



- 50,000 Copies
- Distributed in WV Welcome Centers
- Mailed to 20,000+ leads
- Displayed locally at 50+ locations

**GREATER
PARKERSBURG**

**2018 VISITORS GUIDE
SPECIAL DISCOUNTS!**

Sign an ad contract and pay in full before August 4th and receive a 10% discount.

Why advertise?

- 50,000 copies to be distributed to potential visitors and customers
- The guide is the primary promotional piece of the Greater Parkersburg CVB.
- It is the only local Visitors Guide distributed at all West Virginia Welcome Centers.
- The guide is direct mailed to qualified leads throughout the year.

Discount Ad Deadline

August 4, 2017

Display Ad Space

Reservation Deadline

September 8, 2017

Ad Material Deadline

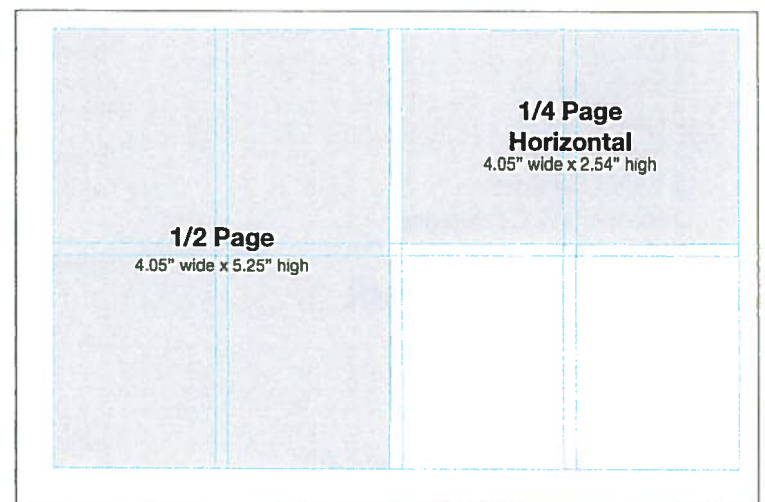
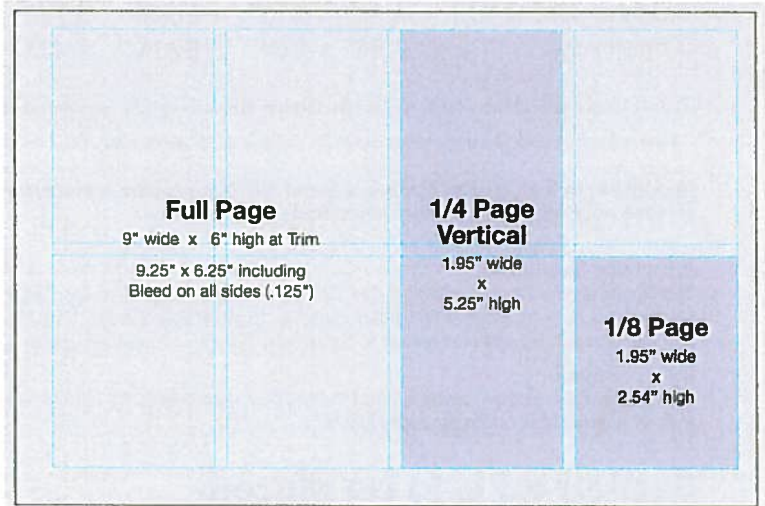
September 29, 2017

Publication Date

December 2017

**Information and
Ad Sales Contact**

Buddy Butler
Stonewall Group
154 1/2 Front Street, Loft
Marietta, OH 45750
740.373.2334 or 304.615.9884
bbutler@stonewallgroup.com



Don't miss out! Complete this form and either mail or fax to the Greater Parkersburg CVB.

GREATER PARKERSBURG 2018 VISITORS GUIDE

Advertiser name _____
 Mailing address _____
 City _____ State _____ Zip _____
 Telephone _____ Fax _____
 Contact person _____ Title _____

Early Bird Discounts good through August 4, 2017!

- 10% off ad rates for signed contract and ad paid in full before August 4, 2017.

We wish to purchase the display advertisement size indicated below:

	Width	Height	Partner*	Non-partner
<input type="checkbox"/> Outside back cover **	9.00"	x 6.00"	\$2,310	\$3,180
<input type="checkbox"/> Inside front cover **	9.00"	x 6.00"	\$2,100	\$2,900
<input type="checkbox"/> Inside back cover **	9.00"	x 6.00"	\$1,890	\$2,600
<input type="checkbox"/> Full page **	9.00"	x 6.00"	\$1,323	\$1,820
<input type="checkbox"/> Half page	4.05"	x 5.25"	\$ 735	\$ 1,010
<input type="checkbox"/> Quarter page horizontal	4.05"	x 2.54"	\$ 567	\$ 780
<input type="checkbox"/> Quarter page vertical	1.95"	x 5.25"	\$ 567	\$ 780
<input type="checkbox"/> Eighth page	1.95"	x 2.54"	\$ 315	\$ 435

* Partner rates are for those who have paid the Greater Parkersburg CVB partnership fee for 2017-2018.

** If these pages bleed, the dimensions are 9.25" wide x 6.25" high (add .125" on all four sides for bleed).

Total amount due:

\$ _____

Paid To be invoiced

Please make checks payable to:
Greater Parkersburg CVB

Send payment to or drop off at the CVB office:
350 7th Street, Parkersburg, WV 26101

In addition to the ad rates there is a fee of \$150 to prepare a camera-ready ad from materials supplied by the advertiser. This fee only applies to ads not submitted camera-ready.

Advertising Requirements

Photo images must be at least 300 dpi at 100% of the final image size, supplied as .eps or .tif files. All colors should be converted to CMYK. Digital ads can be supplied in Adobe InDesign in Macintosh platform. High resolution Adobe PDF files are also acceptable. Please supply a color proof of your finished ad at actual size. It is the responsibility of the advertiser to correct ads that do not meet acceptable specifications.

Right of Refusal

The Greater Parkersburg Convention and Visitors Bureau maintains the right to refuse to place or ask for corrections to any advertising that it feels is in questionable taste or questionable quality for reproduction.

Section ad is to be placed:

- Attractions
- Accommodations
- Dining
- Shopping
- Recreation
- Major Events
- Visitor Services
- Meetings & Conferences

Unless paid at the time of completing this order, all advertisers will be invoiced for the amount of their ad space. All invoices are due upon receipt. Ad invoices must be paid by September 29, 2017. Ads not paid by this date will not be placed in the publication.

Ads not submitted camera-ready as subject to a fee of \$150 to make them camera-ready. All camera-ready materials must be submitted according to the specifications provided.

The deadline for receiving camera-ready ad materials is **September 29, 2017**.

I have read and agree to the terms and conditions stated herein.

Signature _____

Date _____

Ad to be supplied:

- Camera-ready
- Non camera-ready

350 7th Street, Parkersburg, WV 26101
 304.428.1130 or 800.752.4982
GreaterParkersburg.com

Once this form has been completed, scan and email to dzyla@parkersburgcvb.org or Fax to: **304.428.8117**