

2018

Partnership

PARTNERSHIP
INCLUDES
ADVERTISEMENT
IN THE ANNUAL
DESTINATION
GUIDE

35,000 copies Distributed

PROGRAM

**DIGITAL
VERSION**

with live links to
your website

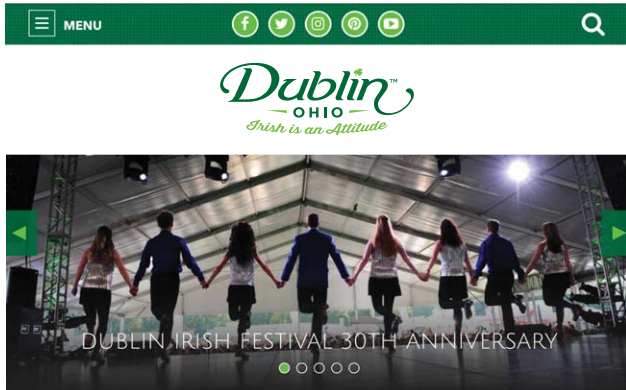
98% of Dublin
visitors are “likely”
to visit again.

Wide distribution in hotels, regional visitor centers, sports tournaments, group tours, tradeshow and more

Dublin[™]
OHIO
CONVENTION + VISITORS BUREAU

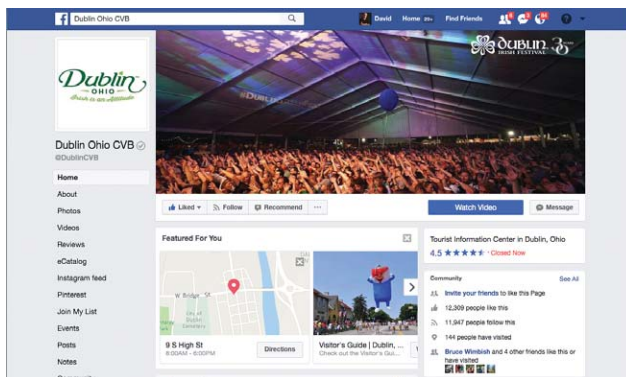
Maximize your advertising dollars within proven, targeted markets – Dublin visitors, meeting planners and residents! The City of Dublin attracts an estimated 2.6 million visitors annually and tens of millions of dollars every year in visitor spending. Become a Dublin CVB Partner and reach these key target audiences to help generate dollars for your business!

ADDITIONAL PARTNERSHIP BENEFITS



WEBSITE

- Receive enhanced listings on the NEW www.VisitDublinOhio.com website with business description, photos, contact info, link to your website and more.
- Geo-coded mapping with directions to your business.
- Your business coupons, deals, events and more on Dublin CVB website.
- Access to the Extranet to update listing, events, images, etc. on demand.



DUBLIN VISITOR & INFORMATION CENTER

- An interactive resource for visitors and residents looking for things to do in Dublin.
- Hosted visitors from 34 states and 21 countries last year.
- Pick-up and drop-off point for the Irish Fairy Doors of Dublin Trail.
- Houses partner brochures and photos, visitor information, maps and more.



SOCIAL MEDIA

- Extend your social media efforts with the help of the Bureau's large and engaged audiences.
- Promote events, news, and specials to Bureau social audiences.
- Increased visibility on Facebook, Twitter, Instagram, Pinterest and YouTube.
- Inclusion in Dublin CVB blog stories and monthly e-newsletters.

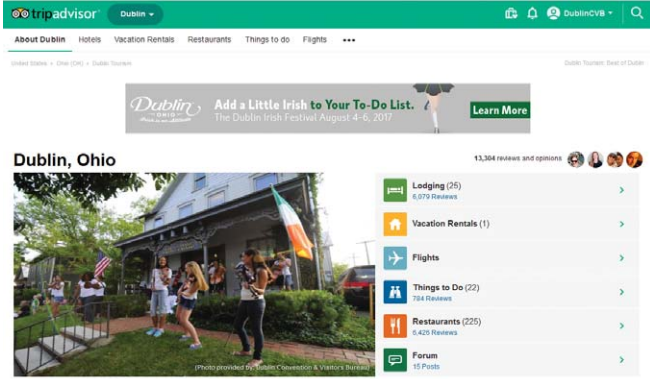
CO-OP ADVERTISING

- New advertising opportunities beyond placement in Destination Guide.
- Discounted buy-in by partnering with Dublin CVB.
- Limited space available on a first-come, first-served basis.
- For more information on Co-op advertising, please contact Josh Bricker at jbricker@irishisanattitude.com or 614-792-7666.

NEW CO-OP ADVERTISING OPPORTUNITIES

Let's partner to promote Dublin!

The Dublin CVB is investing in new media to drive visits to Dublin and your business in an affordable way.



TRIPADVISOR DIGITAL PLACEMENTS

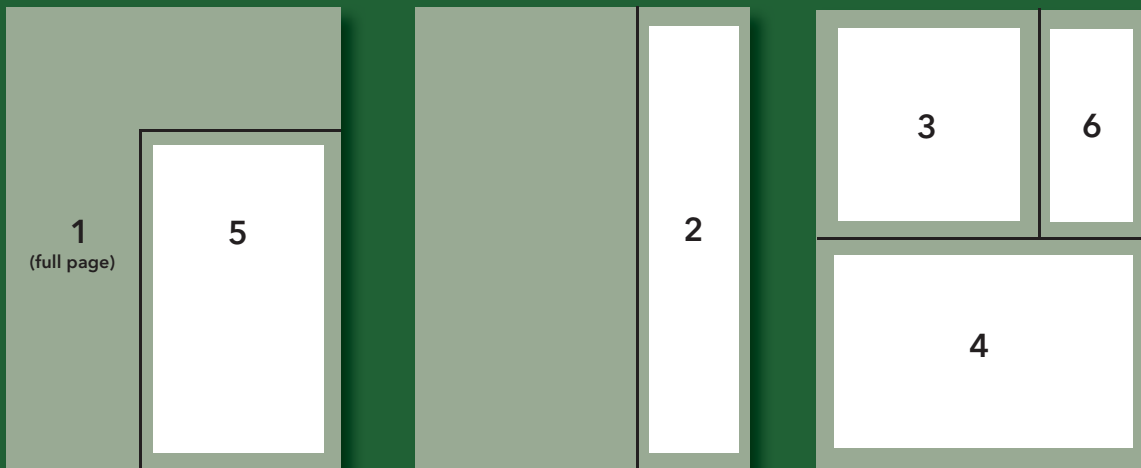
- Promote your business on the world's largest travel site for a fraction of standard costs.
- Be listed at the top of TripAdvisor on mobile search for restaurants and attractions.

CUSTOMIZED E-MAIL BLASTS

- Reach 25,000+ opt-in email subscribers interested in travel to Ohio.
- Choose a time of year based on your business needs.
- Drive immediate traffic to your website, event or offer.



2018 PARTNERSHIP AD SPECIFICATIONS



Standard Ad Sizes

Standard Ad Sizes	Width x Height
1 Full page	7.0" x 10.0"
2 1/3-page v	2.25" x 10.0"
3 1/3-page sq	4.625" x 4.875"
4 1/2-page h	7.0" x 4.875"
5 1/2-page v	4.625" x 7.5"
6 1/6-page	2.25" x 4.875"

Width x Height

Bleed Specifications

Bleed Specifications	Width x Height
Full page	
Plate Size	8.25"x 11.125"
Trim Size	8"x 10.875"

Width x Height

Space Closing: Oct. 6, 2017
 Ad Materials Due: Oct. 27, 2017
 Delivery: January 2018

DUBLIN CONVENTION & VISITORS BUREAU 2018 DESTINATION GUIDE

Please make necessary corrections to the contact information on this form and return to the Dublin CVB.

Company Name _____

Contact _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

Website _____

Email _____

Twitter _____ Facebook _____ Instagram _____

2018 ADVERTISING RATES	Advertisement Placement		Advertisement Placement	
		Cost		Cost
<i>Check box to select ad size</i>	<input type="checkbox"/> Back Cover	\$3,700	<input type="checkbox"/> 1/3 Page Vertical	\$875
	<input type="checkbox"/> Inside Front Cover	\$3,000	<input type="checkbox"/> 1/3 Page Square	\$875
	<input type="checkbox"/> Inside Back Cover	\$2,900	<input type="checkbox"/> 1/6 Page	\$550
	<input type="checkbox"/> Full Page	\$2,600		
	<input type="checkbox"/> 1/2 Page Vertical	\$1,600		
	<input type="checkbox"/> 1/2 Page Horizontal	\$1,600		

Sales Representative _____ Date _____

Partner Signature _____

MECHANICAL REQUIREMENTS

- Electronic files MUST be converted to a hi-res process color PDF.
- Ads may be e-mailed to sblatnik@IrishisanAttitude.com. Subject line should include publication name.
- Photos should be scanned at least 300 dpi, line art 600 dpi. Photos copied from Websites are not acceptable for printing.
- Ads not supplied in the correct size or format will be subject to \$75 per hour conversion charge.

DCVB is not responsible for typographic or print errors if materials are supplied incorrectly and are not accompanied by a proof.

To advertise, contact
Josh (jbricker@irishisanattitude.com)
or call 614/792-7666.

For ad design assistance and rates, please contact David Browning at 614/421-7037.

