

# 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](http://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



**65,000**

copies will be distributed at:

Rest Stops &  
Travel Centers

CVB Member  
Facilities

## AD SPECS

Full page  
7.5" x 9.875"

1/2 page  
3.5625"  
x 4.875"

1/4 page  
3.5625"  
x 4.875"

**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.

## GENERAL ADVERTISING INFORMATION

**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](http://glpublishing.com).

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



## CONTACT

### Nichole Cardinale

Ad Sales  
Great Lakes Publishing  
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### Shannon Carter

Executive Director  
[Shannon@visitmedina.com](mailto:Shannon@visitmedina.com)

### Jodi Robbins

Community &  
Programs Coordinator  
[Jodi@visitmedina.com](mailto: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

<b>Full page</b>	<b>\$1,000</b>
<b>1/2 page</b>	<b>\$600</b>
<b>1/4 page</b>	<b>\$400</b>

### Premium Cover Positions:

<b>Inside front cover</b>	<b>\$1,200</b>
<b>Inside back cover</b>	<b>\$1,200</b>
<b>Back cover</b>	<b>\$1,500</b>

## AD SPECS

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

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

# Medina County

## visitors guide 2024



### AD INSERTION FORM

No Charge  
for design or  
ad updates

covered by  
CVB

#### ADVERTISER INFORMATION

Advertising only available for partners in Medina County.

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

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

#### SIZE & RATE

##### PRICE

- |   |         |
|---|---------|
| <input type="checkbox"/> Full-Page          | \$1,000 |
| <input type="checkbox"/> 1/2-Page           | \$600   |
| <input type="checkbox"/> 1/4-Page           | \$400   |
| <input type="checkbox"/> Inside Front Cover | \$1,200 |
| <input type="checkbox"/> Inside Back Cover  | \$1,200 |
| <input type="checkbox"/> 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

