

GoPROVIDENCE

2018 Spring/Summer Visitors Guide
April 1, 2018 - September 30, 2018

GoProvidence, the primary fulfillment piece of the PWCVB, is a full-color, digest-sized guide. Produced twice a year, this guide is a **valuable resource for thousands of visitors**, meeting planners and convention attendees.

VISITORS GUIDE DISTRIBUTION CHANNELS

- » 30,000 guides handed out or mailed from the Providence Visitors Center
- » Mailed to a targeted list of 25,000 consumers
- » Handed out at local colleges and universities for campus tours, family weekends, orientations, etc.
- » On brochure racks at Green and Logan Airports
- » In the hands of thousands of convention and sporting event attendees
- » Amtrak stations (Providence is the 14th busiest out of 500)
- » Hotels throughout Southern New England
- » Car rental companies and MBTA stations
- » Boston transportation, information and visitor services centers
- » Throughout Southern New England on brochure racks
- » PWCVB website links to an online version of the guide on all pages of the site

A FEW OF THE EVENTS/CONFERENCES DURING THIS TIME:

Society of Women Engineers
500 attendees

Boston Church of Christ
3,000 attendees

Statewide Hockey Tournament
2,000 attendees

Statewide Basketball Tournament
2,500 attendees

National Association of
College & University Food Services
2,300 attendees

CIRCULATION

150,000
ANNUALLY

(two editions per year)



AD RATES

AD SIZE	ONE ISSUE	TWO ISSUES*	NON-MEMBERS
Full Page	\$1,500	\$1,350	\$1,650
1/2 Page	\$900	\$810	\$1,000
1/4 Page	\$540	\$486	\$600
Inside Cover	\$1,800	\$1,620	\$1,900
Back Cover	\$1,800	\$1,620	\$1,900

*Denotes price for a single ad upon agreement to purchase an ad in the next issue.

DEADLINES

Advertising Deadline: February 1, 2018

Materials Deadline: February 15, 2018

CONTACT

Christine Phillips
Director of Partnership Development
(401) 456-0223
CPhillips@GoProvidence.com

PROVIDENCE WARWICK
CONVENTION & VISITORS BUREAU

"ONE OF THE 10 MUST-VISIT HOTSPOTS FOR 2017" – Smarter Travel

The Providence Warwick Convention & Visitors Bureau thanks you for choosing to be part of our exciting guidebook. Please complete the form below.

ADVERTISER INFORMATION

Company Name: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

ADVERTISING AGENCY INFORMATION IF APPLICABLE

Agency Name: _____ Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

AD RATES - CIRCLE AD SIZE BELOW

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PAYMENT INFORMATION:

Bill Me Bill My Ad Agency

Ad Rate: _____ Total: _____

I commit to advertising in the next edition at a 10% discount for this advertisement

PLEASE SIGN AND FAX THIS SHEET TO (401) 351-2090 BY FEBRUARY 1 TO CONFIRM YOUR SPACE.

ADVERTISER SIGNATURE

DATE OF AGREEMENT

PWCVB SIGNATURE

AD SUBMISSION

Please email your advertising materials to:

Jessica Caparco

Director of Marketing

PWCVB

JCaparco@GoProvidence.com

SPECS AND GUIDELINES

- » File Format - Print-Ready PDF
- » Make sure all images in your file are 300 dpi resolution
- » Please do not include spot colors
- » Create a high-resolution PDF using Acrobat Distiller
- » PDF must be at least 300 dpi at the ad's correct size
- » Embed all fonts, images and logos (all should be high-resolution before embedding)
- » Set all images to CMYK before creating the PDF, or set to grayscale if black and white (do not send RGB mode)
- » All photos must be in TIF or EPS format and not as JPEG.

AD SIZES (ALL MEASUREMENTS IN INCHES)

Document size for bleed full-page ads must measure 5.375 x 8.375. Extend bleed 0.125 past trim on all sides. Keep all live matter (text, important elements in pictures like faces, product features, etc.) 0.375 away from the trim edges.

FULL-PAGE ADS (WIDTH X HEIGHT)

Non-bleed Ad	5.125 x 8.125
Document Area	5.375 x 8.375
Bleed Area	5.625 x 8.625

FRACTIONAL ADS (WIDTH X HEIGHT), NON-BLEED ADS ONLY

1/2 Horizontal	4.875 x 3.85
1/4 Vertical	2.4 x 3.85