

## 2023 Rockport Advertising Contract



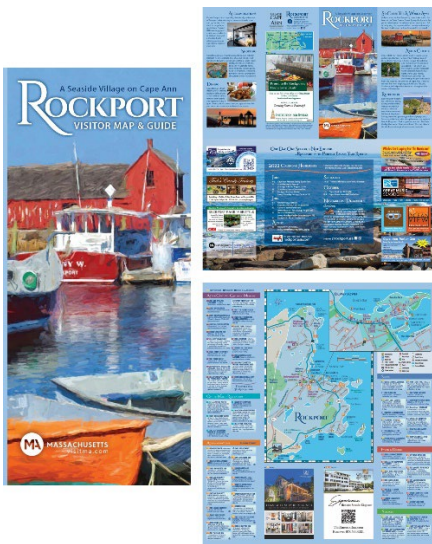
The Rockport Map and Guide provides local businesses with a powerful promotional tool to expand your reach throughout New England. The full-color piece features the year's calendar highlights, a map of Rockport, area information, and first-rate photography. These maps are distributed to thousands of area hotels, B&Bs, and visitor centers. It is available at Massachusetts AAA offices, airports, high traffic businesses as well as other visitor centers and chambers of commerce around New England. The Rockport Map and Guide is also available as a downloadable PDF on rockportusa.com.

Expand your reach even further with online advertising on our visitor website, rockportusa.com, which averages over 200,000 sessions annually from around the world.



### Rockport Visitors Map & Guide

75K Copies Printed & Online - Distributed the Entire Year



**LISTINGS**

- Standard Listing .....
- Enhanced Listing .....

| Members | Non-Members |
|---------|-------------|
| \$175   | \$275       |
| \$275   | \$375       |

Enhanced Listing Text (up to 15 words):

\_\_\_\_\_

\_\_\_\_\_

**DISPLAY ADS** (includes Standard Listing)

- Premium Display Ad (Members Only) .....\$1,200
- Standard Display Ad (Members Only) .....\$750
- Early Bird Discount .....10% off above Display Ads with payment by October 31

**Map Advertising Total:** \_\_\_\_\_

### Over 200K Sessions Annually



**LISTINGS**

- Business Listing.....FREE FOR MEMBERS

**DIGITAL ADS**

- Marquee Ad (per month) .....\$750
- Premium Banner Ad (per month) .....\$500
- Banner Ad: \_\_\_ 3 Months - \$500 \_\_\_ 6 Months - \$750 \_\_\_ 12 Months - \$1,250
- Early Bird Discount .....10% off above digital ads with payment by October 31

**RockportUSA.com Advertising Total:** \_\_\_\_\_

**2023 ADVERTISING PACKAGE TOTAL:** \_\_\_\_\_

| Company Information | Payment Information |
|---------------------|---------------------|
|---------------------|---------------------|

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Street: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP \_\_\_\_\_

Primary Phone: \_\_\_\_\_

Website: \_\_\_\_\_

Enhanced Listing (up to 15 words): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

2023 Advertising Package Total: \$ \_\_\_\_\_

Select Payment Method:

\_\_\_ Invoice \_\_\_ Check Enclosed \_\_\_ Credit Card

CC #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CVC: \_\_\_\_\_

Billing ZIP: \_\_\_\_\_

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

| Advertising Details & Descriptions |
|------------------------------------|
|------------------------------------|

**ROCKPORT MAP & GUIDE**

This visitor piece is a full-color map that includes highlights of Rockport, a calendar of events and display ads. 75,000 copies are printed and distributed on Cape Ann and Boston-area hotels, restaurants and attractions, all visitor centers on Cape Ann. They are also distributed on Rt. 128 in Beverly and the Salisbury Visitor Center on I95, the I495 Corridor and at major events including Topsfield Fair. We mail the maps upon request to visitors around the country and digital version is available online for download.

**BUSINESS LISTINGS**

**Standard Listing** – Business name, address, phone number and website.

**Enhanced Listing** – Standard listing plus up to 15 words, listing is highlighted.

**DISPLAY AD SIZES**

All display ads include a standard listing.

**Premium Display Ads**

**A1:** Large Vertical  
(3.25 x 4.625 in.)

**A2 - A3:** Large Vertical  
(3.375 x 4.825 in.)

**Standard Display Ad**

**B1 – B8:** Standard Horizontal  
(3.375 x 1.75 in.)



*All size dimensions are width x height*

**ROCKPORTUSA.COM**

This popular website is a great way to gain extended reach to promote your business to visitors from all over the world. With over 200,000 annual sessions, this is Rockport's top visitor website.

**BUSINESS LISTINGS**

All members located in Rockport receive a full-page listing on the rockportusa.com website. Listing information is automatically pulled from the Greater Cape Ann Chamber of Commerce Member Portal. All members are granted access to this portal and may update their information and add photos at any time to enhance their business listing.

**BANNER AD SIZES**

**Marquee Ad:**

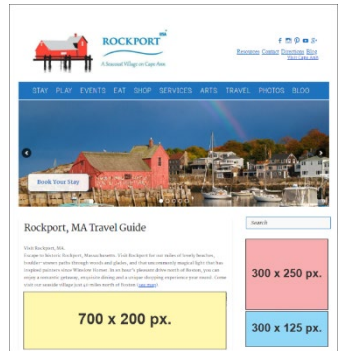
700 x 200 px,  
(Homepage only)

**Premium Banner Ad:**

300 x 250 px.  
(Static top position / On all standard text pages)

**Banner Ad:**

300 x 125 px.  
(On all standard text pages / ads rotate on refresh)



Notes: \_\_\_\_\_

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**AD SPECIFICATIONS**

- Print artwork must be at least 300 dpi resolution (CMYK).
- Web artwork should be 150 dpi resolution (RGB).
- Acceptable file formats are JPG and PDF. PNG also acceptable for web ads.
- Send artwork to [cindy@capeannchamber.com](mailto:cindy@capeannchamber.com)
- Ad design and correction services can be provided. Design time charges may apply. Contact the Chamber for details.

**Disclaimer:** The Greater Cape Ann Chamber of Commerce (GCACC) 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 Greater Cape Ann Chamber of Commerce 2023 Rockport Visitors Map & Guide, including damage from loss of business or loss of goodwill. The aforementioned applies even if the GCACC has been advised of the possibility of such damages. By signing this agreement, I agree that the GCACC 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 GCACC 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.