

# 2027 TRAVEL GUIDE ADVERTISING INFORMATION



- The Chautauqua County Travel Guide is the official, most broadly circulated resource for visitors
- **130,000 copies produced annually**
- Four-color, year-round, 96-page guide to Chautauqua County
- Events, arts/entertainment, markets, wineries, attractions, recreation, accommodations, dining, shopping
- Pull-out locator map of activities and amenities in the area.

## DISTRIBUTION

- Mailed in response to thousands of visitor information requests annually
- At over 200 CCVB advertiser and member business locations
- Brochure rack networks in Chautauqua County, WNY and W Pennsylvania
- Info Centers at Chautauqua Institution; I-86 Chautauqua Lake & Allegany Rest Areas, Western PA & I-81 NY-PA line
- Travel information locations, tour operators, and AAA offices in New York, Pennsylvania, Ohio & Canada





## KEY DATES FOR THE 2027 CHAUTAUQUA COUNTY TRAVEL GUIDE

- AD RESERVATION AND FULL PAYMENT, OR 50% DEPOSIT, DUE BY SEPTEMBER 15, 2026
- **10% Discount for ads paid in full due by September 15, 2026**
- All ad materials due by October 6, 2026
- 1st right of refusal for existing advertisers until August 25, 2026
- Publication Date - Week of February 16, 2027

## 2027 TRAVEL GUIDE AD RATES AND SIZES

| AD SIZE | BASE RATE | WITH DISCOUNT |
|---------|-----------|---------------|
| 1/16 Pg | \$315     | <b>\$283</b>  |
| 1/12 Pg | \$425     | <b>\$382</b>  |
| 1/8 Pg  | \$695     | <b>\$625</b>  |
| 1/4 Pg  | \$1350    | <b>\$1215</b> |
| 1/2 Pg  | \$2515    | <b>\$2263</b> |
| Full Pg | \$3725    | <b>\$3352</b> |

| AD SIZE            | BASE RATE    | WITH DISCOUNT       |
|--------------------|--------------|---------------------|
| Back Cover         | \$4775       | <b>\$4297</b>       |
| Inside Front       | \$4085       | <b>\$3676</b>       |
| Inside Back        | \$3975       | <b>\$3577</b>       |
| Fishing Listing    | \$65         | <b>\$58</b>         |
| Market Listing     | \$125        | <b>\$112</b>        |
| Restaurant Listing | Free with ad | <b>Free with ad</b> |