



DESTINATION

Mansfield

**RICHLAND COUNTY
2024 VISITOR GUIDE**

Dear Tourism Partner

Thank you for supporting the award-winning 2023 visitor guide, built with the community's new brand! Over the past few years, the guide has developed into the leading marketing publication for Richland County.

The lifestyle format represents the area on a higher level, giving the reader a more positive impression of our community. The guide is more than just a visitor brochure — it's an invitation to explore our area on a deeper level. A conversation starter for those considering Mansfield as a place to live, learn, work and play.

The 2024 visitor guide will continue with that same spirit. You will see engaging stories and stunning photography from attractions visitors want that complement authentic stories from people who have chosen Richland County as their home.

Sincerely,

LEE TASSEFF
President


RICHLAND COUNTY
A FAMILY OF COMMUNITIES

Space
reservation:
October 31, 2023
Publishes:
March
2024





What's new with the **2024 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 2024 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 60 pages. 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.
- 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, 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 2024.
- 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
Matthew Staugler at **567-644-9378**
mstaugler@ohiomagazine.com



DEADLINES

Reservations Due:

October 31, 2023

Ad Materials Due:

November 10, 2023

Distribution Begins:

March 2024



AD MATERIALS ARE DUE TO GREAT LAKES PUBLISHING BY NOVEMBER 10, 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.



2024 AD RATES

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	\$3,235
Inside Back Cover	\$3,080
Back Cover	\$3,520
Full Page	\$2,815
1/2 Page	\$1,640
1/4 Page	\$1,030
1/8 Page	\$560

2024 AD SPECS

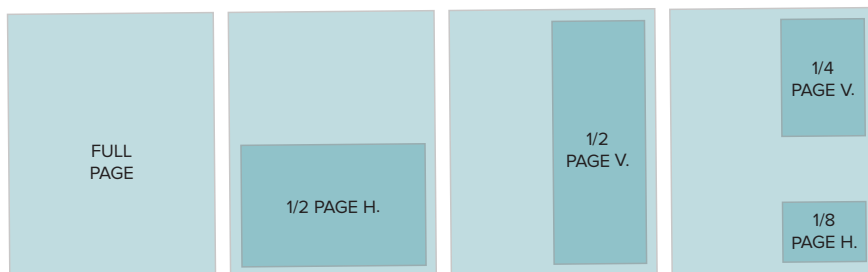
Advertisers can submit either a JPEG or GIF and the size is 300 pixels wide x 124 pixels high.

**ADS ¼ PAGE OR
LARGER GET A FREE BANNER AD ON
DESTINATIONMANSFIELD.COM**

**SPECIAL
OFFER!**

\$1,500 value ←

2024 VISITOR GUIDE DIMENSIONS



Print Specifications:

Dimensions

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:

Dimensions

w x h	8.25" x 11.125"
Bleed/Plate Size	Trim Size 8.0" x 10.875"

**FOR ADVERTISING
INFORMATION, CONTACT:
MATTHEW STAUGLER: 567-644-9378**

SPACE RESERVATIONS

By signing this form, I confirm that my organization will advertise at the level indicated below:

Advertiser (Business Name): _____

Contact Person: _____

Telephone Number: _____

Street Address: _____

City/State/Zip: _____

Email: _____

Fax Number: _____

Order Summary: _____

Total Number of Ads: _____

Total Investment: _____

Will you be taking advantage of our ad design for an additional \$60?

☐ YES ☐ NO

WE APPRECIATE YOUR BUSINESS!

Please sign this contract and mail, fax or email as soon as possible.

Acknowledged by: _____

Signature: _____

Date: _____

For advertising
information and to submit
materials for ad creation,
please contact:

Matthew Staugler

Account Executive
6375 Riverside Dr., Ste. 50
Dublin, OH 43017

567-644-9378

mstaugler@ohiomagazine.com

INVOICES WILL BE SENT
AT TIME OF PUBLICATION

**MAKE CHECKS PAYABLE TO:
GREAT LAKES PUBLISHING**

