

The Official **Experience Marshalltown** *Visitors Guide*

ADVERTISING OPPORTUNITIES



CONVENTION &
VISITORS BUREAU
MARSHALLTOWN



in partnership with


Lunar Cow
Publishing

Greetings

MARSHALLTOWN CONVENTION & VISITORS BUREAU PARTNERS

CONVENTION &
VISITORS BUREAU
MARSHALLTOWN



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

The Experience Marshalltown 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 Marshalltown.

Participation in the Visitors Guide has great advantages. **5,000 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 2019 advertisement rates included, which detail your options for participation. If you have any questions or wish to participate as an advertiser in Experience Marshalltown, please contact either Kori Jenkins (ext. 15), or Ed Asper (ext. 31), at Lunar Cow Publishing at 800.594.9620 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,

Val Ruff

Val Ruff
Executive Director
Marshalltown Convention & Visitors Bureau

EXPERIENCE MARSHALLTOWN

OFFICIAL VISITORS GUIDE

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

PUBLISH

5,000 COPIES OF THE VISITORS
GUIDE ARE DISTRIBUTED
IN THE BEST LOCATIONS TO
REACH NEW CUSTOMERS

SUPPORT

QUESTIONS?
800.594.9620
Kori Jenkins Ext. 15
Ed Asper Ext. 31

EMAIL

MATERIALS, ARTWORK AND
SIGNED AD AGREEMENT TO:

marshalltown@lunarcow.com

Published by



344 W. Turkeyfoot Lake Rd., Suite B
Akron, OH 44319
800.594.9620 ext. 31
Marshalltown@lunarcow.com
lunarcow.com



FREE

Specialty Sponsorship ad with purchase of a half page printed ad. (256 pixels x 256 pixels)

FREE

Featured Sponsorship ad with purchase of a full page printed ad. (600 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 Marshalltown Convention & Visitors Bureau 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.

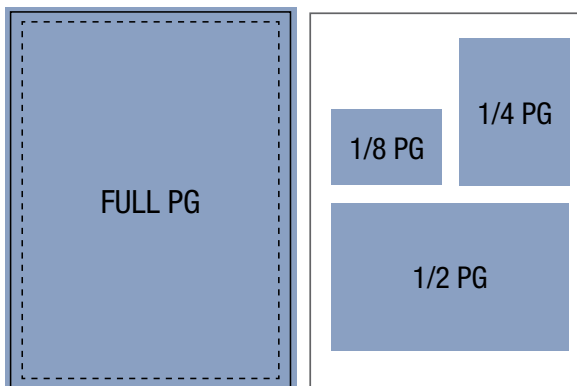
Distribution

- 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



GUIDE AD SIZE	WIDTH	HEIGHT
FULL PAGE		
Bleed	8.875"	11.375"
Trim	8.375"	10.875"
Live Area	7.875"	10.375"
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 bleed/trim/live sizes available upon request.

--- Live Area (Your text must live within a 0.5" margin from each edge of the ad to avoid getting cut off)

— Ad Size (This is the ad size with the 0.25" 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 0.25" 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.

Deadlines

Advertising Agreement: **MARCH 1, 2019**

Publication Date: **MAY 2019**

Mail ad materials to:

Lunar Cow Publishing
344 W. Turkeyfoot Lake Rd., Suite B
Akron, OH 44319

OR email to:

marshalltown@lunarcow.com

Terms & Conditions

This insertion order represents confirmation of the agreement between Agency/Advertiser and Marshalltown Convention & Visitors Bureau. Payment is due upon receipt of invoice. **ADS NOT PAID IN FULL WILL NOT BE INCLUDED IN THE GUIDE. ONLY PREMIUM AD POSITIONS ARE GUARANTEED. NO REFUNDS.**

Lunar Cow Publishing and Marshalltown Convention & Visitors Bureau 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 Marshalltown Convention & Visitors Bureau 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.**

2019 AD RATES

CONVENTION &
VISITORS BUREAU
MARSHALLTOWN



marshalltown@lunarcow.com

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

Contact Name: _____
City: _____
Zip: _____
Cell: _____
Email: _____

IMPORTANT: Signed ad agreement and all art materials MUST BE returned to marshalltown@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:** All new ad design, resizing of an existing ad or significant revisions to an existing ad. **Ad components (art/copy) are due within 15 days.**
- Minor Ad Update:** 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.

Payment Type

- CHECK
- CREDIT CARD (complete fields below)
 - Mastercard Visa Discover

Name on Card: _____

Card #: _____

Exp. Date: _____ Security Code: _____

Billing Address: _____

Billing Phone: _____

PAYPAL

Cost & Payment

Base Ad Rate: + \$ _____

Ad Design Cost (if any): + \$ **WAIVED**

Net Insertion Rate: = \$ _____

Guide Rates	
Premium Pages	
<input type="checkbox"/> 2-Page Spread	<input type="checkbox"/> \$1,800
<input type="checkbox"/> Inside Front Cover	<input type="checkbox"/> \$1,500
<input type="checkbox"/> Inside Facing Front (Page 3)	<input type="checkbox"/> \$1,500
<input type="checkbox"/> Inside Back Cover	<input type="checkbox"/> \$1,500
<input type="checkbox"/> Inside Facing Back	<input type="checkbox"/> \$1,500
<input type="checkbox"/> Back Cover	<input type="checkbox"/> \$1,700
Inside Pages	
<input type="checkbox"/> Full Page	<input type="checkbox"/> \$1,000
<input type="checkbox"/> 1/2 Page	<input type="checkbox"/> \$695
<input type="checkbox"/> 1/4 Page	<input type="checkbox"/> \$495
<input type="checkbox"/> 1/8 Page	<input type="checkbox"/> \$350

ONLY PREMIUM AD POSITIONS ARE GUARANTEED.

FILL OUT & RETURN TO:

Lunar Cow Publishing
344 W. Turkeyfoot Lake Rd., Suite B
Akron, OH 44319

Email to:
marshalltown@lunarcow.com

SEND PAYMENT & MAKE CHECKS

PAYABLE TO:

Marshalltown Convention & Visitors Bureau
P.O. Box 1000
Marshalltown, IA 50158

Additional Instructions: _____

Authorized By: _____ Title: _____

Signature: _____ Date: _____ Sales Rep: _____