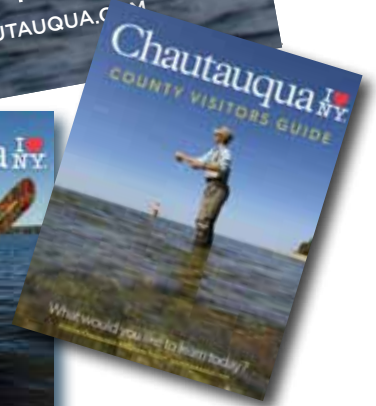
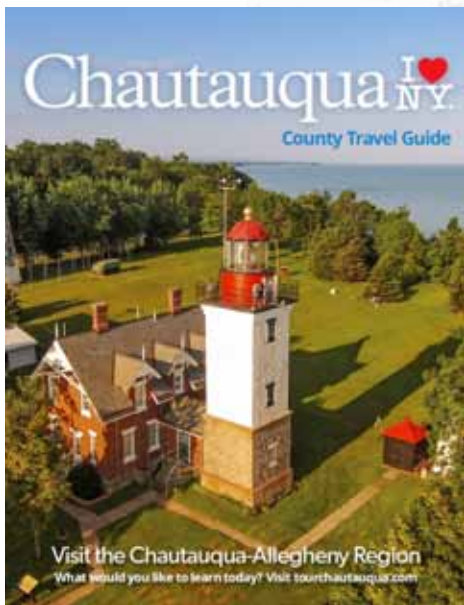


Announcing the Official
CHAUTAUQUA COUNTY VISITORS GUIDE 2018



THE #1 VISITOR RESOURCE FOR CHAUTAUQUA COUNTY

Produced by the Chautauqua County Visitors Bureau in association with the I Love NY Div. of Tourism & Chautauqua County

WHY ADVERTISE IN THE CHAUTAUQUA COUNTY TRAVEL GUIDE?

Not only is the Chautauqua County Travel Guide the travel resource for visitors to the county, but it's also a key marketing tool for drawing visitors to your business. The guide greatly increases your visibility with 190,000 copies, and 96 pages, this is a four-color, year-round tourism directory

with editorial and advertising highlights, events, arts and entertainment, farm markets, wineries, natural attractions, recreation, accommodations, dining, shopping, and visitor services. Included is a tear-out locator map of Chautauqua County indicating the location of all advertisers, attractions, recreational sites, nature trails and more!

DISTRIBUTION

190,000 copies are available throughout the year at these outlets:

- Mailed in response to over 25,000 visitor requests annually
- At over 200 Advertiser and CCVB member locations in Chautauqua County
- Brochure rack networks in Chautauqua County, NY and Pennsylvania; Info Centers at Chautauqua Institution; I-86 Chautauqua Lake & Olean/Allegany Rest Areas, I-90/Angola & Clarence plus I-81 NY-PA line
- The Travel Guide is also distributed at 6 to 8 travel shows in the northeast
- Travel information locations, tour operators, and AAA offices in New York, Pennsylvania, Ohio & Canada
- A fully interactive online digital version of the Travel Guide is available on the home page of tourchautauqua.com

BUY AN AD TO MAXIMIZE YOUR ADVERTISING ON TOURCHAUTAUQUA.COM:

- 340,000 website sessions for 2016
- The On-line Travel Guide is available for consumers and is accessed by 5,000 - 7,500 viewers per year
- CCVB Members have live links from the online version to their own websites



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KEY DATES FOR THE 2018 CHAUTAUQUA COUNTY TRAVEL GUIDE

- AD RESERVATION AND PAYMENT OR DEPOSIT DUE BY SEPTEMBER 15TH, 2017
- 10% Discount for ads paid in full due by September 15th, 2017
- All ad materials due by September 30, 2017
- Premium position ads - 1st right of refusal for existing advertisers until September 1, 2017
- Publication Date - February 15, 2018

2018 TRAVEL GUIDE AD RATES AND AD SIZES

Ad Size	Annual Cost	Ad Size	Annual Cost
Back Cover	\$4755	1/8 page	\$695
Inside Front Covers	\$4085	1/12 page	\$425
Inside Back Covers	\$3975	1/16 page	\$315
Full Page	\$3725	Ag Listing	\$125
1/2 page	\$2515	Fishing & Other Listings	\$60
1/4 page	\$1350	(Bait/Tackle, Licenses, Fishing Guide)	

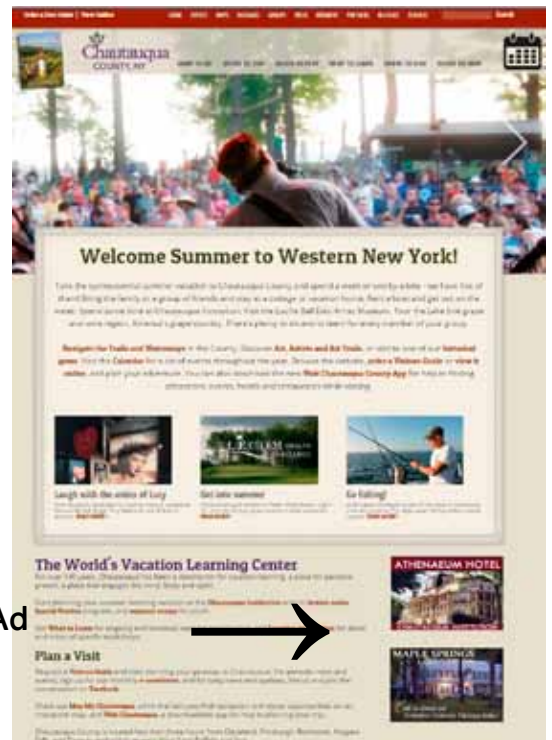
2018 TOURCHAUTAUQUA.COM - WEBSITE ADVERTISING RATES

	Basic Rate	Discounted Rates Website Ad in Combination with Travel Guide Ad					
		Full Page	1/2 Page	1/4 Page	1/8 Page	1/12 Page	1/16 Page
Home Page Ad	\$800	\$500	\$600	\$700	\$800	\$800	\$800
Section Page Ad (i.e. lodging)	\$600	\$300	\$400	\$500	\$600	\$600	\$600
Premium Position - Members Listing (listing 1,2, or 3 in a category)	\$350	\$225	\$250	\$275	\$300	\$325	\$350

Premium Member Listings & Banner Ads:
1st Right of refusal for existing advertisers until 9/1/17



Premium Member Listing



Web Banner Ad

AD SIZES AND SPECIFICATIONS:

Only Acceptable File Formats

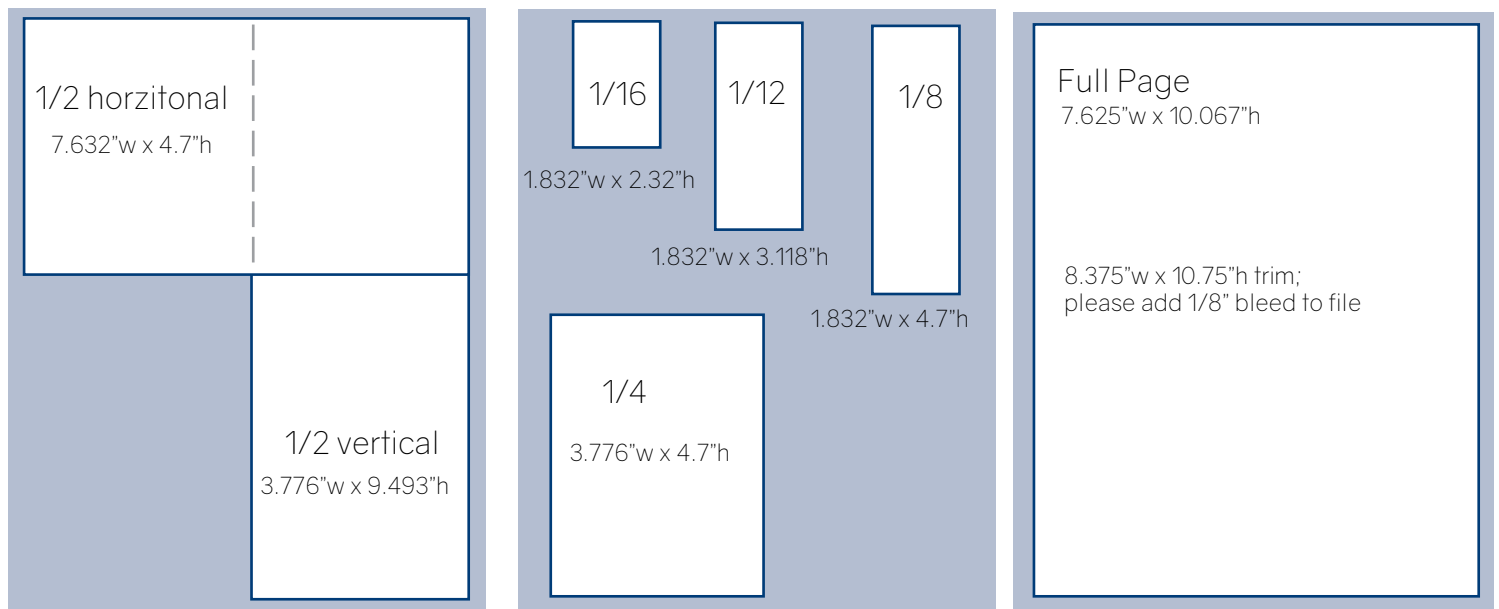
- EPS with fonts converted to outlines/paths (suggest minimum 8 pt. fonts)
 - TIFF
 - PDF - press quality with fonts embedded. (suggest minimum 8 pt. fonts)
- (We reserve the right to recreate ads sent as pdfs that are not saved correctly, using the closest font match possible)

SPECIFICATION CHECKLIST:

These items are required. Review this list to prevent possible re-submission of files, causing production delays.

- Double check your files for color, size, fonts and **resolution**
- Proof read: You are responsible for your text.
- NO RGB: Convert all images to CMYK or grayscale
- Elements closer than .125" from the edge may be trimmed off.
- Resolution: Images and files should be 300 dpi.
- Do not use JPEG compression on images

ALL ADS/MATERIALS ARE DUE BY SEPTEMBER 30, 2017



WEB BANNER AD SPECS

- Web Banner ads - file must be png, jpg or gif
- 254 pixels wide by 171 pixels tall (this is horizontal format)

By submitting or requesting publication of any advertisement, the customer agrees to the following Publisher's Regulations:

1. CCVB shall not be liable for errors or omissions in advertisements APPROVED by advertisers. It is the advertiser's responsibility to notify CCVB of changes or corrections required in ad copy and materials.
2. Advertiser and/or advertising agency will indemnify and hold harmless CCVB, its officers, agents, employees and contractors, for all contents supplied to publisher, including text, representations, and illustrations of advertisements printed, and for defamation, invasion of privacy, copyright infringement and plagiarism.
3. Cancellations and/or changes in copy will not be accepted by publisher after closing deadlines.
4. CCVB shall not be liable for failure to print, publish or circulate all or any part of any issue in which an advertisement accepted by the publisher is contained if failure is due to acts of God or government, strikes, accidents, lack of newsprint or other circumstances beyond the control of CCVB.
5. Chautauqua County Visitors Bureau (hereafter CCVB) reserves the right to reject or cancel any advertisement at any time. All advertising is subject to final approval by management before publication will be considered. Ads considered inappropriate, unsightly and/or not in keeping with the intent and format of the publication may be rejected by management.
6. Position cannot be guaranteed in non-premium ad spaces. No credit or allowance will be given for position. Specific page(s) or other provisions will be considered as requests only.
7. Unless advertiser makes written objection within 30 days from the rendering of any bill, statement, or invoice for advertising published, such a bill, statement, or invoice shall be conclusive as to the correctness of the items therein and shall constitute an account stated.
8. Customer agrees to "Terms of Sale" as published including a 1.5% per month service charge on all amounts over 30 days past due.