

The Official 2018 Greater Ottumwa CVB Visitors Guide

— ADVERTISING OPPORTUNITIES —



GREATER
OTTUMWA

[CONVENTION + VISITORS BUREAU]



in partnership with



Greetings

GREATER OTTUMWA CVB PARTNERS

We are pleased to announce our new partnership with Lunar Cow Publishing, a firm specializing in destination marketing for the 2018 Greater Ottumwa CVB Visitors Guide. We are excited about the opportunities this new publication will offer you.

The 2018 Greater Ottumwa 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 Greater Ottumwa.

Participation in the Visitors Guide has great advantages. **Printed copies** of this publication will be distributed in the best locations to help drive traffic to our advertisers and our digital GoGuide® will **allow you to reach thousands more**. Your advertisement in the digital GoGuide® will be linked to your website, giving readers one-click access to your business.

Please find the 2018 advertisement rates included, which detail your options for participation. If you have any questions or wish to participate as an advertiser in the Greater Ottumwa CVB Official Visitors Guide, please contact Lunar Cow Publishing at 800.594.9620 ext. 32 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,

Andy Wartenberg

Andy Wartenberg

Executive Director
Greater Ottumwa CVB



2018 Greater Ottumwa CVB OFFICIAL VISITORS GUIDE

**ARTWORK DUE WITHIN 15 DAYS
AFTER RECEIPT
OF AGREEMENT**

**PUBLISH COPIES OF THE VISITORS
GUIDE ARE DISTRIBUTED
IN THE BEST LOCATIONS TO
REACH NEW CUSTOMERS**

**SUPPORT QUESTIONS?
800.594.9620 ext. 32
OttumwaCVB@LunarCow.com**

Published by



3867 West Market St., Suite 177
Akron, OH 44333

800.594.9620 ext. 32
Ottumwa_CVB@lunarcowdsn.com
lunarcow.com

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 printed 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.

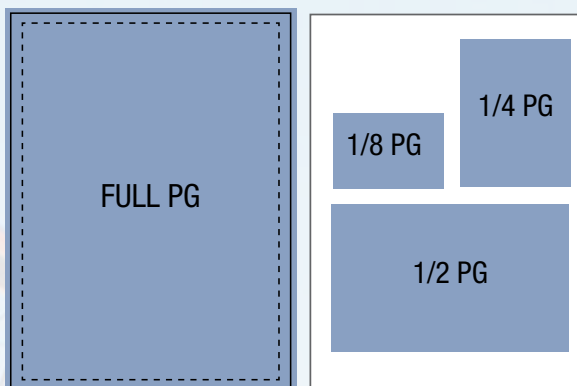
- Your ad reaches a highly targeted and interested market that is looking to spend money at businesses just like yours.
- Your ad is active on the Greater Ottumwa CVB website for the entire year.
- A complete analytics reporting package is available through Google so that you can track the visitors clicking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

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

OR email to:
 Ottumwa_CVB@lunarcowdsn.com

Terms & Conditions

This insertion order represents confirmation of the agreement between Agency/Advertiser and Greater Ottumwa CVB. Payment is due upon receipt. **Only premium ad positions are guaranteed.** Lunar Cow Publishing and Greater Ottumwa 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 Greater Ottumwa 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.

2018 AD RATES



Company Name: _____
 Address: _____
 State: _____
 Phone: _____
 Website: _____

Contact Name: _____
 City: _____
 Zip: _____
 Fax: _____
 Email: _____

Return signed ad agreement via fax to your sales rep at 330.208.0056 or email to OttumwaCVB@lunarcow.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. Ad components (art/copy) are due within 30 days.
- 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.

***Ad design fees waived for 1st year advertisers. Up to 3 revisions allowed.**

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

Visitor Guide Rates	
Premium Pages	
<input type="checkbox"/> Inside Front Cover	<input type="checkbox"/> \$1200
<input type="checkbox"/> Inside Back Cover	<input type="checkbox"/> \$1200
<input type="checkbox"/> Back Cover	<input type="checkbox"/> \$1200
Inside Pages	
<input type="checkbox"/> Full Page	<input type="checkbox"/> \$1000
<input type="checkbox"/> 1/2 Page	<input type="checkbox"/> \$675
<input type="checkbox"/> 1/4 Page	<input type="checkbox"/> \$425
<input type="checkbox"/> 1/8 Page	<input type="checkbox"/> \$275

ONLY PREMIUM AD POSITIONS ARE GUARANTEED.

FILL OUT & RETURN TO LCD PROCESSING:

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

SEND PAYMENT & MAKE CHECKS PAYABLE TO:

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

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: _____