



2019 BLOOMINGTON AREA VISITORS GUIDE

MEDIA KIT

BE PART OF THE 2019 BLOOMINGTON VISITORS GUIDE

The Bloomington Visitors Guide is an award-winning guide to Bloomington's best attractions, arts & culture, dining, shopping, nightlife, entertainment, recreation, and more.

EFFECTIVE ADVERTISING

Your ad reaches people who are actively looking for things to do in Bloomington and Monroe County.



PRINT DISTRIBUTION

50,000 copies are distributed in local hotel rooms, state-wide welcome centers, area attractions, the Monroe Convention Center and Indiana University. Thousands more are mailed out in response to visitor requests.

MULTIPLE IMPRESSIONS

Over 2 million tourists visit Bloomington each year. Vacationers, business travelers, meeting planners, convention attendees, new residents, college students and even locals will be exposed to your ad. The visitor guide's unique size, high-quality photos, and engaging editorial content makes it easy to keep, so it can be referred to again and again.

AFFORDABLE RATES

Visit Bloomington is committed to keeping the Visitors Guide affordable to advertise in. For the 8th year in a row advertising rates have not changed. We wholeheartedly believe that offering an affordable advertising option to small businesses and locally owned businesses is what sets our guide apart from the rest.

DIGITAL DISTRIBUTION

Thousands of people view the virtual visitor's guide on visitbloomington.com. All print advertisers are included in the digital guide - providing even more exposure to your ad.

VISITOR TRENDS

\$384 million

Was spent by visitors in 2016.

67%

Primary purpose for their trip to Bloomington was for leisure and/or vacation.

535k

Hotel rooms were sold in Bloomington in 2017 vs. 515k in 2016.

2.6

Nights spent in Bloomington on average by visitors.

\$79

Out of every \$100 spent by visitors stays local.

All of this means more people spending more time and more money in Bloomington and Monroe County. Get a piece of the action by advertising in the 2019 Bloomington Visitors Guide.

ADVERTISING RATES

Full page:	\$3,000
Half page horizontal:	\$1,900
Half page vertical:	\$1,900
Quarter page:	\$1,000

PREMIUM PLACEMENT *(full page only)*

Back cover:	\$5,600
Inside front cover:	\$4,700
Inside back cover:	\$4,700
Inside opposite front cover:	\$3,900
Inside opposite back cover:	\$3,900

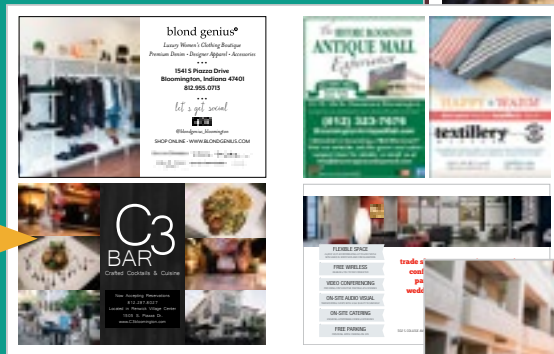
FULL PAGE

\$3,000



HALF PAGE HORIZONTAL

\$1,900



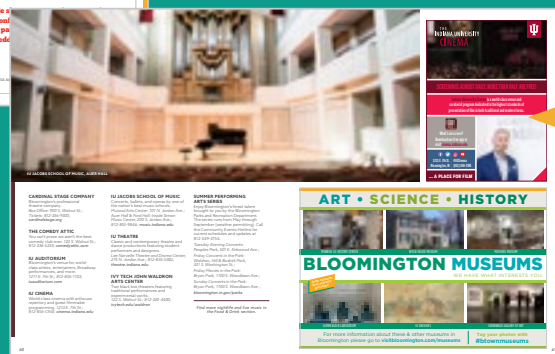
HALF PAGE VERTICAL

\$1,900



QUARTER PAGE

\$1,000



AD SPACE DEADLINE: September 28, 2018

ARTWORK DEADLINE: October 15, 2018