

SOUTH JERSEY VISITOR GUIDE

Don't miss out on the annual South Jersey Visitor Guide in 2016

Visit South Jersey has been—in a word—busy! From our exploding wine region and its trails to our water parks and attractions, South Jersey is bursting at the seams with the unexpected, unusual and unforgettable. Put your business directly in front as residents and visitors make their decisions on what to see and do next.

Many Exciting Sections to Capture New Audiences!

- Adventure & Family Fun
- Meeting & Event Planning
- The Great Outdoors
- Golf & Country Clubs
- Arts & Entertainment
- History & Museums
- SJ's Wine Region
- Hotels & Escapes
- Downtowns & Shopping
- Campgrounds
- Dining
- Breweries & Distilleries

Distributed to Everywhere That's Anywhere

Not only does Visit South Jersey have a re-imagined Visitor Guide bursting with new attractions, but we will distribute more than 100,000 copies during 2016!

- 6 Locations at major travel ports, including 30th Street Station & Philadelphia International Airport
- 40 Visitor Centers & Highway Rest Stops, including Official New Jersey Visitor Centers
- 244 Hotels & Attractions in the Delaware Valley, including in-room exposure
- 53 Locations at corporate spaces in the Delaware Valley, including The PA Convention Center

Contact

Devon Perry
Visit South Jersey
devon@visitsouthjersey.com
(856) 757-9400 x14



Deadlines

Space confirmation: **March 14, 2016** Ad deadline: **March 18, 2016**

Visitor Guide Ad Rates

Full Page Ad	4" x 9"	\$3,500
Inside Front Cover*	4" x 9"	\$4,200
Inside Back Cover*	4" x 9"	\$4,200
Back Cover*	4" x 9"	\$4,900
½ Page Ad	3.375" x 4"	\$2,100
¼ Page Ad	3.375" x 1.875"	\$1,050

*Denotes premium ad positions. Dimensions shown in width by height.
*Print ads must follow all ad specifications and requirements listed below.

Ad Specifications and Requirements

Files must be CMYK (full-color) at 300 DPI at their actual (100%) size. Acceptable file types include PDFs and TIFs. Please include crop marks and a 0.25-inch bleed on all sides. A 0.5-point black border will be added to all white or light advertisements at the discretion of the publisher. Do not add borders to the edge of your advertisement, to request one please note it to the publisher. The publisher reserves the right to make minor edits to ads that are not properly sized or bordered. Please email ad files to: visitsouthjersey@spark-creative.net.

Ask About Our Enhanced Listing Options

Members of Visit South Jersey are eligible for a featured or highlighted listing in the upcoming Visitor Guide (Circled Below). Featured listings are always at the top of each section and highlighted listings are bold and colored throughout the guide. Both include a complimentary enhanced directory listing on visitsouthjersey.com and our mobile app! For more details please contact Devon Perry at devon@visitsouthjersey.com.



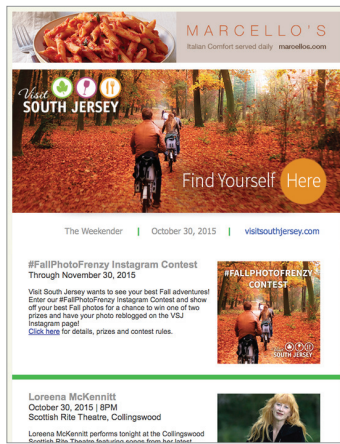
DIGITAL ADVERTISING WITH VISIT SOUTH JERSEY

Roll Out Your Red Carpet With These Online Advertising Options.

With a powerful website, weekly email blasts, mobile app and active social networks, Visit South Jersey is the ideal way to introduce your business to new audiences. For VSJ members, we offer additional options and benefits. Contact Devon Perry at devon@visitsouthjersey.com for membership information.

The Weekender

Our weekly email blast is a targeted way to promote your business along with event highlights, winery teasers and featured VSJ members. Every Friday this fun-filled update reaches the inboxes of more than 2,000 people. Submitted ads must be 600 pixels wide by 100 pixels tall at 72 DPI.



Top Banner	Increase the likelihood that your business will be seen at the top of the Weekender.	\$250 / 4 Blasts
Bottom Banner	Advertise at the bottom of the Weekender next to the highlighted member of the week.	\$150 / 4 Blasts
Bonus! App Push	Receive a free ad push on the VSJ app with your purchase of either a top or bottom banner.	FREE

Need a Design?

If you need assistance, our design firm is available to assist you with creating your print or digital ad. Contact visitsouthjersey@spark-creative.net.



Section Sponsorship

One of our newer online advertising options is a one-year section sponsorship on visitsouthjersey.com. This is an ideal way to position your business throughout an entire category like The Great Outdoors or Dining. This includes your logo prominently displayed in the section header (as shown below) along with your full contact information and link on the landing page.



Section Specific Sponsorship	Choose from one of our 13 sections and stand out from the competition.	\$2,500 / Per Year
Main Directory Sponsorship	Sponsor one of three exciting directories: Attractions, Dining & Nightlife or Hotels & Escapes	\$3,500 / Per Year
Events Directory Sponsorship	Advertise in one of the most popular and ever changing sections of the site.	\$5,500 / Per Year

* Section sponsors must supply a copy of their logo.

Web Banner Advertising

Web banners are an affordable way to advertise on every page of the site. Submitted ads must be 180 pixels wide by 150 pixels tall at 72 DPI. Ads without a distinct edge will have a border added.



1 Month Ad Reservation	Standard rate for one month.	\$175 / Per Month
6 Month Ad Reservation	Sign up for a six months and save \$120.	\$155 / Per Month
12 Month Ad Reservation	Sign up for twelve months and save \$480.	\$135 / Per Month

2016 South Jersey Visitor Guide Advertising Agreement

Today's Date: ____/____/____

Ad deadline: **March 18, 2016**

Company/Business Name: _____

Contact First Name: _____ Contact Last Name: _____

Street: _____ City: _____ State: _____ Zip: _____

Email: _____ Website: _____

Phone: _____ Fax: _____

Visitor Guide Advertising

Please select your ad size:

☐ Full Page Ad* ☐ ½ Page Ad ☐ ¼ Page Ad

** Please contact Devon Perry at (856) 757-9400 x14 or devon@visitsouthjersey.com to discuss Premium Ad Positions.*

** Advertising space is limited per section and available on a first come, first served basis.*

Please select your preferred sections** by numbering 1, 2, 3 in the blanks according to your 1st, 2nd and 3rd choices:

☐ Adventure & Family Fun	☐ Downtowns & Shopping
☐ History & Museums	☐ The Great Outdoors
☐ Dining	☐ Hotels & Escapes
☐ Arts & Entertainment	☐ Breweries & Distilleries
☐ SJ's Wine Region	☐ Golf & Country Clubs
☐ Campgrounds	☐ Meeting & Event Planning

*** Section preference is not guaranteed.*

Digital Advertising

The Weekender

☐ Top Banner
☐ Bottom Banner

** Plus free ad push on the VSJ mobile app.*

Web Banner Ads

☐ 1 Month Reservation
☐ 6 Month Reservation
☐ 12 Month Reservation

** Web banners will rotate and run for approximately 30 days.*

Section Sponsorship:

Please select which directory you would like to sponsor.

☐ Main Directory	☐ Events
☐ History & Museums	☐ The Great Outdoors
☐ Dining	☐ Hotels & Escapes
☐ Arts & Entertainment	☐ Breweries & Distilleries
☐ Adventure & Family Fun	☐ SJ's Wine Region
☐ Golf & Country Clubs	☐ Campgrounds
☐ Meeting & Event Planning	☐ Downtowns & Shopping

Terms and Conditions

- All advertising digitally and in the Visitor Guide is limited and available on a first come, first served basis.
- Financial: Payment is due with signed agreement. Visit South Jersey is not responsible for losses incurred due to errors or omissions in ads. The agreement is subject to all provisions on the sales sheet for this package. Visit South Jersey reserves the right to terminate this agreement at any time. By authorizing this agreement the advertiser agrees to all terms and conditions set forth.
- Technical: All advertisements must follow the design specs and requirements listed in their descriptions on the rate sheet.
- Additional Conditions: Client responsible to provide address, phone number, and website. The signer will fully submit this information to Visit South Jersey to use, reproduce, print, and/or publicize as describe in the attached Sales Literature. The signer or signer's representatives will in no way hold Visit South Jersey, its affiliates, or third party organizations responsible for any direct or indirect results of the material produced.
- Please make checks payable to: Visit South Jersey, 250 S. Park Drive, Haddon Twp., NJ 08108.

Signed: _____ Print: _____ Date: _____

Please fax to (856) 757-9400 or email to devon@visitsouthjersey.com by March 18, 2016. Thank you!
Visit South Jersey | 250 S. Park Dr. Haddon Twp., NJ 08108 | (856) 757-9400 | www.visitsouthjersey.com