

# Rate Card

## Official State Travel Guide 2009 - 2011



The State's official guide to:

- Arts & Culture
- History & Heritage
- Sports & Gaming
- Outdoor Recreation
- Dining & Leisure
- Accommodations

DISCOVER  
*Delaware*



# Reach More Visitors Than Ever Before

## Overview

The Delaware Tourism Office is reaching out to more travelers than ever before to bring more customers to your business. The guide offers top reasons to visit Delaware, and the newly formatted publication and online interactive guide will make it easier than ever to reach visitors. This fresh approach to the Travel Guide creates new opportunities for you and your business. Deliver your message to this larger audience in Delaware's new Travel Guide.

## Reach Travelers Where They Search for Travel Information

Travelers gather information from many sources as they plan their trips. In addition to printed literature, travelers turn to the Internet to find out more about a potential destination. Advertising in Delaware's new, more usable printed guide and online interactive guide allows you to reach more travelers both during the planning stages of a trip and while they are vacationing.

## The Printed Guide

The 2009 – 2011 Travel Guide will be more useful for trip planning, and handier while visitors are here. The Printed Guide will be digest-sized (5" x 8"), making it easier for travelers to carry the guide with them. While the guide will include the kinds of articles and listings that have successfully attracted visitors in the past, the new page size will feature new ad units that will have higher impact on the page, available in a range of sizes to fit your marketing budget. Additionally, the guide will include a reader response card to drive even more readers to your business.

## An Online Interactive Guide

The Interactive Guide will work with the Printed Guide as well as [visitdelaware.com](http://visitdelaware.com) to reach more travelers as they plan their trip. The guide will deliver a new type of experience to visitors, including an interactive presentation of the sights and sounds of Delaware. The site will feature links to information at [visitdelaware.com](http://visitdelaware.com) to provide even more information to help travelers with their planning.

## Special Bonus for Print Advertisers

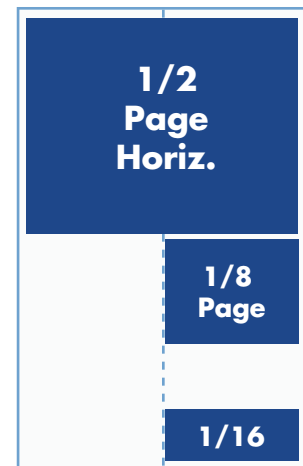
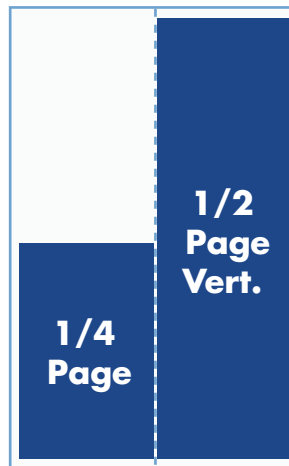
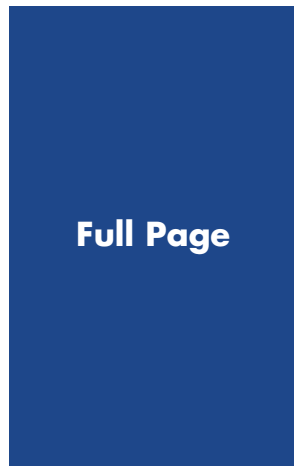
Receive 6 months of online advertising **FREE** with your paid display ad in the printed guide. You'll receive twice the number of impressions for the same price, **SAVING 50%** on the cost per impression.

To place your ad or for more information, including rates for ad design, please contact:  
**Heather Makatche at 302.442.6147 or via e-mail [hmakatche@trellist.com](mailto:hmakatche@trellist.com)**



# Delaware's Official Travel Guide

## High Impact Print Advertisement Units



## Premium Advertising Positions

| Ad Unit            | Dimensions | Net Rate |
|--------------------|------------|----------|
| Back Cover         | 5" x 8"    | \$8,505  |
| Inside Front Cover | 5" x 8"    | \$8,060  |
| Inside Back Cover  | 5" x 8"    | \$7,610  |
| Page 1             | 5" x 8"    | \$7,385  |
| Map Sponsorship    | 5" x 8"    | \$14,600 |
| Opposite Map       | 5" x 8"    | \$7,165  |
| Back of Map        | 5" x 8"    | \$7,390  |

## Display Advertisements

| Ad Unit             | Dimensions                           | Net Rate |
|---------------------|--------------------------------------|----------|
| Full Page           | 5" x 8"                              | \$5,150  |
| 1/2 Page Vertical   | 2 <sup>1</sup> / <sub>2</sub> " x 8" | \$2,460  |
| 1/2 Page Horizontal | 5" x 4"                              | \$2,460  |
| 1/4 Page            | 2 <sup>1</sup> / <sub>2</sub> " x 4" | \$1,960  |
| 1/8 Page            | 2 <sup>1</sup> / <sub>2</sub> " x 2" | \$1,115  |
| 1/16 Page           | 2 <sup>1</sup> / <sub>2</sub> " x 1" | \$675    |

## Closing Dates

Space reservations close Friday, October 31, 2008. Ad materials due Friday, November 14, 2008.

For information, call **Heather Makatche today at 302.442.6147** or via e-mail [hmakatche@trellist.com](mailto:hmakatche@trellist.com)

# Reach More Travelers When They Plan Their Trip

## High Visibility Online Ad Units

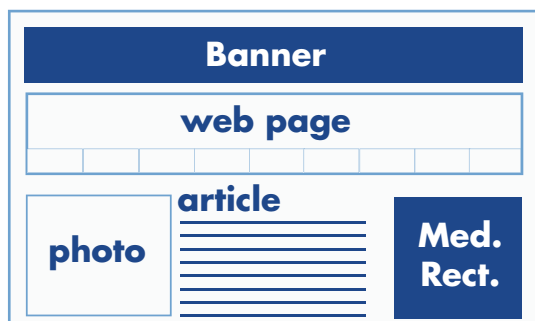
Advertising on the new website is available in 6-month timeframes, delivering 150,000 impressions.

## Advertising Rates

| Ad Unit          | Dimensions     | Net Rate |
|------------------|----------------|----------|
| Banner           | 728px by 90px  | \$1,440  |
| Medium Rectangle | 300px by 250px | \$1,800  |

## Closing Dates

| Flight               | Space Resrvations | Material Reservations |
|----------------------|-------------------|-----------------------|
| January - June 2009  | December 1, 2008  | December 15, 2008     |
| July - December 2009 | June 1, 2009      | June 15, 2009         |
| January - June 2010  | December 1, 2009  | December 15, 2009     |
| July - December 2010 | June 1, 2010      | June 1, 2010          |



Banners place your message at the top of the page.

Medium Rectangles are placed within the page content for greater impact.

## Print Production Requirements

### Adobe Illustrator up to CS3

EPS or AI format. Convert text to outlines

### Adobe Photoshop up to CS3

Save as TIFF. Construct ad at 300 dpi

### Adobe Acrobat Hi-Res PDFs

Embed fonts, supporting images must be converted to CMYK. High resolution images (300 dpi) must be included when saved.

### Fonts

Include all screen and printer fonts, EPS files should have type converted to paths or outlines. Please, if possible, send OpenType (.otf) or TrueType (.tff) font formats.

## General Graphics Information

Must be CMYK or Grayscale, please do not send RGB images or spot colors

Raster images are preferred as TIFF files

Vector images are preferred as EPS files (save EPS with Binary encoding)

JPGs are not recommended

Do not sent artwork and photos saved from the web, as these are typically unusable at 72 dpi