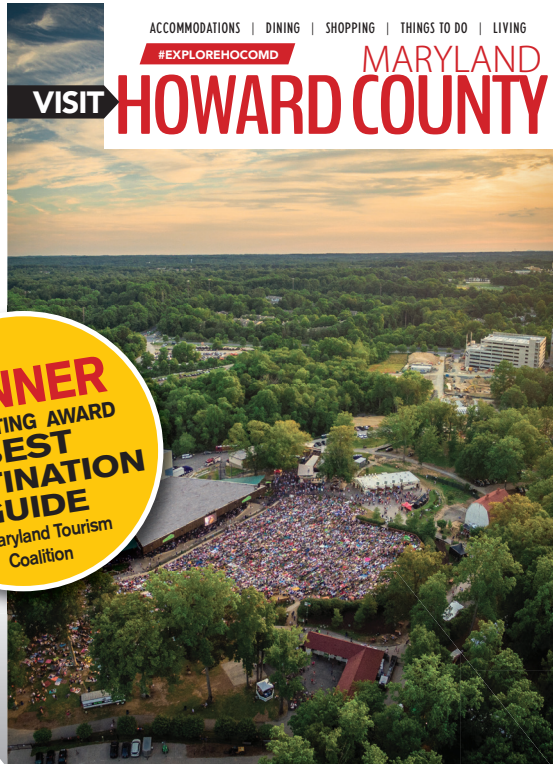


“Visiting and living in Howard County”



Visit Howard County *Maryland*

2018 Official Visitors + Residents Guide – Howard County

Reach Howard County visitors and residents by advertising in the 2018 Official Visitors + Residents Guide – Howard County. This full color, glossy annual guide is updated to include information on education, health, business, where to live, seniors and government as well as continuing to showcase a calendar of events, lodging, dining, sight-seeing, recreational activities, shopping, map of Howard County and more. An informational magazine – a great source for visitors and newcomers moving into the area.

Again for 2018 distribution to include local banks, top county employers, real estate agencies, local builders and hotels. Other sample distribution areas include:

- At the Howard County Welcome Center in Old Ellicott City to visitors and residents of Howard County
- All Maryland Welcome Centers from Ocean City to Deep Creek Lake and regional visitor centers
- At Howard County top retailers, The Mall in Columbia, Historic Savage Mill, restaurants and attractions
- In-room guide at Howard County hotels/B&B's and surrounding areas
- Distributed in *The Business Monthly*
- Distribution to fulfill leads from promotion ads in magazines such as *Better Homes & Gardens*, *Southern Living*, *AAA World Magazine* and more.
- Howard County's signature events like Wine in the Woods, The Columbia Festival of the Arts, Maryland Sheep & Wool Festival, Howard County Fair and SAC Columbia Invitational Memorial Day Tournament
- Libraries, museums, farms, theatres, parks, attractions, the Howard County Center for the Arts and more
- Top regional tradeshows and to meetings, sporting events, tour and event planners
- VisitHowardCounty.com gets over 200,000 visits annually

Plus... an electronic version on
Visit Howard County's homepage

PUBLICATION DATE: February 2018

AD RESERVATION: October 12, 2017

AD COPY: October 19, 2017

DISTRIBUTION: 80,000 copies

Be Seen!

Official Visitor Guides convince consumers to visit more attractions, attend more events, stay longer and spend more money*. Call today for more information.

* Madden Media & National Laboratory for Tourism & eCommerce Temple University

Beth Ditman | 410-705-6234
bditman@custommediaoptions.com



Visit Howard County Maryland

2018 Official Visitors + Residents Guide – Howard County

VISIT HOWARD COUNTY

AD SIZES AND RATES

Full Color Included.

	SIZE	RATE
Back page*	5.75" x 9"	\$4,235
Inside front* or page 3	5.75" x 9"	\$4,235

Full page*	5.75" x 9"	\$3,595
1/2 H page	5.75" x 4.3"	\$2,005
1/2 V page	2.65" x 9"	\$2,005
1/4 page	2.65" x 4.3"	\$1,020

*Full page with bleed

Document size6.75" x 10"

Bleed (4-sided)add 0.125" all around

Margins0.5" all around

All rates are net. Ad cancellations after the advertising space deadline will be charged full contracted rate.

COMPLETED ADS:

All ads must be digitally supplied in one of the two formats listed below. Ads created in Microsoft Word or other desktop publishing software cannot be accepted.

- PDF (preferred) - setting at Press Standard PDF-X1A
- CMYK JPG - 100% print size @ 300dpi

ADS NEEDING DESIGN WORK:

Please supply ad copy, logo and images as a set.

- **AD COPY:** Word document or include in email
- **LOGOS:** Vector EPS (preferred) or JPEG at 300 dpi or larger**
- **PHOTOS:** JPEG at 300 dpi or larger.**

** Lower resolution files will not print correctly and will appear rasterized.

SUBMITTING ADS:

- **UPLOAD FILE(S)**
www.custommediaoptions.com, click on "FTP login" (top right)
Username: cmo_howardvisitorsguide
Client Password: cmoftp
- **EMAIL FILE(S)** to bditman@custommediaoptions.com

