



# Bloomington

INDIANA

## 2018 BLOOMINGTON AREA VISITORS GUIDE MEDIA KIT

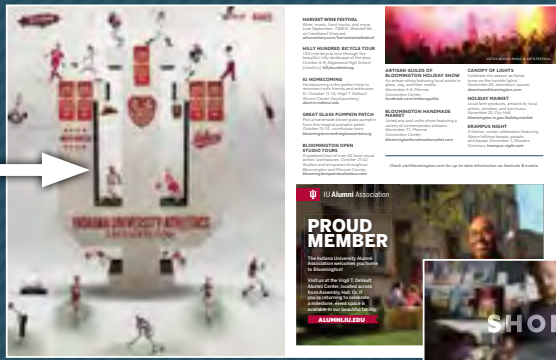
### BE PART OF THE 2018 BLOOMINGTON VISITORS GUIDE

Tourism is a major part of the local economy, and advertising in the visitors guide is an important step in reaching area visitors. Bloomington hosts over **2 million** visitors each year, who generate over **\$362 million** in economic impact. These include IU parents visiting their children, conference attendees, business travelers, and families on vacation. This is a diverse community, attracting a wide range of visitors and providing a variety of opportunities for them.



FULL PAGE

\$3,000



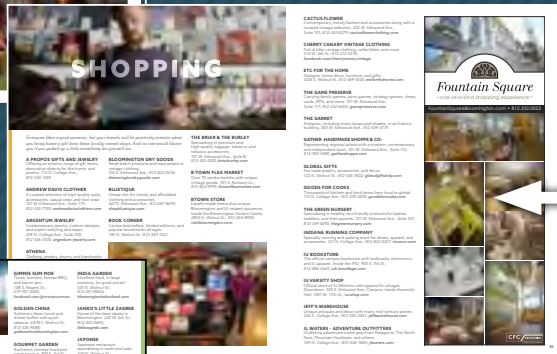
HALF PAGE HORIZONTAL

\$1,900



HALF PAGE VERTICAL

\$1,900



QUARTER PAGE

\$1,000



# PARTNER BENEFITS

Advertising in the Bloomington visitors guide makes you an industry partner, which means that besides getting your information included in the **50,000 copies** of our visitors guides, you'll also receive these benefits:

- Listing on visitbloomington.com website with unlimited copy and multiple photos
- Placement of promotional brochures and coupons in Visitors Center
- Updates from Visit Bloomington on upcoming events
- Partnership opportunities with Visit Bloomington and other industry partners
- Priority referrals from Visit Bloomington to visitors, meeting planners, and other partners
- Inclusion in Visit Bloomington networking and promotional events

Every industry partner enjoys these benefits, no matter the ad size you purchase.

**B-TOWN STORE**  
 Locally made items plus unique Bloomington and IU-related souvenirs. Inside the Bloomington Visitors Center. 2855 N. Walnut St.; 812-334-8900

**FREE LISTING (WITH PURCHASE OF AD)**

50,000 COPIES

# WEBSITE BENEFITS

The additional listing on the visitbloomington.com website is a tremendous benefit, with over **645,000 unique user sessions** in 2016. These visitors are looking for places to eat, things to do and where to stay, and your business will be visible to them—with descriptions and pictures that you provide.

**75%**

*of all user sessions  
are new*

**49%**

*of website visitors  
browse from a  
mobile phone*



# 645,000 UNIQUE SESSIONS

## WEB ADVERTISING

Visit Bloomington is excited to provide advertising opportunities on the newly designed visitbloomington.com website (launched in August 2016). The web advertisements are highly formatted so that they blend seamlessly with the rest of the site. Visit Bloomington is working with Destination Travel Network (DTN) to contract, place, and report on all website ads.

For more information on these opportunities, please email DTN at [advertising@DTNads.com](mailto:advertising@DTNads.com)

*DTN is part of the Simpleview company and a trusted partner of Visit Bloomington.*



Visit Bloomington works with its partners to promote the area to visitors and help create awareness within the community. We want to help our partners grow their business, which helps grow the tourism industry and better Bloomington and Monroe County. We hope you'll choose to be a partner and help us with this mission.

**ERIN WHITE**

Director of Leisure Marketing and Media  
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812-355-7723

**LAURA NEWTON**

Assistant Director  
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812-355-7721



[visitbloomington.com](http://visitbloomington.com)

VISIT BLOOMINGTON • 2855 N. WALNUT ST. • BLOOMINGTON, IN 47404 • 812.334.8900 • 800.800.0037

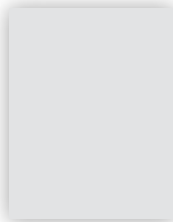
# 2018 VISITORS GUIDE CONTRACT

Signed Contract due by Sept. 15, 2017

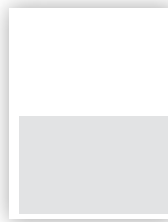
_____	_____
Contact Name	Email
_____	_____
Business Name	Website
_____	_____
Mailing Address	Phone
_____	_____
City, State, ZIP	

**PRINT AD SIZE:**

- back cover (1) \$5,600
- inside cover (2) \$4,700
- inside opposite (2) \$3,900
- full page \$3,000
- half page vertical \$1,900
- half page horizontal \$1,900
- quarter page \$1,000



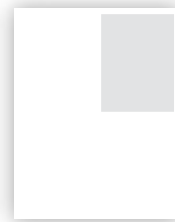
full page  
7.75" x 9.75"  
(.125" bleed  
included)



half page  
horizontal  
6.675" x 4.35"



half page  
vertical  
3.25" x 8.875"



quarter page  
3.25" x 4.35"

**BILLING INFORMATION:**

- Invoice immediately
- Invoice in January 2018
- Invoice in up to four installments as follows:  
(Indicate months to be invoiced, total amount due no later than July 31, 2018)

**AD DESIGN INFORMATION:**

- I will submit camera-ready ad to [danielle@visitbloomington.com](mailto:danielle@visitbloomington.com) no later than **Oct. 15, 2017**  
(accepted files are pdf, jpeg or tiff - must be 300 dpi or print quality resolution)
- Run ad from 2017 guide without changes (must run same ad size)

**PLACEMENT REQUEST:** \_\_\_\_\_

Every effort will be made to honor placement requests, however they cannot be guaranteed.

I am an authorized agent of the advertiser and have read, understand and agree with all advertising policies on the reverse of this page.

_____	_____	_____	_____
Advertiser's Signature	Date	Visit Bloomington Signature	Date

## **2018 BLOOMINGTON VISITORS GUIDE ADVERTISING POLICIES:**

- **ADVERTISING ACCEPTANCE POLICY:** Any advertising offered by a person to an outside vendor is subject to final acceptance by the publisher (Visit Bloomington) at any time prior to distribution of the publication. The publisher (Visit Bloomington) reserves the right to retain all money paid, to reject any offer to advertise, to cancel any advertisement or to refuse future advertisements at any time for any reason.
- Copy shall be published as submitted unless proof is requested by the advertiser. Visit Bloomington assumes no liability for any copy error unless proof is returned in time for correction to be made. Visit Bloomington reserves the right to edit all copy for brevity and clarity.
- **ALL DEADLINES ARE FIRM.** If the Advertiser must miss a stated deadline, he/she **MUST** notify Visit Bloomington prior to the deadline that they would like an extension. Extensions will be granted at the discretion of Visit Bloomington.
- All balances not paid within 30 days of invoice are subject to a delinquent charge of 1.5% per month (annual percentage rate of 18%). Credit may be extended to the Advertiser if a credit agreement is submitted for approval. Any account which is 60 days delinquent will forfeit any discounts given and be subject to collection costs and attorney fees, to be paid by the advertiser.
- For value received, advertiser assigns to Visit Bloomington all rights, title and interest to all layout of advertisements placed in the 2018 Visitors Guide and/or utilization of own illustrations, labor, composition or material. Advertiser understands that because of said assignment, he/she cannot authorize photographic or other reproductions of such advertising layout appearing in the 2018 Visitors Guide in any other publication without written permission from Visit Bloomington.
- Advertiser agrees to indemnify and hold harmless Visit Bloomington against all losses, liability damage and expense of whatever arises out of the copying, printing, publishing or distributing of the advertisement.
- The fulfillment of this agreement is subject to delays caused by fires, strikes, accidents or other causes beyond the control of Visit Bloomington.
- Total amount owed to be paid in full by July 31, 2018. Any discounts marked on insertion order are subject to fulfillment of discount criteria. If discount criteria are not met, discount(s) will not be awarded and invoice will be sent for full ad price.
- **IMPORTANT NOTE:** The contract is non-cancelable by the Advertiser. Advertiser acknowledges full understanding of these terms.
- For billing questions please contact Visit Bloomington Office Manager, Marcia Roach at (812) 355-7722 or [marcia@visitbloomington.com](mailto:marcia@visitbloomington.com). All other questions may be addressed to Visit Bloomington Director of Leisure Marketing and Media, Erin White, 812-355-7723, [erin@visitbloomington.com](mailto:erin@visitbloomington.com)
- All artwork must be 300 dpi or print quality resolution and should be sent to [danielle@visitbloomington.com](mailto:danielle@visitbloomington.com) or dropped off in person at the Visit Bloomington office at 2855 North Walnut Street.