



ORANGE COUNTY TRAVEL GUIDE

IN NEW YORK'S HUDSON VALLEY REGION

ADVERTISE WITH US

Orange County Tourism is working with Focus Media to produce the newly designed 2017 ORANGE COUNTY TRAVEL GUIDE. 75,000 guides will be printed and distributed at over 300 locations including visitor centers, hotels and B&Bs, Stewart Airport, chambers of commerce, Woodbury Common, and in direct response to advertising.

When you buy an ad in the guide it will also be seen in the full digital version of the guide on the Orange County Tourism website.

Why should you advertise? Here are the facts:

- Over 4 million visitors come to Orange County every year
- They spend over \$430,000,000 million in the county annually
- One of the first things they look at in a travel guide is the ads
- Requests for the Orange County Travel Guide come from every state in America
- One in 12 Americans live within driving distance of the Hudson Valley
- The year-long distribution of the guide starts in March 2017

Save 20% with reservations made before October 31, 2016.

Free Web Banner with Full Page Ads!





ORANGE COUNTY TRAVEL GUIDE

IN NEW YORK'S HUDSON VALLEY REGION

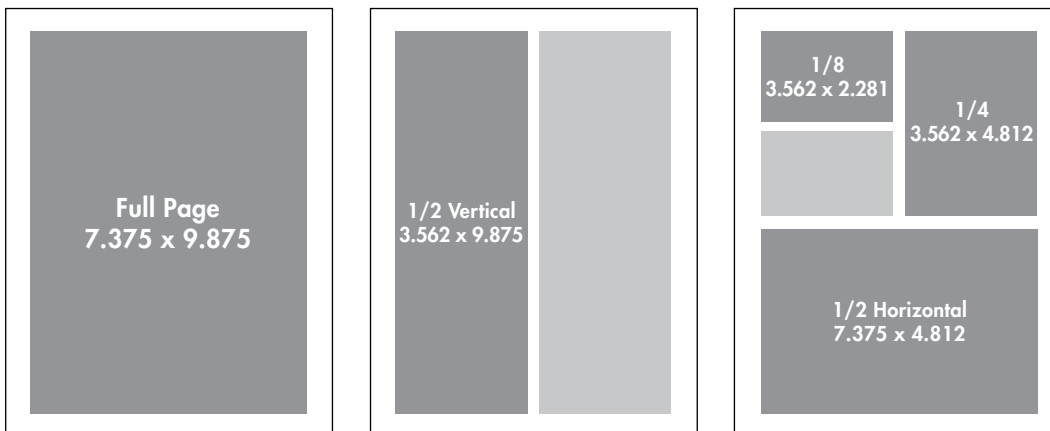
Early reservation ends: October 31, 2016 | Advertising deadline: December 31, 2016

TRAVEL GUIDE PRINT ADVERTISING

4/C Ad Size	W x H inches	Early Reservation Rate 10/31/16	Advertising Deadline Rate 12/31/16
Back cover (2/3 page) (includes bleed)	8.625 x 7.375	\$2,750	\$3,300
Inside front cover (includes bleed)	8.625 x 11.125	\$2,750	\$3,300
Inside back cover (includes bleed)	8.625 x 11.125	\$2,500	\$3,000
Full page	7.375 x 9.875	\$2,000	\$2,400
1/2 page – horizontal	7.375 x 4.812	\$1,200	\$1,440
1/2 page – vertical	3.562 x 9.875	\$1,200	\$1,440
1/4 page	3.562 x 4.812	\$750	\$900
1/8 page	3.562 x 2.281	\$500	\$600

SAVE 20%
with Early
Reservation
Rates
**RESERVE
TODAY!**

TRAVEL GUIDE PRINT ADVERTISING



Bleed Size = 8.625" x 11.125"

Trim = 8.375" x 10.875"

Guidelines & Specifications

Ad materials must be received by December 31, 2016. Ads must be 300 dpi minimum, CMYK, with embedded fonts. Preferred file types are: press-optimized PDF (preferred), TIFF, JPEG, EPS. The live area for bleed ads is: 8.375" x 9.875". Please keep all content within the "safety area" which is 1/2" from the trim. If an ad doesn't meet these specifications it may result in important information being trimmed off in final production. Email file to: ipmguirk@focusmediausa.com with "Travel Guide 2017" in the subject line. Include your contact information in the email. If we do not confirm receipt within 24 hours, please contact us at: 845-615-3860.



ORANGE COUNTY

TRAVEL GUIDE

COUNTY

IN NEW YORK'S HUDSON VALLEY REGION

Early reservation ends: **October 31, 2016** | Advertising deadline: **December 31, 2016**

ONLINE ADVERTISING OPPORTUNITIES

Online Banner Ad Sizes	W x H pixels	Early Reservation Rate 10/31/16	Advertising Deadline Rate 12/31/16
Banner Ad Run of Site	300 x 250	\$1,200/6 months \$2,400/1 year	\$1,800/6 months \$3,600/1 year
Bottom Leader Board Run of Site	728 x 90	\$1,200/6 months \$2,400/1 year	\$1,800/6 months \$3,600/1 year

6 month agreement runs from April to September.

FREE WEB BANNER WITH PURCHASE OF FULL PAGE AD!

SAVE 20%
with Early
Reservation
Rates –
**RESERVE
TODAY!**
**FREE Web
Banner with
purchase of
Full Page Ad!**



**300 x 250
Banner Ad**



**728 x 90
Leader Board**

Guidelines & Specifications

Ad materials must be received by December 31, 2016. Web ad sizes are 300 x 250 pixels or 728 x 90 pixels. All banner ads must be in web optimized .jpg or .gif formats. Email file to: jpmcguirk@focusmediausa.com with "Travel Guide 2017" in the subject line. Include your contact information in the email. If we do not confirm receipt within 24 hours, please contact us at: 845-615-3860.

Terms

Signed contract and payment for early registration rates must be received by October 31, 2016. We accept payment by check made payable to Orange County Department of Finance. Payments are non-refundable. No cancellations or alterations of an ad will be accepted after closing date on December 31, 2016. Failure to produce artwork by the closing date will result in a full charge of the contracted fee.

ORANGE COUNTY

TOURISM

IN THE BEAUTIFUL HUDSON VALLEY

2017 TRAVEL GUIDE | ADVERTISING CONTRACT

TRAVEL GUIDE PRINT ADVERTISING:

	Early Registration	Ad Close 12/31/16
Back Cover (\$2,750 Early Registration; \$3,300 Ad Close)	\$ _____	\$ _____
Inside Front Cover (\$2,750 Early Registration; \$3,300 Ad Close)	\$ _____	\$ _____
Inside Back Cover (\$2,500 Early Registration; \$3,000 Ad Close)	\$ _____	\$ _____
Full Page (\$2,000 Early Registration; \$2,400 Ad Close)	\$ _____	\$ _____
1/2 Page-Horizontal (\$1,200 Early Registration; \$1,440 Ad Close)	\$ _____	\$ _____
1/2 Page-Vertical (\$1,200 Early Registration; \$1,440 Ad Close)	\$ _____	\$ _____
1/4 Page (\$750 Early Registration; \$900 Ad Close)	\$ _____	\$ _____
1/8 Page (\$500 Early Registration; \$600 Ad Close)	\$ _____	\$ _____

ONLINE ADVERTISING:

	Early Registration	Ad Close 12/31/16
Banner Ad-Run-of-Site	\$ _____	\$ _____
Bottom Leader Board-Run-of-Site	\$ _____	\$ _____

CONTACT NAME: _____

ADVERTISER: _____

ADDRESS: _____

CITY: _____ ST: _____ ZIP: _____

PHONE: _____ FAX: _____

EMAIL: _____

WEB ADDRESS: _____

Contract Requirements

Orange County Tourism and Focus Media will produce a travel guide according to the rules and regulations of the I LOVE NEW YORK Matching Funds Program.

New York State Department of Economic Development, Division of Tourism, retains the right to approve or reject all ads scheduled for placement with the State Matching Funds according to the guidelines set forth under the I LOVE NEW YORK Program. Ads for real estate businesses must relate to second home purchases in order to be included in the Travel Guide.

Advertisers and agencies assume all responsibility for content of ads and agree to hold the publisher and Orange County Tourism harmless for any claims arising on behalf of the advertiser. All ads are positioned at the discretion of the publisher. Submission of an ad constitutes acceptance of all contract terms.

Please mail completed form and payment to:

Orange County Tourism
 Attn: Susan Hawvermale
 99 Main St, Goshen, NY 10924

Check payable to Orange County Department of Finance.

Email completed creative files to: jpmcguirk@focusmediausa.com with "Travel Guide 2017" in the subject line. Include your contact information in the email.

Early reservation ends: October 31, 2016 | Advertising deadline: December 31, 2016

SIGNATURE: _____ DATE: _____