

NEW
Full-sized
8.5x 11
Guide

☘ 2017 ☘

Partnership Program



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!



98% of Dublin visitors are “likely” to visit again.
– 2016 Visitor Perception Study

Partnership includes advertisement in the Annual Visitors Guide

35,000 copies distributed

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

Digital version with live links to your website

Additional Partnership Benefits

Website

Have a presence on the Dublin Convention & Visitors Bureau's award winning website:

- Partners receive enhanced listings on the web and mobile sites that include:
- Geo-coded mapping
- Establishment descriptions
- Photos
- Contact information
- Links to your website
- Unique coupons on your listing & more!



59% increase
in web visits

Social Media



103% increase
in social
engagement

Dublin CVB Partners can consider the Bureau as another arm in their social media marketing efforts. The Bureau pushes any promotions, events, news and specials you are having through our social media outlets including:

- Twitter
- Facebook
- Blog
- Instagram
- E-Newsletters
- YouTube
- Pinterest



Dublin Visitor & Information Center

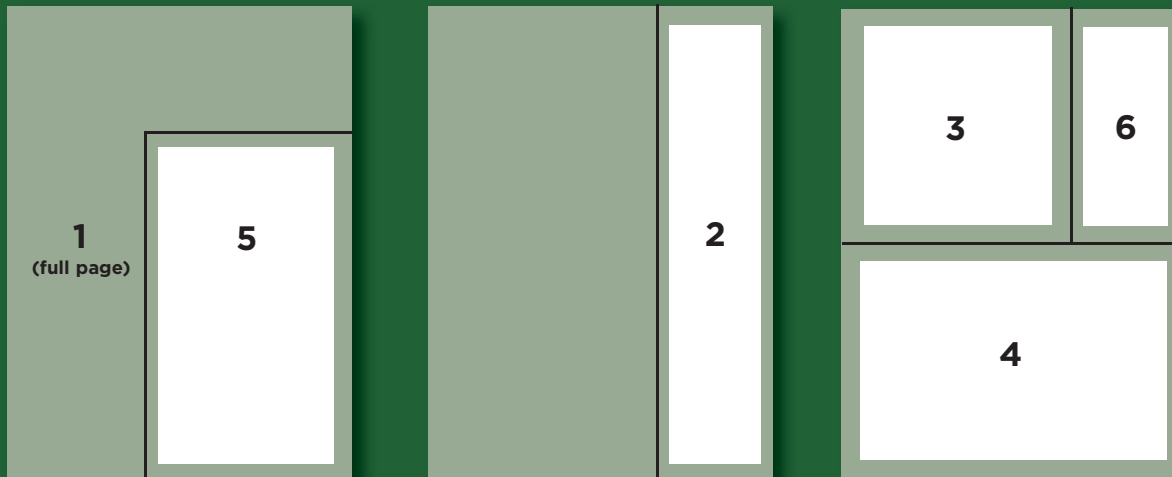
Located in the heart of Historic Dublin, the Visitor Center is the interactive resource for travelers and residents. Partners can display printed materials in the Visitors Center.

- Open 365 days a year
- Houses the giant "Irish is an Attitude" golf ball
- Houses Partner brochures and photos
- Pick-up and drop-off point for the Irish Fairy Doors of Dublin Trail



Last year
hosted visitors
from 48 states
and 26 countries

2017 Partnership Ad Specifications



Standard Ad Sizes	Width x Height	Bleed Specifications	Width x Height
1 Full page	7.0" x 10.0"	Full page	
2 1/3-page v	2.25" x 10.0"	Plate Size	8.25"x 11.125"
3 1/3-page sq	4.625" x 4.875"	Trim Size	8"x 10.875"
4 1/2-page h.....	7.0" x 4.875"		
5 1/2-page v.....	4.625" x 7.5"		
6 1/6-page v.....	2.25" x 4.875"		

Space Closing: Oct. 3, 2016
 Ad Materials Due: Oct. 21, 2016
 Delivery: January 2017

Our new 2017 ad sizes are larger than previous
 Dublin Visitor Guide placements.

- Since 1810 -
PLAY
 WITH AN IRISH
 -Attitude-

Let your Irish come out and play in Dublin, Ohio when you book your **Dublin Family Getaway** with great hotel rates and discounted tickets to the Columbus Zoo and Aquarium, Zoombezi Bay Water Park, ZipZone Canopy Tours and COSI, the # 1 Science Center in the nation.

Discover your Irish Attitude at www.IrishisanAttitude.com | 614.792.7666 | #SoDublin

Dublin
 OHIO
 Irish is an Attitude.

**NEW
 AD SIZE
 FOR 2017**
 (1/2 page example)

2017 Partnership Renewal

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 _____

2017 Advertising Rates

Back Cover	\$3,700
Inside Front Cover	\$3,000
Inside Back Cover	\$2,900
Full Page	\$2,600
1/2 Page	\$1,600
1/3 Page	\$ 875
1/6 Page	\$ 550

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
Amanda (amikkelson@irishisanattitude.com)
or call 614/792-7666.

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

