

The OFFICIAL DESTINATION GUIDE for ALLEGANY COUNTY, MARYLAND

# Inspire Travel

NEW PUBLISHER FOR  
**2025**

## TELL YOUR STORY IN THE 2025 DESTINATION GUIDE

Advertising in the Destination Guide guarantees that your business' story is seen by tens of thousands of active and committed visitors who spend money each and every day in Allegany County.

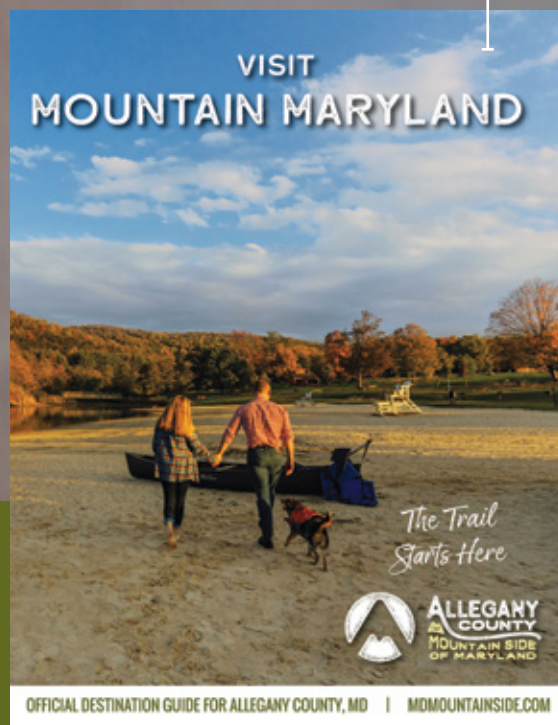
2024  
DESTINATION  
GUIDE



**ALLEGANY  
COUNTY**  
THE  
**MOUNTAIN SIDE  
OF MARYLAND**

## 2025 MEDIA KIT

Published By **POSTERN**



# ALLEGANY COUNTY OFFICIAL MEDIA KIT

## 2025 PRINT ADVERTISING OPTIONS & RATES



"The 2025 Destination Guide puts your business and messaging in front of tens of thousands of targeted customers and demonstrates your support for the tourism industry in Mountain Maryland!"

*Ashli Workman,*

Director of Tourism  
for Allegany County

### VISIT MOUNTAIN MARYLAND— THE OFFICIAL DESTINATION GUIDE FOR ALLEGANY COUNTY, MD, TELLS THE STORY OF MOUNTAIN MARYLAND'S NATURAL BEAUTY AND RICH HISTORY.

From the scenic byways of the Allegheny Mountains to the charming streets of Cumberland and Frostburg, this resource offers a comprehensive look at what makes Allegany County a unique destination. Whether it's embarking on a trail, exploring unique downtown shops, or enjoying local flavors at a restaurant or brewery, both visitors and residents will turn to it for inspiration on where to stay, eat, and play. This guide helps them make decisions about what to see and do—and ultimately where to spend their time and money.

**Make sure your story gets told with an advertisement in the 2025 Visit Mountain Maryland Destination Guide!**

### TOURISM GENERATES

# \$202 MILLION

**IN VISITOR SPENDING AND \$48 MILLION IN  
TOURISM TAX REVENUES IN ALLEGANY COUNTY!**

### NEED HELP CREATING YOUR AD?

**Let the Postern team  
craft your ad for you.**

\$200 Design Fee

#### FOR MORE INFORMATION

Call 301-631-2401 or email  
visitor@posternagency.com

**POSTERN**

# 70,000

Destination Guides will be mailed and distributed locally, regionally, and internationally through advertising lead fulfillment, website requests, tradeshow distribution, and welcome centers in 2025.

| AD SIZE<br>(Width x Height; in Inches)                                  | RATE          |
|---|---------------|
| <b>FULL PAGE</b><br>Trim Size: 8"x10.5"<br>Bleed Size: 8.5"x11"         | <b>\$1500</b> |
| <b>2/3 PAGE</b><br>Vertical: 4.634"x9.675"                              | <b>\$1300</b> |
| <b>1/2 PAGE</b><br>Vertical: 4.634"x9.675"<br>Horizontal: 7.032"x4.714" | <b>\$900</b>  |
| <b>1/3 PAGE</b><br>Square: 4.634"x4.714"<br>Vertical: 2.236"x9.675"     | <b>\$800</b>  |
| <b>1/4 PAGE</b><br>Vertical: 3.436"x4.714"                              | <b>\$700</b>  |
| <b>1/6 PAGE</b><br>Vertical: 2.236"x4.714"<br>Horizontal: 4.634"x2.279" | <b>\$500</b>  |

| PREMIUM AD PAGES<br>(Width x Height; in Inches) | RATE          |
|---|---------------|
| <b>BACK COVER</b>                               | <b>\$3900</b> |
| <b>INSIDE FRONT COVER</b>                       | <b>\$3400</b> |
| <b>FRONT ADJACENT PAGE</b>                      | <b>\$3100</b> |
| <b>INSIDE BACK COVER</b>                        | <b>\$2500</b> |
| <b>BACK ADJACENT PAGE</b>                       | <b>\$2000</b> |

### IMPORTANT DATES

#### EARLY BIRD DISCOUNT

5% off with reservation and half deposit received by December 4, 2024

#### AD PLACEMENT DEADLINE

January 15, 2025

#### ALL COMPLETE ADS OR MATERIALS DUE

January 24, 2025

#### PUBLICATION DATE

April 2025

# ALLEGANY COUNTY OFFICIAL MEDIA KIT

## 2025 ADVERTISING CONTRACT

DATE

ADVERTISER

CONTACT PERSON

ADDRESS

PHONE

FAX

EMAIL

### PRINT ADVERTISING OPTIONS

- ☐ Same ad as last year  
☐ Edits to last year's ad  
☐ New ad

#### PRINT AD SIZE

- ☐ Full page ☐ 2/3 ☐ 1/2 ☐ 1/3 ☐ 1/4 ☐ 1/6

#### ORIENTATION

- ☐ Vertical ☐ Horizontal ☐ Square

NET COST\*

\$

The Advertiser hereby contracts to run the size ad of retail display advertising indicated in accordance with the terms and conditions outlined below:

**1** Acceptance of advertising is subject to the Publisher's approval and upon the agreement by the advertiser and/or agency to indemnify and save the publisher harmless from and against any claims or suits, without limitation, based on the contents or subject matter of such advertisements. All agreements are subject to contingencies beyond the control of the Publisher, who shall not be liable for damages if for any reason the advertisement is not published. Publisher's liability for error or omissions in the text of any advertisement shall not exceed the cost of the space occupied by the error. The Publisher will assume no responsibilities for errors unless copy is submitted by the non-camera-ready deadline.

**2** Advertisements will not be canceled without written confirmation from advertiser or advertising agency. Cancellations of contract must be made in writing 30 days before the space deadline. If materials for a confirmed insertion are not delivered by the deadline, Publisher has the right to bill the advertiser for the reserved space.

**3** Requests for position will be accommodated as space permits at the discretion of the Publisher. Position may be reserved for 1/3 page sizes and larger at a 15% premium above the applicable rate on a space-available basis. However, the Publisher reserves the right to determine the actual position and to bill at the regular rates. In no case will the position of an advertisement entitle an advertiser to an adjustment or refund.

**4** Advertising that resembles editorial, at the determination of the Publisher will be marked "Advertisement."

**5** One copy of the publication will be mailed or delivered to each advertiser and each agency without charge.

**6** Verbal agreements are not recognized. All terms and conditions other than those outlined herein shall be in writing and signed by both the advertiser and the Publisher.

### TERMS & CONDITIONS

- 1** Payment terms: Unless otherwise noted, invoices are payable net 30 days after invoice date.
- 2** Balances unpaid after 30 days of invoice date are subject to 1.5% monthly finance charge.
- 3** Accounts delinquent for 90 days will be placed in collection. For such accounts, advertiser agrees to pay an additional 25% collection charge.
- 4** Billing discrepancies must be reported in writing to your account executive within 10 days of invoice date. After 10 days, invoices will be considered accurate.

SIGNATURE

DATE

Please return to Postern, via email [visitor@posternagency.com](mailto:visitor@posternagency.com).  
Make check payable to Postern, 116 Record Street, Frederick, MD 21701



# 2025 ADVERTISING CONTRACT

## ADVERTISING TERMS & CONDITIONS

- » Acceptance of advertising is subject to the approval of Allegany County and Postern. Advertiser and/or agency agrees to indemnify and save Allegany County and Postern harmless from and against any claims or suits, without limitation, based on the content or subject matter of such advertisements. All agreements are subject to contingencies beyond the control of the Allegany County and Postern, which shall not be liable for damages if for any reason the advertisement is not published.
- » Advertising materials must be submitted in a form specified under Ad Production Requirements. All ads must be accompanied by the required proofs. Errors occurring because provided materials or proofs fail to meet Ad Production Requirements shall not entitle an advertiser to an adjustment or refund.
- » Ads that do not meet Ad Production Requirements or specified ad sizes may be altered at the publisher's discretion.
- » Advertisements will not be canceled without written confirmation from advertiser or advertising agency. Cancellations of contract must be made in writing 30 days before the space deadline. If materials for a confirmed

insertion are not delivered by the deadline, publisher (Postern) has the right to bill the advertiser for the reserved space.

- » Requests for position will be accommodated as space permits at the publisher's discretion. In no case will the position of an advertisement entitle an advertiser to an adjustment or refund.
- » If publishing or printing error occurs, publisher's liability is limited to the cost of space occupied by error in ad. Advertiser or authorized agency must notify publisher of any error in writing within 30 days of publishing date.
- » Publisher is not liable for errors if ads have been supplied as "camera ready" materials (electronic file) from advertiser or authorized agency.
- » All advertising prices are net.
- » Invoices are payable net 30 days after invoice date. Balance unpaid after 30 days of invoice date are subject to 1.5% monthly finance charge.
- » Accounts delinquent for 90 days will be placed in collection. For such accounts, advertiser agrees to pay an additional 25% collection charge, court cost and reasonable attorney's fees, regardless of whether a lawsuit is initiated.

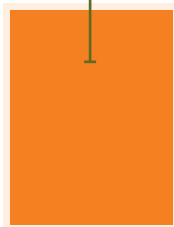
- » Verbal agreements are not recognized. All terms and conditions other than those outlined herein shall be in writing and signed by both advertiser and publisher.
- » Billing discrepancies must be reported in writing to your account executive within 10 days of invoice date. After 10 days, invoices will be considered accurate.

## PRICING

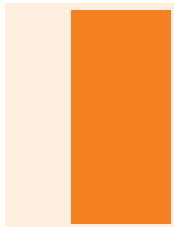
- » **Early Bird discount of 5% with reservation and half deposit received by December 4, 2024.**
- » Ad Agency discount of 15% to recognized ad agencies for digital ads with color matchprint and collected files to specifications as described in ad requirement description.
- » Guaranteed Preferred Positions add 15% and are only available for ads 1/2 page or larger.
- » Discount cap of 20%.
- » Discount is void if ads and/or files are not submitted as specified.

## PICK YOUR SIZE BELOW!

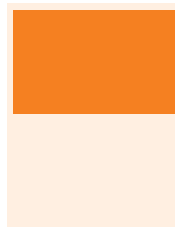
Reserve your space early for best placement.



**FULL PAGE**  
Trim Size: 8"x10.5"  
Bleed Size: 8.5"x11"



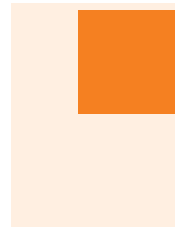
**2/3 PAGE**  
Vertical:  
4.634"x9.675"



**1/2 PAGE**  
Horizontal:  
7.032"x4.714"



**1/2 PAGE**  
Vertical:  
4.634"x7.113"



**1/3 PAGE**  
Square:  
4.634"x4.714"



**1/3 PAGE**  
Vertical:  
2.236"x9.675"



**1/4 PAGE**  
Vertical:  
3.436"x4.714"



**1/6 PAGE**  
Horizontal:  
4.634"x2.279"



**1/6 PAGE**  
Vertical:  
2.236"x4.714"

## AD PRODUCTION REQUIREMENTS

- » **FILE FORMAT:** Press-quality or PDF/x1a:2001 PDF is the preferred file format. TIFF or EPS file formats are also acceptable. We do not accept Pagemaker, Microsoft Word, Publisher or PowerPoint files.
- » **COLOR/INK:** All artwork, linked files, and embedded files must be CMYK process color or grayscale. Convert all spot colors to CMYK.
- » **RESOLUTION:** Linked images must be 300 dpi or higher.
- »  **FONTS:** Convert all fonts to outlines.
- » **PRINTER MARKS:** Do not include bleed or crop and/or bleed marks on ads that are not full-page, full-bleed.
- » **AD DIMENSIONS:** The ad must be set up to the exact ad size dimensions. Do not supply ads that include an artboard around the ad (eg: a 1/4 page ad set up in a 8.5"x11" document).
- » You may email electronic files to [visitor@posternagency.com](mailto:visitor@posternagency.com).

## IMPORTANT DATES

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