



DESTINATION

# Mansfield

**RICHLAND COUNTY  
2023 VISITOR GUIDE**

## Dear Tourism Partner

Thank you for supporting the 2022 Visitor Guide built with the community's new brand!

A brand was created with input from all communities and designed to represent the entirety of Richland County.

The Visitor Guides' lifestyle format is an attraction tool targeted for impactful tourism spending and a conversations starter for those considering Mansfield as a place to live, learn, work and play.

The 2023 Visitor Guide will continue with that same spirit. You will see engaging stories and photographs from the attractions visitors want and authentic stories from people that have chosen Richland County as their home.

Sincerely,

**LEE TASSEFF**  
President



Space reservation:  
October 7, 2022  
Publishes:  
February 2023







# *What's new with the* **2023 Destination Mansfield-Richland County Visitor Guide**

Destination Mansfield-Richland County's partnership with the award-winning team at Great Lakes Publishing (GLP) comes with exciting marketing opportunities. The 2023 Visitor Guide is an ideal way to showcase your business to visitors.

## **HERE ARE SOME OF THE BENEFITS OF ADVERTISING IN THIS YEAR'S GUIDE:**

- The guide will maintain the 8" x 10.875" magazine-style look with 52 pages or more. A minimum of 80,000 printed copies.
- Continue the newly branded look and feel with more community faces and spotlights.
- GLP will provide ad design for an additional cost of \$60. Free web ad offer see pg. 4.
- GLP will create a digital flipbook of the guide, giving visitors 24/7 online access at [destinationmansfield.com](http://destinationmansfield.com).
- All ads in the flipbook will link to the advertiser's website, providing highly targeted traffic to your site throughout the year.
- A link to the digital guide will also be posted in the travel section of [ohiomagazine.com](http://ohiomagazine.com), increasing regional exposure.
- Earlier publication date to capture full season of travelers.



# Added Value

In addition to providing advantages for advertisers, Destination Mansfield-Richland County's partnership with GLP includes multiple added value opportunities to promote the county as a whole and maximize marketing of the Richland County area.

- Destination Mansfield-Richland County (DMRC) will appear in each issue of *Ohio Magazine* with a Travel Resource Directory ad.
- DMRC will be included on all reader response cards in *Ohio Magazine*, allowing for additional lead collection. These leads will be sent a copy of the guide directly, helping further their decision to choose Richland County as their next destination.
- DMRC will receive multiple event listings to leverage and boost attendance to events in Richland County throughout 2023.
- Destination Mansfield-Richland County will receive a display ad in each issue of *LongWeekends* to promote the county to not only Ohio, but bordering states as well.

These added value components are worth over \$30K and allow Destination Mansfield-Richland County to utilize these well-known and trusted sources to promote the area at no cost.



To get started, contact  
**Bryan McMahan** at **614-461-7601**  
[bcmcmahan@glpublishing.com](mailto:bcmcmahan@glpublishing.com)



## DEADLINES

### Reservations Due:

October 7, 2022

### Ad Materials Due:

November 4, 2022

### Distribution Begins:

February 2023



## AD MATERIALS ARE DUE TO GREAT LAKES PUBLISHING BY NOVEMBER 4, 2023.

Ad proofs will be provided before printing so that you can review your ad and make any necessary changes. Proofs will NOT be provided on ads submitted camera-ready. If you are submitting an ad that you've created, please double check that the sizing and information is correct and that there are no errors. All ads are full color. Photographs, artwork and logo must be high resolution at 300 dpi. Camera-ready art should be submitted as print-ready PDFs in CMYK format with fonts embedded. Destination Mansfield-Richland County will have the right to final approval over editorial and advertising content. Advertisers are responsible for the accuracy of individual ads.



# Ad Specs

The 2023 Visitor Guide will be designed with Richland County's new branding!

## 2023 VISITOR GUIDE

Premium positions are available only to full-page advertisers. If you purchase a premium position, you are agreeing to pay the premium rate. Prices listed below are for Destination Mansfield-Richland County Partners. Non-members add \$150 per ad.

	Preferred Placements Ads *
Inside Front Cover	\$3,080
Inside Back Cover	\$2,935
Back Cover	\$3,350
Full Page	\$2,680
1/2 Page	\$1,560
1/4 Page	\$980
1/8 Page	\$535

Ad design is offered to advertisers at an additional cost.

**FOR ADVERTISING INFORMATION, CONTACT:**  
**BRYAN MCMAHAN: 614.461.7601**

## 2023 VISITOR GUIDE DIMENSIONS

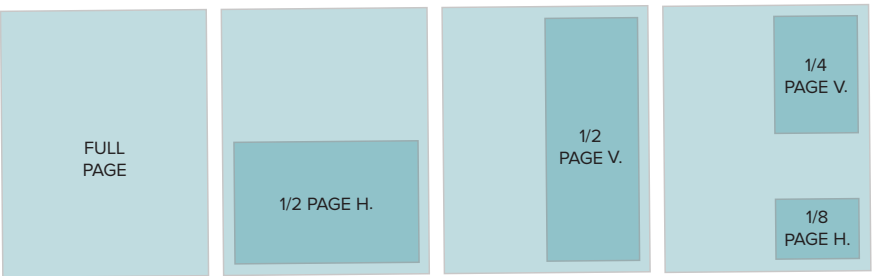
Advertisers can submit either a JPEG or GIF and the size is 300 pixels wide x 124 pixels high.

**ADS 1/4 PAGE OR LARGER GET A FREE BANNER AD ON DESTINATIONMANSFIELD.COM**

*\$1,500 value* ←

**SPECIAL OFFER!**

## 2023 VISITOR GUIDE DIMENSIONS



Print Specifications:

<b>Dimensions</b>	<b>w x h</b>
Full Page	7.0" x 9.875"
1/2 Page Horizontal	7.0" x 4.875"
1/2 Page Vertical	3.375" x 10.0"
1/4 Page Vertical	3.375" x 4.875"
1/8 Page Horizontal	3.375" x 2.25"

Bleed Specifications:

<b>Dimensions</b>	<b>w x h</b>
Bleed/Plate Size	8.25" x 11.125"
Trim Size	8.0" x 10.875"