

2020 Event Guides

Spring & Summer | Fall & Winter

Each guide will feature a complete seasonal event calendar for Stark County. All tourism events that are added and approved for VisitCanton.com by the cutoff dates will receive a **FREE event listing** in the new event guides. **Go to VisitCanton.com/partners to submit an event.**

Looking for a bigger splash for your event or business?

Affordable display ads are available in each event guide for special events, seasonal attractions and any tourism partner who is advertising in the 2020 Travel Guide. **PLUS!** Purchase a half page ad or larger in the 2020 Travel Guide and receive 1/3 page ad in the event guide of your choice.

SIZES & SPECS

FULL PAGE
4.25" X 9.25"

2/3 PAGE
3.75" X 5.75"

1/3 PAGE
3.75" X 2.75"

SIZE & POSITION	WIDTH	HEIGHT	SPRING/SUMMER*	FALL/WINTER*	BOTH!
Full Page (bleed)	4.25"	9.25"	\$ 1,100	\$ 770	\$ 1,685 (10% off)
2/3 Page	3.75"	5.75"	\$ 800	\$ 540	\$ 1,240 (7.5% off)
1/3 Page	3.75"	2.75"	\$ 450	\$ 300	\$ 713 (5% off)

* Spring/Summer guide will have a 15,000 copy distribution • Fall/Winter guide will have a 5,000 copy distribution

ARTWORK REQUIREMENTS:

- Trim size is 4" x 9"
- All live matter should be 3/16" from the trim on all four sides.
- Files must be a minimum of 300 dpi.
- All ads are process CMYK color.
- Preferred file formats are .tif, .eps, .jpg and high quality print PDFs.
- All vector images must be saved as .eps with text converted to outlines.
- Ads sent print-ready are subject to final approval by Visit Canton.

DEADLINES & DATES

Please observe the following advertising deadlines, or we will not be able to accommodate your advertisement.

Spring/Summer

LISTING SUBMISSION DEADLINE: Wednesday, Jan. 15
AD SPACE DEADLINE: Friday, Mar. 13
AD ART DEADLINE: Friday, Mar. 27
PUBLICATION: Wednesday, Apr. 15
(features events May - September 2020)

Fall/ Winter

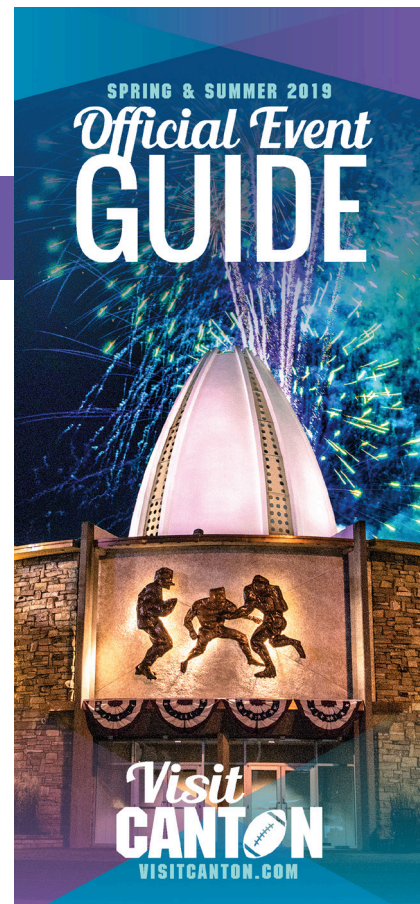
LISTING SUBMISSION DEADLINE: Wednesday, Jul. 15
AD SPACE DEADLINE: Friday, Aug. 21
AD ART DEADLINE: Friday, Sep. 4
PUBLICATION: Wednesday, Sep. 23
(features events October 2020 - April 2021)

QUESTIONS?

Please don't hesitate to contact us with any questions about the 2020 Event Guides.

Bob Commings, Sponsorship Manager, Magazine Division 330-580-8519 • bob.commings@cantonrep.com

GATEHOUSE OHIO MEDIA • 500 MARKET AVE. S • CANTON, OHIO 44702



Canton

2020 EVENT GUIDE ADVERTISING

Advertiser Information

Company Name, Contact Name, Address, City, State, Zip, Phone, Email, Website

Size & Rate

Table with columns: Size & Rate, SPRING/SUMMER, FALL/WINTER, BOTH EVENT GUIDES, SPACE DEADLINE, ART DEADLINE. Includes options for Full Page, 2/3-Page, and 1/3-Page with rates and deadlines.

Design Services

Ad Design \$250, Minor Ad Update \$75, Will provide print-ready \$0

Total: \$ [Grey Box]

Payment Information

Billing Address (if different from above), Phone

Confirmation of Order

This insertion order represents confirmation of the agreement between the Advertiser/Agency and Visit Canton/GateHouse Ohio Media. Advertising invoices will be issued on the publication date and will be due upon receipt.

Authorized by, Title, Signature, Date, Sales Rep

Submission: Return your completed form, as well as your artwork, to Bob Commings at bob.commings@cantonrep.com