

2024 Rockport Advertising Contract



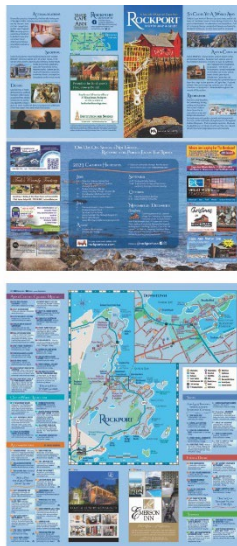
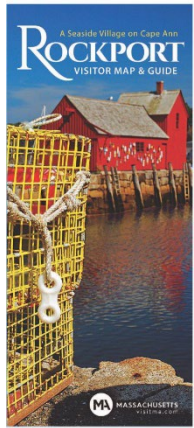
The Rockport Map and Guide provides local businesses with a powerful promotional tool to expand your reach throughout New England. The full-color piece features the year's calendar highlights, a map of Rockport, area information, and first-rate photography. These maps are distributed to area hotels, 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 recently updated visitor website, rockportusa.com, which averages over 150,000 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)

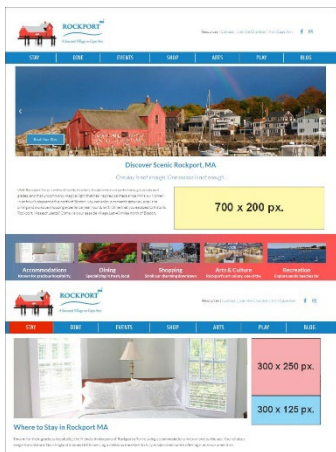
- Premium Display Ad (Members Only)\$1,200
- Standard Display Ad (Members Only)\$750
- Early Bird Discount 10% off above Display Ads with payment by November 30

AD ARTWORK: New Ad Artwork to be Sent Use Same Ad Artwork as Last Year

Map Advertising Total: _____

Rockport USA

Over 150K 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 November 30

Please list starting month for digital ad: _____

AD ARTWORK: New Ad Artwork to be Sent Use Same Ad Artwork as Last Year

RockportUSA.com Advertising Total: _____

2024 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

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. 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.

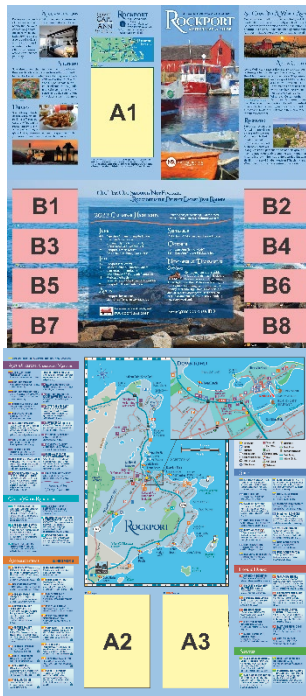
Premium Display Ads

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 150,000 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:

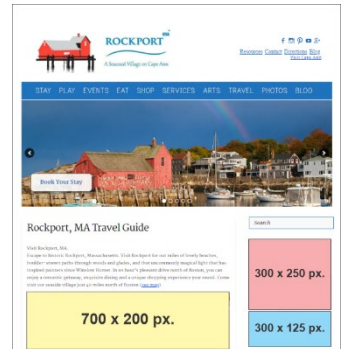
700 x 200 px,
(Homepage only)

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: _____

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
- 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 2024 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.