10.5"  
Bleed: 8.25" x 10.75"  
Safe Area: 7" x 9.5"

**1/2 PAGE**-----\$1,750

Trim: 7" x 4.625" · No bleeds

**1/3 PAGE**-----\$1,350

Formatted size; vertical or square

**1/6 PAGE**-----\$1,000

Formatted size

## VISITOR VOUCHER

**BACK COVER\***-----\$2,500

Trim: 4" x 8"  
Bleed: 4.25" x 8.25"  
Safe Area: 3" x 7"

\*Buy back cover in Visitor Voucher booklet, get a free 1/6pg ad in the 2019 Guide to South Bend Mishawaka.

## FORMATTED AD SPECIFICATIONS:

Formatted ads are produced by Visit South Bend Mishawaka. Advertisers provide all formatted ad content, including images and logos, as indicated below. **Images must be high resolution with a minimum 300dpi.**

### 1/6-PAGE

- » One image
- » 15 words of copy
- » Company logo (EPS)
- » Company name
- » Phone number, Address, Website

### 1/3-PAGE

- » Up to three images
- » 40 words of copy + 10 word tag line or 50 words of copy
- » Company logo (EPS)
- » Company name
- » Phone number, Address, Website

## DIRECTORY LISTINGS:

All Visitors Guide advertisers receive an enhanced ad listing containing company name (in appropriate category, listed alphabetically), address, phone number, Web address and 20-word description, provided by advertiser.

## MAP LOGO:

Logo on Map \$550

Have your company logo placed on the map (available to the first 10 interested parties). Map placed inside Visitors Guide with an additional 30,000 overrun.

**Note: if more than one location, \$100 each additional logo.**

## SPECS FOR IMAGES:

RESOLUTION: 300 dpi  
COLOR: CMYK  
IMAGES/LOGOS: All artwork should be eps, tiff or high resolution jpeg file formats.  
**Web images are not acceptable.**

## SPECS FOR FULL PAGE & 1/2 PAGE ADS:

SIZE: 300 dpi  
COLOR: CMYK  
FORMAT: eps, tiff, or press ready PDF.  
Please include crop marks only. **We cannot accept Quark or Publisher files.**

## AD MATERIALS DEADLINE:

**NOVEMBER 2, 2018**

## SEND AD MATERIALS DEADLINE TO:

**NICOLE LAWLER**  
574.400.4020  
[nlawler@visitsouthbend.com](mailto:nlawler@visitsouthbend.com)

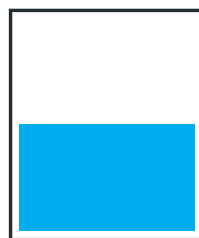
## TERMS:

All ads are subject to space availability and are on a first-come, first-served basis. Visit South Bend Mishawaka may refuse to accept any advertising from members who are delinquent in their payments to The South Bend Regional Chamber of Commerce. Advertisers will be invoiced at time of publication. No refunds/cancellations after space closing date.

Visit South Bend Mishawaka approves all ads and reserves the right to edit, limit or reject any advertising or copy that is deemed offensive or is in conflict with the mission of Visit South Bend Mishawaka. Visit South Bend Mishawaka assumes no liability for products or services advertised in the 2019 Guide to South Bend Mishawaka.



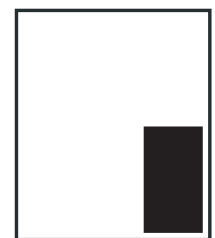
FULL PG



1/2 PG



1/3 PG VERT | 1/3 PG SQ  
FORMATTED



1/6 PG  
FORMATTED