

# New CVB Member Marketing Opportunities



Redesigned Pricing

## Digital Guide

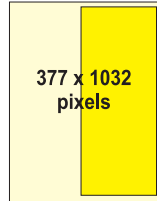
Digital Guide Ads-JPEG or PNG - 72 or 96 DPI

Full Page



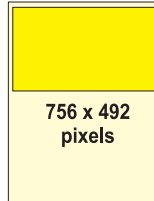
804 x 1032 pixels

1/2 Page



377 x 1032 pixels

1/2 Page



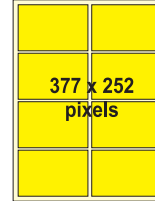
756 x 492 pixels

1/4 Page



377 x 492 pixels

1/8 Page



377 x 252 pixels

MEMBER ONLY



PREMIUM PAGES

Back Cover

Inside Front Cover

Guide pages and Packages must be reserved by December 1st, 2021 to ensure your spot.

NEW

## Blogs



Blogs, or story articles, are a great way to share information to people on the internet. Our blogs typically come out monthly and talk about different fun things within the area. When sponsoring a blog, your business name will be prominently displayed at the beginning and end of the article. "This information brought to you by \*your business name\*" is one example of how it would read. The text of the article works on the back end of the internet so people searching keywords are suggested to read what we have. This is a great way to be the main focus when advertising because there is a captive audience. Pricing is based on 1 blog article that we feel fits best, or "choice" where you are given a list of the blogs we have coming up, and you get to decide which topic you'd like to be visible. \*limited availability

NEW

## Social Media



On the Visitors Bureau's Facebook, Instagram and Twitter account, your business will be featured on all three platforms. Our ever-growing audience will be able to see your business or upcoming event through our witty, attention-grabbing posts. While we try to keep our posts new, fresh, and equal representation across the county, this allows you to ensure your business or event is featured. Pricing is for one post within a Month time frame, or once within a Quarter (a three-month time frame) \*limited availability

NEW

## Website



In our new and improved website, the Bureau will incorporate ads on all of the pages. These ads will generate at random when the page is loaded. Pricing for a month-long flight, multiple months, or a year-long flight.

Web Ads & App Ads -  
300x250 JPEG or PNG - 72 or 96 DPI

NEW

## Digital Sign



New to the Street-Front of our building, this digital sign will grab the attention of the thousands of cars that pass every day. Your upcoming events or business logo will be on a rolling slide. Pricing for a month-long flight, multiple months, or yearlong-flight

Digital Sign - Wherever possible, images and videos should be 1920 x 1080 pixels (in full HD) for effective and clear digital signage.

NEW

## App



In our new mobile application, the Bureau will incorporate ads on all of the pages. These ads will generate at random when the page is loaded. Pricing for a month-long flight, multiple months, or a year-long flight.

Web Ads & App Ads -  
300x250 JPEG or PNG - 72 or 96 DPI

# 2022 Digital Marketing Package Pricing

Check One



Package 1		
	\$1,050.00	15% off!
Guide	Full Page	\$552.50
Digital Sign	Month	\$42.50
Social Media	Quarter	\$51.00
Website Ads	Month	\$42.50
App Ads	Month	\$42.50
Sponsored Blog	At random	\$318.75
Package 1 includes (1) Full Page Visitors Guide ad, (1) month of your choice to advertise on our new digital sign, (1) Specific social media post during the quarter of your choice, (1) online blog article will be sponsored by your business (1) month of your choice to advertise on our website and (1) month on our new mobile app.		



Package 2		
	\$615.00	10% off!
Guide	1/2 Page	\$475.50
Digital Sign	Month	\$45.00
Social Media	Quarter	\$54.00
Website Ads	Month	\$45.00
App Ads	Month	\$45.00
Package 2 includes (1) 1/2 page Visitors Guide ad, (1) month of your choice to advertise on our new digital sign, (1) Specific social media post during the quarter of your choice, (1) month of your choice to advertise on our website and (1) month on our new mobile app.		



Package 3		
	\$400.00	5% off!
Guide	1/4 Page	\$304.00
Website Ads	Month	\$47.50
App Ads	Month	\$47.50
Package 3 includes (1) 1/4 page Visitors Guide ad, (1) month of your choice to advertise on our website and (1) month on our new mobile app.		

Guide pages and Packages must be reserved by December 1st, 2021 to ensure your spot.

A La Carte Advertising must be reserved 1 month before it will be active.

Artwork for the Guide is due no later than December 14th

\*Additional design charges may occur if our in-house graphic department lays out your ad.

We will be invoicing on January 30th 2022.

\*Additional accommodations are available upon request, on a case by case basis.



Premium Placement Package		
	\$1,125.00	20% off *ONLY 2!
Guide	Back Cover OR Inside Cover	\$600.00
Digital Sign	Month	\$48.00
Social Media	Quarter	\$48.00
Website Ads	Month	\$40.00
App Ads	Month	\$40.00
Sponsored Blog	Choice	\$360.00
Premium Placement Package includes (1) Full Page Visitors Guide ad on the Back Cover OR Inside Cover, (1) month of your choice to advertise on our new digital sign, (1) Specific social media post during the quarter of your choice, (1) online blog article of your choice will be sponsored by your business (1) month of your choice to advertise on our website and (1) month on our new mobile app.		

# 2022 Digital Marketing A La Carte Pricing

## Guide

	Member	Non-Member
<input type="checkbox"/> Full Page	\$650.00	\$900.00
<input type="checkbox"/> 1/2 Page	\$475.00	\$600.00
<input type="checkbox"/> 1/4 Page	\$320.00	\$450.00
<input type="checkbox"/> 1/8 Page	\$150.00	\$250.00
<input type="checkbox"/> Back Cover	\$750.00	Member Only
<input type="checkbox"/> Inside Cover	\$750.00	Member Only

## Online Marketing

	Member	Member	Non-Member
	Month	Year	Monthly
<input type="checkbox"/> Digital Sign	\$50.00	\$500.00	\$150.00
<input type="checkbox"/> Social Media	\$120.00	\$60.00(Quarterly)	Member Only
<input type="checkbox"/> Website Ads	\$50.00	\$500.00	\$150.00
<input type="checkbox"/> App Ads	\$50.00	\$500.00	\$150.00
	Member	Member	Non-Member
	At random	Choice	At Random
<input type="checkbox"/> Sponsored Blog	\$375.00	\$450.00	\$475.00

Return to Signed Contract to: Crawford County Convention & Visitors Bureau • 16709 Conneaut Lake Road • Meadville, PA 16335  
Questions Call: 814-333-1258

Business/Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Website \_\_\_\_\_

Signature \_\_\_\_\_ TOTAL \$ \_\_\_\_\_