

Business Name: _____

2021 Cape Ann Advertising Contract

The Cape Ann Guide and Directory, and the Cape Ann Visitor Map provide local businesses with powerful promotional tools. The magazine features the year's schedule of events, great maps, transportation information, outstanding articles, and first-rate photography. The Guide is also available as a digital flipbook online and includes live links.

Our publications are distributed to thousands of area homes, area hotels and B&Bs, and visitor centers. They are available at Massachusetts AAA offices, airports, high traffic businesses as well as other visitor centers and chambers of commerce around New England. Due to their local distribution, our publications are a viable advertising vehicle for every Chamber member.

Expand your reach even further with online advertising on our visitor website, capeannvacations.com.



Display Ad Information

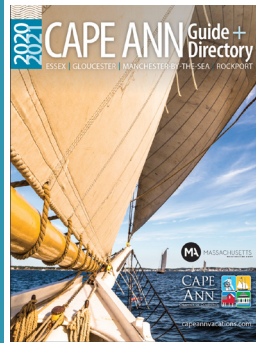
Please send Display Ad artwork to vince@capeannchamber.com. Print artwork must be at least 300dpi resolution and sent as a JPG or PDF file. Web artwork should be 72dpi and sent as a JPG, PNG or PDF file. See reverse for ad specs.

ADS THAT DO NOT CONFORM TO SPECIFICATIONS will be returned to the advertiser/agency for correction at advertiser's expense, if time allows; otherwise, corrections will be made in-house and advertiser will be billed for production. These charges are in addition to the cost of contracted ad space.

If desired, our designer will create artwork, billed to advertiser at the rate of \$50 per ad.*Early Bird Discount applies to display ads only.

NOTES:

Cape Ann Guide 75K Copies Printed & Distributed the entire year



LISTINGS

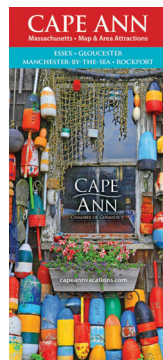
- ☐ Standard Listing.....FREE
- ☐ Enhanced Listing\$150
- ☐ Additional Categories (each).....\$100
 - 1. _____ 2. _____
 - 3. _____
- ☐ Grid Listing (each).....\$150
 - ☐ Accommodations ☐ On the Water ☐ Restaurants ☐ Weddings & Events

DISPLAY ADS (include enhanced listing)

- ☐ Full Page.....\$2,975
- ☐ 2/3 Page.....\$2,200
- ☐ 1/2 Page.....\$1,760
- ☐ 1/3 Page.....\$1,300
- ☐ 1/6 Page.....\$880
- ☐ Early Bird Discount* (10% off above ads with payment by 10/31/18)
- ☐ Co-Op Ads.....\$350

Guide Advertising Total _____

Cape Ann Map 110K Copies Printed & Distributed the entire year



LISTINGS

- ☐ Standard Listing.....\$300
- ☐ Enhanced Listing\$600

DISPLAY ADS (include standard listing)

- ☐ Premium Display Ad (back cover).....\$2,000
- ☐ Large Display Ad\$1,500
- ☐ Standard Display Ad\$1,000
- ☐ Early Bird Discount (10% off with payment by Oct. 31)

Display Ad price _____

Map Advertising Total _____

CapeAnnVacations.com Over 100K Sessions Annually



LISTINGS

- ☐ Business Listing.....FREE

DISPLAY ADS

- ☐ Marquee Ad (per month).....\$750
- ☐ Premium Banner Ad (per month).....\$500
- ☐ Banner Ad (3 Months).....\$500
- ☐ Banner Ad (6 Months).....\$750
- ☐ Banner Ad (12 Months).....\$1250
- ☐ 10% Discount (with purchase of print ad)

Cape Ann Vacations Advertising Total _____

2021 Advertising Package Total _____

Company Information

Company: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Primary Phone: _____

Website: _____

Enhanced Listing Text (Up to 15 words) _____

Payment

2020 Advertising Package Total \$ _____

Method of Payment: ☐ Invoice ☐ Check Enclosed ☐ Credit Card

Credit Card #: _____ Expiration Date: _____ Security Code: _____

Name on Card: _____ Billing Zip: _____

Signature: _____ Date: _____

Advertising Details & Descriptions

Cape Ann Guide & Membership Directory

We have combined the best features of our Cape Ann Guide & Membership Directory into one beautiful piece for visitors and locals to enjoy! Beautifully laid out in a magazine style with over 100 pages, 75,000 copies are printed and distributed throughout Cape Ann and beyond.

Business Listings:

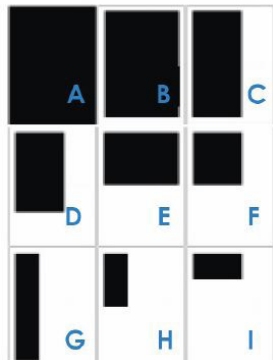
Standard Listing – business name, address, phone number and website
Enhanced Listing – basic listing plus up to 15 words, listing is highlighted
Additional Categories - may appear in up to 3 additional categories

Display Ad Sizes:

All display ads include an enhanced listing

- A. Full Page Bleed - 8.375 x 11.125 in.
- B. Full Page - 7 x 9.875 in.
- C. 2/3 Page Vertical - 4.625 x 9.875 in.
- D. 1/2 Page Vertical - 4.625 x 7.375 in.
- E. 1/2 Page Horizontal - 7 x 4.875 in.
- F. 1/3 Page Square - 4.625 x 4.875 in.
- G. 1/3 Page Vertical - 2.25 x 9.875 in.
- H. 1/6 Page Vertical - 2.25 x 4.875 in.
- I. 1/6 Page Horizontal - 4.625 x 2.375 in.

Call for Specialty Location and
Guaranteed Ad Placement



Cape Ann Map

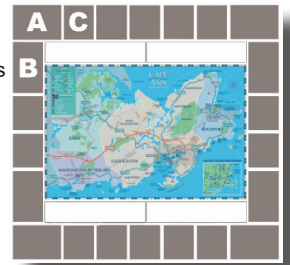
The beautifully designed Cape Ann Map. 110,000 copies are printed and distributed throughout Cape Ann and beyond.

Business Listings:

Standard Listing – business name, address, phone number and website
Enhanced Listing – basic listing plus up to 15 words, listing is highlighted

Display Ad Sizes:

- All display ads include a standard listing
- A. Large Display Ad Horizontal- limited to 4 ads (3.80" w x 2.70" h)
- B. Large Display Ad Vertical - limited to 4 ads (2.40" w x 4.05" h)
- C. Standard Display Ad - limited to 14 ads (2.4" w x 2.7" h)
- Premium Display Ad - only one spot available (3" w x 2.35" h on the back cover)



CapeAnnVacations.com

Expand your reach on Cape Ann's top visitor website which reaches visitors from all over the world and has over 100,000 views annually.

Business Listing

All member listings are included in our membership directory that is featured on this site.

Display Ad Sizes:

- Marquee Display Ad (1020 x 180 px) - Homepage
- Premium Banner Ad (700 x 400 px) - Homepage
- Banner Ads (300 x 125 px) - All pages, ads rotate on refresh



Conditions - If your membership dues are not current as of December 31, 2020 or if payment arrangements have not been made, we regret that your business listing will not be printed in the 2021 Cape Ann Guide and Directory. If you have not made payment or payment arrangements by January 30, 2021 for any advertising in the publication, your ad will not run. The Chamber reserves the right to refuse any advertising it deems not acceptable for any reason. Guaranteed placement will be granted with a 15% additional fee and is accepted on a first-come, first-served basis. Positioning of all ads will be at the discretion of the Chamber. Cancellations cannot be accepted after 02/01/21. Deposits are non-refundable. All advertisers must be members in good standing and current with membership dues for inclusion in the directory listing or placement of advertisements. All ads are placed R.O.P (run of pick) unless otherwise noted. Agency commissions (discounts) will not apply.

Disclaimer - The Cape Ann Chamber of Commerce (CACC) shall in no event be liable for direct, indirect, special, incidental, contingent or consequential damages resulting from any errors or omissions in the publication described as the Cape Ann Chamber of Commerce 2020 Cape Ann Guide and Directory, including damage from loss of business or loss of goodwill. The aforementioned applies even if the CACC has been advised of the possibility of such damages. By signing this agreement, I agree that the CACC shall have no liability arising out of the contract for negligence or for errors or omissions, in excess of the cost of my ad. Any written or oral information or advice given by the CACC will in no way increase the scope of this warranty, nor may I rely on such oral or written communication. The laws of the Commonwealth of Massachusetts shall govern this agreement.