



Medina County 2024

visitors guide
media kit

GREETINGS TO OUR PARTNERS

The Medina County Convention and Visitors Bureau is publishing the 2024 Visitors Guide in Spring 2024 to help visitors find your business all year! Available in print and online at visitmedinacounty.com, the guide is a one-stop resource for 1.2 million visitors who use it to plan their visits to Medina County.

MCCVB underwrites the majority of the guide and, partnering with Great Lakes Publishing, brings you this high-quality publication with no cost for a listing. We encourage you to consider utilizing this important guide to help build your business. Used to encourage visitors to spend a few hours, day trips, weekend stays and vacations in Medina County, the Visitor Guide is intended to bring people to the county to spend.

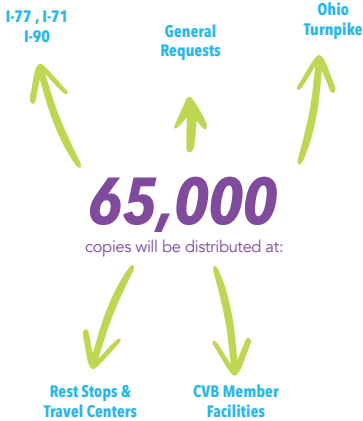
Shannon Carter | Executive Director
Jodi Robbins | Community & Programs Coordinator



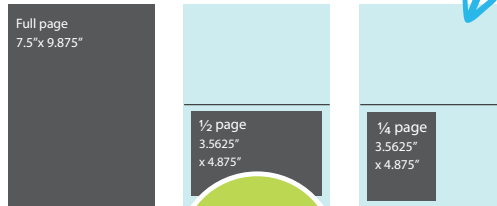


Now Offering!
 **1/4 page ad**

DISTRIBUTION



AD SPECS



added bonus!
 We offer free ad design services for all advertisers!

Ads subject to approval of Medina County Convention & Visitors Bureau in effort to meet design standards. Advertising only available for partners within Medina County.

CONTACT

Nichole Cardinale

Ad Sales
 Great Lakes Publishing
 ncardinale@glpublishing.com
 Direct: (330) 265-8665

Shannon Carter

Executive Director
 Shannon@visitmedina.com

Jodi Robbins

Community & Programs Coordinator
 Jodi@visitmedina.com

AD DATES

Ad close: 11/10/23
 Creative due: 11/17/23
 Publication available
 Spring 2024

AD RATES

All ads include four color design
Full page \$1,000
1/2 page \$600
1/4 page \$400

Premium Cover Positions:
Inside front cover \$1,200
Inside back cover \$1,200
Back cover \$1,500

AD SPECS

Full page 7.5" x 9.875"
1/2 page 7.5" x 4.875"
1/4 page 3.5625" x 4.875"
Trim Size 8.5" x 10.875"
Plate Size* 8.75" x 11.125"

*Includes 1/8" bleed on all sides. Keep all live matter 1/4" from trim.

GENERAL ADVERTISING INFORMATION

BONUS! Ad design is included by the Medina County Convention & Visitors Bureau

PDF documents are preferred: Files should be 350 dpi. Files should be Press Optimized, converted to CMYK (cyan, magenta, yellow and black) and have all fonts embedded. A client-supplied contract proof is preferred. If one is not provided, we will run our standard in-house color laser proof for the printer at no charge. Great Lakes Publishing will be relieved of all responsibility for any form of compensation if a client-supplied contract proof is not provided before press time.

Ad Proofs: Great Lakes Publishing will not supply faxes or soft PDF proofs on client-supplied files or PDFs. We assume due diligence was taken by the client, or their agency, to preflight and proof all advertisements before submission. If we detect an error with any of the supplied materials before going to press, we will make a reasonable effort to contact you to correct and resubmit your files or PDF before publication.

Spot-Color Ads: (Use of PMS inks) We do not support spot-color printing for the publication. Therefore, two- and three-color ads must be produced in a CMYK equivalent.

Specifications: All images are to be CMYK .tiff or .eps files and must be high resolution (350 dpi minimum). Include PostScript Type 1 format. Also include a color or b/w laser proof, as the client assumes responsibility if no proof is provided. If fonts are not provided, Great Lakes Publishing reserves the right to substitute the closest font available. Information on how to produce a press-quality PDF file is available at glpublishing.com.



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No Charge
for design or
ad updates

covered by
CVB

AD INSERTION FORM

ADVERTISER INFORMATION

Advertising only available for partners in Medina County.

Company Name _____
Contact Name _____
Address _____
City _____ State _____ Zip _____
Phone _____ Email _____

SIZE & RATE

PRICE

- Full-Page \$1,000
- 1/2-Page \$600
- 1/4-Page \$400
- Inside Front Cover \$1,200
- Inside Back Cover \$1,200
- Back Cover \$1,500

DESIGN SERVICES

- Great Lakes Publishing to design ad at NO CHARGE with creative assets we will provide
- Use the same ad placed previously with minor updates
- Submit own ad, camera-ready ad in pdf format, ready for print

TOTAL: \$ _____

PAYMENT INFORMATION

Invoices will be emailed to contact on file

Billing Address (if different from above) _____ Phone _____
 Send invoice NOW to pay in 2023 Send invoice upon print of the publication (Spring 2024)

CONFIRMATION OF ORDER

This insertion order represents confirmation of the agreement between the Advertiser/Agency and Visit Medina/Great Lakes Publishing. Advertising invoices will be issued on the publication date, Spring 2024 and will be due upon receipt. Placement is not guaranteed. Visit Medina and Great Lakes Publishing reserve the right to refuse advertisements on the basis of content, including but not limited to those that contain that which is considered to be false, illegal or libelous information or material that gratuitously offends members of the general public, or for reasons of quality of production, and assume no liability for statements or claims made in advertising copy.

Authorized By _____ Title _____
Signature _____ Date _____ Sales Rep _____

DEADLINES

- November 10, 2023** : Ad close
- November 17, 2023**: Creative due
- Spring 2024**: Publication distribution begins

SUBMISSION

Return your completed form to:
Nichole Cardinale
ncardinale@glpublishing.com

