

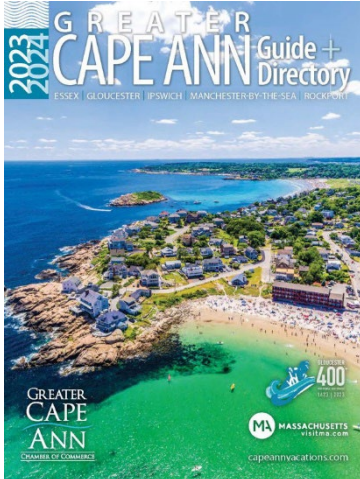
## 2024/2025 Greater Cape Ann Advertising Contract

The Greater Cape Ann Guide and Directory and companion Map provide local businesses with powerful promotional tools which remain in circulation for an entire year (May to April). The Guide features the year's calendar of major community events, informative and fun articles on our five communities and the people that make them so amazing, intuitive maps and transportation information, and first-rate photography. The Guide is also popular as an online, digital flipbook and includes live links from your ad to your website.

Our publications are directly distributed to thousands of area homes and delivered to area accommodations, businesses, and visitor centers throughout the North Shore. They are also more widely distributed into Boston's transportation centers and malls, New York train stations, and other visitor centers around New England. This extensive local and regional distribution program makes our publications a valuable advertising vehicle for every Chamber member. Expand your reach even further with online advertising on our visitor website, capeannvacations.com.



GCA Guide & Directory	75K Copies Printed & Online - Distributed the Entire Year
-----------------------	---



**LISTINGS**

- Standard Listing ..... FREE FOR MEMBERS
- Enhanced Listing (includes extra text & highlighting): .....\$150
- Additional Categories (each) .....\$100
  - 1. \_\_\_\_\_ 2. \_\_\_\_\_
- Grid Listing (each) .....\$150
  - \_\_\_ Accommodations \_\_\_ On the Water \_\_\_ Restaurants \_\_\_ Weddings & Events

**DISPLAY ADS**

- Full Page ..... \$3,250
- 2/3 Page ..... \$2,410
- 1/2 Page ..... \$1,940
- 1/3 Page ..... \$1,420
- 1/6 Page ..... \$925
- Early Bird Discount ..... 10% off above Display Ads Only with payment by November 30
- Co-Op Ad ..... (10% discount does not apply) \$350

**New Ad**     **Same Ad as Last Year**    **Guide Advertising Total:** \_\_\_\_\_

Greater Cape Ann Map	100K Copies Printed & Online - Distributed the Entire Year
----------------------	--



**LISTINGS**

- Standard Listing ..... \$300
- Enhanced Listing (includes extra text & highlighting): .....\$600

**DISPLAY ADS** (includes Standard Listing)

- Premium Display Ad (back cover) ..... \$2,200
- Large Display Ad ..... \$1,650
- Standard Display Ad ..... \$1,105
- Early Bird Discount ..... 10% off above Display Ads Only with payment by November 30

**New Ad**     **Same Ad as Last Year**    **Map Advertising Total:** \_\_\_\_\_

CapeAnnVacations.com	Over 50K Sessions Annually
----------------------	----------------------------



**LISTINGS**

- Business Listing ..... FREE FOR MEMBERS

**DIGITAL ADS**

- Marquee Ad (per month) ..... \$750
- Premium 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 November 30

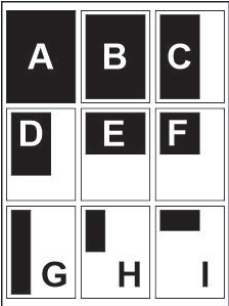
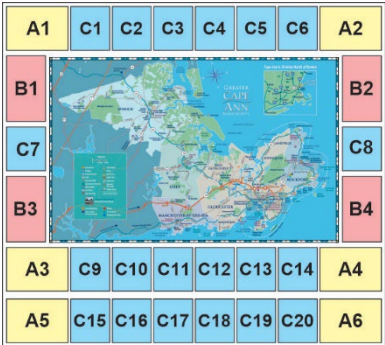
Please list starting month for digital ad: \_\_\_\_\_

**New Ad**     **Same Ad as Last Year**    **Cape Ann Vacations Advertising Total:** \_\_\_\_\_

**2024/2025 ADVERTISING PACKAGE TOTAL:** \_\_\_\_\_

Company Information	Payment Information
Company: _____	2024 Advertising Package Total: \$ _____
Contact: _____	Select Payment Method:
Street: _____	___ Invoice ___ Check Enclosed ___ Credit Card
City: _____ State: _____ ZIP _____	CC #: _____
Primary Phone: _____	Exp. Date: _____ CVC: _____
Website: _____	Billing ZIP: _____
Enhanced Listing (up to 15 words): _____	Name: _____
_____	Signature: _____
_____	Date: _____

## Advertising Details & Descriptions

GREATER CAPE ANN GUIDE & DIRECTORY	GREATER CAPE ANN MAP
<p>We have combined the best features of our Greater Cape Ann Guide &amp; 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 greater Cape Ann and beyond.</p> <p><b>BUSINESS LISTINGS</b>  <b>Standard Listing</b> – Business name, address, phone number and website.  <b>Enhanced Listing</b> – Standard listing plus up to 15 words, listing is highlighted.  <b>Additional Categories</b> – Business may appear in up to 3 additional categories.</p> <p><b>DISPLAY AD SIZES</b>            All display ads include a Highlighted Standard 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.            Co-Op Ad (not shown) – Call for size            Call for Specialty Location and Guaranteed Ad Placement</p> 	<p>The beautifully designed Greater Cape Ann Map. 100,000 copies are printed and distributed throughout The Greater Cape Ann Region and beyond.</p> <p><b>BUSINESS LISTINGS</b>  <b>Standard Listing</b> – Business name, address, phone number and website.  <b>Enhanced Listing</b> – Standard listing plus up to 15 words, listing is highlighted.</p> <p><b>DISPLAY AD SIZES</b>            All display ads include a standard listing.  <b>A1 – A6:</b> Large Horizontal (3.8 x 2.7 in.)  <b>B1 – B4:</b> Large Vertical (2.4 x 4.05 in.)  <b>C1 – C20:</b> Standard Vertical (2.4 x 2.7 in.)  <b>Premium Display Ads</b> (3.1 x 2.5 in. on back cover) (3.5 x 3.0 in.)</p>  <p style="text-align: center;"><i>All size dimensions are width x height.</i></p>

CAPEANNVACATIONS.COM	AD SPECIFICATIONS
<p>Business Listings are free and automatically included for all members.</p> <p><b>BANNER AD SIZES</b>            Marquee Banner: 1200 x 150 px. (Homepage only)            Premium Banner: 600 x 150 px. (Homepage only)            Standard Banner: 300 x 125 px. (All pages / ads rotate on refresh)</p>	<ul style="list-style-type: none"> <li>• Print artwork must be at least 300 dpi resolution (CMYK).</li> <li>• Web artwork should be 150 dpi resolution (RGB).</li> <li>• Acceptable file formats are JPG and PDF. PNG also acceptable for web ads.</li> <li>• Send artwork to <a href="mailto:cindy@capeannchamber.com">cindy@capeannchamber.com</a></li> <li>• Ad design and correction services can be provided. Design time charges may apply. Contact the Chamber for details.</li> </ul>

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

\_\_\_\_\_

\_\_\_\_\_

**Conditions:** All advertisers must be members in good standing and current with membership dues for inclusion in the directory listing or placement of advertisements. If your membership dues are not current as of January 31, 2024 or if payment arrangements have not been made, your business listing will not be printed in the 2024/2025 Greater Cape Ann Guide and Directory. If you have not made payment or payment arrangements by February 28, 2024 for any advertising in the publication, your ad will not run. All ads are placed R.O.P. (run of pick) unless otherwise noted. The positioning of all ads will be at the discretion of the Chamber. Guaranteed placement will be granted only with a 15% additional fee and is accepted on a first-come, first-served basis. Cancellations cannot be accepted after February 28, 2024. Deposits are non-refundable. Agency commissions (discounts) will not apply. The Chamber reserves the right to refuse any advertising it deems not acceptable for any reason.

**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 2024/2025 Greater Cape Ann Guide and Directory, 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.