The Official
2021
Glen Rose CVB
Visitors Guide

ADVERTISING OPPORTUNITIES



GLEN ROSE
CONVENTION & VISITORS BUREAU

in partnership with

Lunar Cow
Publishing

Greetings

Glen Rose CVB PARTNERS

We are pleased to announce our new partnership with Lunar Cow Publishing, a firm specializing in destination marketing for the 2021 Glen Rose CVB Visitors Guide. We are excited about the opportunities this new publication will offer you.

The Glen Rose CVB Official Visitors Guide is our premiere promotional piece. The guide will be the first resource that visitors use when looking for attractions and planning trips to the our area.

Participation in the Visitors Guide has great advantages. This digital publication will help drive traffic to our advertisers through the GoGuide. You will reach thousands of visitors nationally. Your advertisement in the digital GoGuide will be linked to your website, giving readers one-click access to your business.

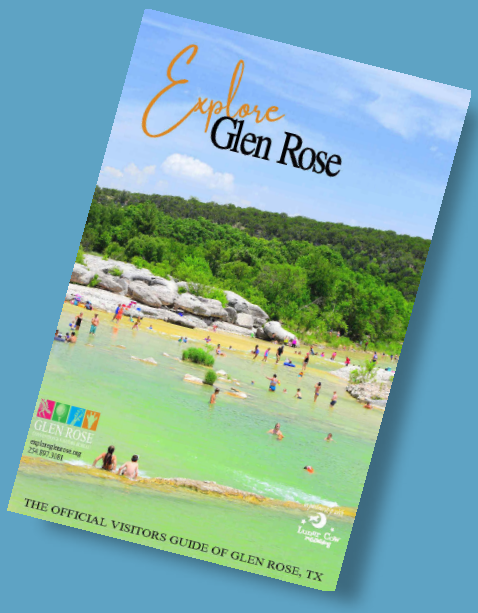
Please find the 2021 advertisement rates included, which detail your options for participation. If you have any questions or wish to participate as an advertiser in the Glen Rose CVB's Official Visitors Guide, please contact Lunar Cow Publishing at 888.240.1119 to learn more on how you can take advantage of this great opportunity to promote your business. We are very excited about our new publication and we look forward to your participation.

Sincerely,

Kristen Gibson

Kristen Gibson
CVB Director

GLEN ROSE
CONVENTION & VISITORS BUREAU



2021 Glen Rose CVB

OFFICIAL VISITORS GUIDE

ARTWORK DUE WITHIN 15 DAYS AFTER RECEIPT OF AGREEMENT

PUBLISH THE VISITORS GUIDE IS THE BEST PLACE TO REACH NEW CUSTOMERS

SUPPORT QUESTIONS?
888.240.1119
Glen_Rose@LunarCowdsn.com

Published by

Lunar Cow Publishing

3867 West Market St. Suite 177
Akron, OH 44333
888.240.1119
Glen_Rose@lunarcowdsn.com

iMAP 3.0 by Lunar Cow

GLEN ROSE
CONVENTION & VISITORS BUREAU

FREE

Specialty Sponsorship ad with purchase of a half page printed ad. (232 pixels x 60 pixels)

FREE

Featured Sponsorship ad with purchase of a full page printed ad. (950 pixels x 80 pixels)



Ad will be visible for up to 12 months. Only premium ad positions are guaranteed.

iMap Details

Advertisers who purchase half-page or full-page ads in our digital publication will receive FREE ad placement on our iMap as well. Our interactive, mobile, digital map is customized to highlight the region while providing specific features that are of interest to our visitors.

Features

Itinerary builder with planning features and sample itineraries

- Full Analytics Package
- Trip Planner
- P.O.I. Pop-ups
- Social Media
- Directions
- Itinerary Builder

Benefits

Visitors use the iMap to find lodging accommodations, dining options, shopping areas, and recommendations for various activities to enhance their visit to our area. Thousands of people searching for information online could potentially access your business from the advertisement that you receive for FREE with your half page or full page participation in our printed publication.

- Your ad reaches a highly targeted and interested market that is looking to spend money at businesses just like yours.
- Your ad is active on the Starke County website for the entire year.
- A complete analytics reporting package is available through Google so that you can track the visitors clicking through your website.

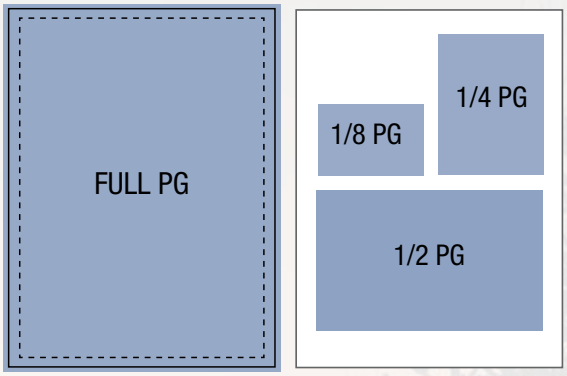
Distribution

- Placed on our website, where it is in prime position to get in front of the thousands of visitors coming to the region each year!

AD SPEC SHEET

GLEN ROSE
CONVENTION & VISITORS BUREAU

Visitors Guide Ad Size	WIDTH	HEIGHT
FULL PAGE		
Live Area	7.875"	10.375"
AD Size	8.625"	11.125"
ADDITIONAL SIZES		
1/2 Page	7.875"	5.125"
1/4 Page	3.875"	5.125"
1/8 Page	3.875”	2.5”



2-page spread trim size and bleed size available upon request.

- - - **Live Area** *(Your text must live within a .375" margin from each edge of the ad to avoid getting cut off)*

—— **Ad Size** *(This is the ad size with the .125" bleed added in)*

***AD TEMPLATE**
Lunar Cow reserves the right to insert our template ad for your ad placement if content is NOT sent within 45 days.

Our template ad includes your name, address, phone and website address.

***SEE AD TERMS ON AD RATE PAGE**

Disk-ready Art & Mechanical Requirements

- Macintosh format preferred
- Press Ready PDF files preferred, with all type converted to outlines and artwork embedded. PDF files must be high resolution (300 dpi), CMYK and built to the exact ad dimensions (no crop marks, info slugs or other extraneous non-ad material)
- Bleed available only on full page ads
- On full page ads, all type and other live matter, graphics, content, etc. not intended to bleed must be held within live area. Allow .125” trim on all bleed edges
- Additional Acceptable formats include:
  – InDesign with EPS/TIFF support files
  – High resolution (300 dpi) Illustrator and Photoshop files
- No nested files, such as separations placed in Illustrator
- No spot colors, all colors must be CMYK
- Files names **MUST** contain advertiser name or abbreviation
- Please use proper three-letter extension on all file names
- Microsoft Publisher or Word files are **NOT** accepted for professional print
- **DO NOT** provide images pulled from client’s websites, Google images, etc.

Contact Information

Mail ad materials to:
3867 W. Market St., Suite 177
Akron, OH 44333

OR email to: Glen_Rose@lunarcowdsn.com

Terms & Conditions

This insertion order represents confirmation of the agreement between Agency/Advertiser and the Glen Rose CVB. Payment is due upon receipt. **Only premium ad positions are guaranteed.**

Lunar Cow Publishing and the Glen Rose CVB reserve the right to refuse advertisements on the basis of content or quality of production, and assume no liability for statements or claims made in advertising copy. Lunar Cow Publishing and the Glen Rose CVB also reserve the right to refuse advertisements that contain what is considered to be false, illegal or libelous information or material that gratuitously offends members of the general public.

Lunar Cow reserves the right to insert our template ad for your ad placement if content is NOT sent within 45 days. Our template ad includes your name, address, phone and website address.

2021 AD RATES

GLEN ROSE
CONVENTION & VISITORS BUREAU

Company Name: _____ Contact Name: _____

Address: _____ City: _____

State: _____ Zip: _____

Phone: _____ Fax: _____

Website: _____ Email: _____

Visitor Guide Rates

Premium Pages	
☐ Inside Front Cover	❑ **$950**
☐ Inside Back Cover	❑ **$950**
☐ Back Cover	❑ **$950**
Inside Pages	
☐ Full Page	❑ **$750**
☐ 1/2 Page	❑ **$650**
☐ 1/4 Page	❑ **$325**
☐ 1/8 Page	❑ **$200**

ONLY PREMIUM AD POSITIONS ARE GUARANTEED.

FILL OUT & RETURN TO LUNAR COW PUBLISHING:

3867 West Market St. Suite 177
Akron, OH 44333
Email to Glen_Rose@lunarcowdsn.com
or fax: 330.208.0056

SEND PAYMENT & MAKE CHECKS PAYABLE TO:

LCD Processing
3867 W. Market St. Suite 177
Akron, OH 44333

Return signed ad agreement via fax to your sales rep at 330.208.0056 or email to Glen_Rose@LunarCowdsn.com

☐ **I will submit my completed ad within 15 days of the signed agreement.**

LUNAR COW PUBLISHING PROVIDES THE FOLLOWING AD DESIGN SERVICES:

☐ **Ad Design/Redesign: $250*** - all new ad design, resizing of an existing ad or significant revisions to an existing ad.

☐ **Minor Ad Update: $75*** - Minor change to an existing ad that is available in an editable format. Minor revisions would include simple text changes to editable copy. Image changes are often not minor and will be treated on a case-by-case basis. Lunar Cow will make a determination if requested edit is possible based on provided art.

*** Up to 3 revisions allowed.**

*** Lunar Cow reserves the right to insert our template ad with your information after 45 days.**

Payment Type

☐ CHECK

☐ CREDIT CARD (complete fields below)

☐ *Mastercard* ☐ *Visa* ☐ *Discover* ☐ *AMEX*

Name on Card: _____

Card #: _____

Exp. Date: _____ Security Code: _____

Billing Address: _____

_____

Billing Phone: _____

Cost & Payment

Base Ad Rate: + $ _____

Ad Design Cost *(if any)*: + $ _____

Net Insertion Rate: = $ _____

Additional Instructions: _____

Authorized By: _____ Title: _____

Signature: _____ Date: _____ Sales Rep: _____