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Pocono Mountains Magazine (Official Travel Guide) to be Produced Spring 2019

Four-county guide serving Wayne, Pike, Monroe, and Carbon Counties highlighting member businesses to be produced by the Pocono Mountains Visitors Bureau and Bailey Design & Advertising

POCONO MOUNTAINS, PA, November 7, 2018 – The <u>Pocono Mountains Visitors Bureau</u> (PMVB) has retained <u>Bailey</u> <u>Design & Advertising</u> to design a four-county travel guide, highlighting member businesses, restaurants, attractions, and resorts across the Poconos. This will be the official travel guide of the Pocono Mountains and distributed across the tristate area, through local businesses, Pennsylvania state visitor centers, and at trade shows.

"The need for an official Pocono Mountains travel guide became apparent when we started getting requests from thousands of guests and folks at trade shows for a printed visitor guide and map of the region with accurate information and strong content," explains Chris Barrett, President/CEO of the PMVB, when asked why the guide is needed.

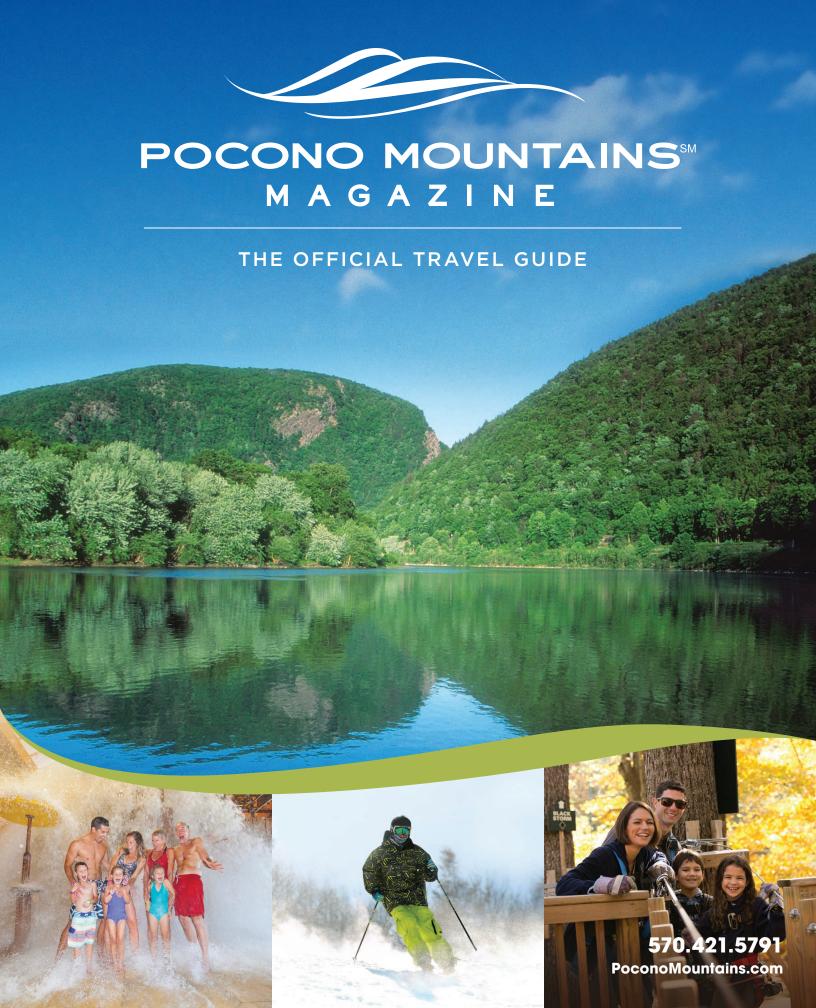
Visitors will easily be able to flip through the guide to plan their getaway to the Poconos; learning about things to do, places to stay, locations to eat, shopping, entertainment options, and more.

The PMVB is anticipating the guide to be distributed widely across the Northeastern United States, reaching millions of potential visitors, to the four-county area.

Different levels of exposure and advertising will exist in the official travel guide. Priority and ability to advertise will be given to members of the PMVB. Listings can include additional content, such as a website, description, or imagery, depending on price level.

Businesses looking to advertise in the guide should contact Meica L. Drake at Bailey Design & Advertising, by email at cmag@ptd.net or by phone at 570-251-1512. Businesses interested in becoming a member of the Pocono Mountains Visitors Bureau can contact Karli Truitt, by email at Ktruitt@poconos.org.



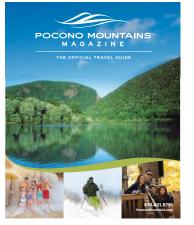




POCONO MOUNTAINS M A G A Z I N E

2019-2020

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Exclusively for PMVB Members ONLY!

Advertising Rates

The Pocono Mountains Magazine, Official Travel Guide is one of the first impressions a visitor gets of Wayne, Pike, Monroe and Carbon Counties in Northeastern PA. Whether they're taking it out of a rack at a visitors' center or receiving it via mail as part of an information packet.

The Pocono Mountains Magazine, a companion to our online and social media presence, promises to be one of the most sophisticated tourism vehicles in showcasing:

- ~The beauty and unique variety of attractions and communities located in the Pocono Mountains.
- ~The businesses and tourism opportunities that make us special.

The Magazine will highlight lodging, dining, indoor and outdoor activities, shopping, recreational, historical and cultural events, and MORE. Visually captivating, the Magazine will help to promote all four counties that make up the Pocono Mountians as an all-encompassing four-season destination.

—LOW PRICES FOR EXCEPTIONAL QUALITY AND EXPOSURE—

200,000 MAGAZINES PRINTED

With double the print quantity of previous versions, the newly-expanded distribution will encompass 800+ locations throughout Virginia, Maryland, New York, New Jersey & Pennsylvania, including ALL PA Welcome Centers and Pocono Mountains Tourist Information Centers. Plus, it will be distributed at the following travel shows in 2020: NY Times Travel Show, Great American Outdoor Show, AAA Marketplace Show & DC Adventures in Travel Show.

FULL COLOR DISPLAY ADVERTISING

Cover/Pg 1.......7" wide by 9" high...\$2995
Full Page.......7" wide by 9" high...\$1995
Full Page Bleed.......9" wide by 11" high...\$1995
2/3 Page......4.75" wide by 9" high...\$1195
1/2 Page.......7" wide by 4.5" high...\$995

1/3 Page......4.75" wide by 4.5" high...\$595 1/4 Page......3.25" wide by 4.5" high...\$495 1/6 Page.....2.25" wide by 4.5" high...\$295 Coupon Ads........2.375" wide by 2.25" high...\$195 Coupon Ads (If also running regular display ad)...\$95

If you plan to create your own ad or have it done by an agency, please see the technical specifications on the reverse side of this page. Advertising Questions: Bailey Design & Advertising phone: 570.251.1512 fax: 570.647.0086 cmag@ptd.net If you're interested in becoming a member of the Pocono Mountains Visitors Bureau, please contact Karli Truitt by email at KTruitt@poconos.org.

in 5 States



Technical Specifications for Display Advertising in

2019-2020 Magazine

Guide Size: 8.5 X 10.5-Saddle Stitched

Paper: Recycled 60# Gloss Text for Content • Recycled 80# Gloss Cover

INKS: 4-COLOR PROCESS [CMYK] THROUGHOUT

Bleed: Throughout • Full page ads ONLY. Allow 1/8" bleed on outside edges

If you are supplying your own ad, the following guidelines apply:

Pre-press: Film is not accepted. All agency-produced or self-produced ads must be supplied as press optimized PDF files with all colors rendered as CMYK (4-color) prior to creation of the PDF file. No other application formats can be accepted.

Media formats: CD-ROM formatted for Macintosh. Digital files may also be e-mailed to baileyd@ptd.net.

If you wish Bailey Design & Advertising to prepare an ad for you, the following guidelines apply:

Artwork: Hard-copy photographs must be clear and clean. Digital photos must be recorded at a file size that will allow the photo to be rendered as a 300 DPI image. Call 570.251.1512 if you need clarification. Logos and other artwork for scanning must be clean and crisp; if in digital format (JPEG, EPS, TIFF), they must be stand-alone files and not embedded in any other document (For example, Microsoft Word Documents.) Faxed or low-resolution digital files (JPEG, EPS, TIFF) cannot be accepted.

Copy: Supply the copy as you wish it to appear in the ad. Remember the size of the ad limits the optimal filling of the space. Your ad should have one dominant graphic element and as little copy as possible to get your message across. Less is more!

If you have questions regarding your advertisment or if you need additional information please call 570.251.1512 Monday through Friday, between 9:00 AM – 5:00 PM.

Mail contract with payment to Bailey Design & Advertising at 3305 Lake Ariel Highway, Honesdale, PA 18431 or if paying by credit card fax to 570.647.0086.

SPACE RESERVATION DEADLINE DECEMBER 21ST • ACTUAL AD DEADLINE JANUARY 4th

Business Name		D	Date	
Contact Person		Ad Size	Cost	
Address		City	StateZip	
Phone	Fax		of Payment	
		Cash Check Payable to Bailey Design	VISA MosterCard	
Authorized Signature		Account Number	Expires	



POCONO MOUNTAINS M A G A Z I N E

2019-2020

Listing Form

Deadline for returned forms: Dec 21st, 2018

Basic Listing Sample:

Pocono Mountains Visitors Bureau 570-421-5791 1004 West Main Street Stroudsburg, PA 18360

The Pocono Mountains Visitors Bureau is excited to announce they are expanding thier annual travel magazine promoting tourism and assisting visitors with accessing tourism-related businesses and attractions to include all four counties of the Pocono Mountains: Wayne, Pike, Monroe & Carbon. Production for this year is currently underway and is funded in part by the Room Tax collected by each lodging facility in the Pocono Mountains. Because of that funding we are able to offer a **FREE** basic listing for all businesses who contribute to the room tax or are a member of the PMVB, plus full color advertising at **EXCEPTIONAL RATES!**

As a business you will receive enhanced value for your investment as there will be 200,000 magazines printed and distribution to over 800+ locations throughout Virginia, Maryland, New York, New Jersey & Pennsylvania, including ALL PA Welcome Centers and Pocono Mountains Tourist Information Centers. Plus, it will be distributed at the following travel shows in 2019: NY Times Travel Show, Great American Outdoor Show, AAA Marketplace Show & DC Adventures in Travel Show.

Each business who contributes to the room tax or is a PMVB member will get a basic listing free of charge under the category heading of their choice. This form **MUST** be filled out and returned to receive the **FREE** listing. An enhanced listing can be purchased at a charge of \$99. Enhanced listings will also include: website, 25 word description, photo & color background. Business who are not members or pay the tax can buy a basic listing for \$99.

Please send completed form to Bailey Design and Advertising; fax to 570.647.0086 or mail to 3305 Lake Ariel Highway, Honesdale, PA 18431. Photos can be emailed to cmag@ptd.net. For all advertising questions, please call Bailey Design and Advertising at 570.251.1512 or email cmag@ptd.net. Please Print Clearly. To maintain consistency, we will proof and edit listings as needed. Business Name: Physical Street Address: _____ State: _____ Zip: _____ City: Website Address: Business Email: Business Phone: Billing Address: (Same as Above) ______ State: ______ Zip: _____ City: Business Description: (25 words max) County: ☐ Wayne ☐ Pike ☐ Monroe ☐ Carbon Please check the **ONE** category you would like your business to be listed under. **LODGING THINGS TO DO DINING** ☐ Annual Events ☐ Shopping ☐ Bed and Breakfast / Country Inns ■ Bars, Taverns & Restaurants ☐ Attractions ☐ Spas & Fitness ☐ Cabins / Cottages / Efficiencies ☐ Eats & Treats ☐ Farmers Market ☐ Summer Camps ☐ Hotels / Motels / Lodges ☐ Meeting & Banquet Facilities ☐ Resorts ☐ Theater & Music ☐ Galleries & Art ☐ Historical Attractions & Museums **OUTDOOR RECREATION DISCOVER MORE** Open to the Public! ☐ Eagle Watching ☐ Beaches & Swimming ☐ National, State & Local Parks ■ Builders ☐ Boat Launches & Water Access ☐ Fishing & Guides Outfitters ☐ Business Relocation ☐ Boat Rentals & Marinas ☐ Golf Recreation ☐ Trails ☐ Financial ☐ Camping ☐ Horseback Riding □ Waterfalls ☐ Hospitals & Healthcare Canoeing, Kayaking ☐ Realtors & Rafting Trips