

THE OFFICIAL VISITOR GUIDE FOR FREDERICK CITY & FREDERICK COUNTY, MARYLAND

# *An Engaged Audience* **MEANS MORE FOR YOUR BOTTOM LINE!**

Advertising in the Visitor Guide guarantees that your business's story is seen by hundreds of thousands of active visitors who spend more than **\$1 MILLION A DAY IN FREDERICK COUNTY.**



**2023**  
VISITOR  
GUIDE

## **2024 MEDIA KIT**

**RESERVE YOUR SPACE EARLY**  
to secure the best placement for your advertisement.

For more information, contact [visitor@posternagency.com](mailto:visitor@posternagency.com).





# 2024 PRINT ADVERTISING OPTIONS & RATES

## Visit Frederick County—the Official Visitor Guide for Frederick City and Frederick County, MD, tells the story of our unique and beautiful county.

Each year, hundreds of thousands of people—prospective visitors and current residents alike—use the guide to make decisions about what to see and do around town.

Make sure your story gets told with an advertisement in the 2024 Visit Frederick County Visitor Guide!

AD SIZE (Width x Height; In Inches)	MEMBER RATES	NON-MEMBER RATES
<b>FULL PAGE</b> Trim Size: 8"x10.5" Bleed Size: 8.5"x11"	\$4712	\$4950
<b>2/3 PAGE</b> Vertical: 4.634"x9.675"	\$3898	\$4100
<b>1/2 PAGE</b> Vertical: 4.634"x7.113" Horizontal: 7.032"x4.714"	\$3020	\$3155
<b>1/3 PAGE</b> Square: 4.634"x4.714" Vertical: 2.236"x9.675"	\$2395	\$2525
<b>1/4 PAGE</b> Vertical: 3.436"x4.714"	\$1778	\$1880
<b>1/6 PAGE</b> Vertical: 2.236"x4.714" Horizontal: 4.634"x2.279"	\$1355	\$1415

PREMIUM AD PAGES (Width x Height; In Inches)	MEMBER RATES	NON-MEMBER RATES
<b>BACK COVER</b>	\$7500	\$7890
<b>INSIDE COVERS</b>	\$6657	\$6870
<b>PAGE 1</b>	\$5850	\$6155

IMPORTANT DATES	PUBLICATION DATE MARCH 2024
<b>EARLY BIRD DISCOUNT</b> 5% off with reservation and half deposit received by October 24, 2023	
<b>AD PLACEMENT DEADLINE</b> November 16, 2023	
<b>ALL COMPLETE ADS OR MATERIALS DUE</b> November 24, 2023	

For further information call 301-631-2401  
or email [visitor@posternagency.com](mailto:visitor@posternagency.com)

## 2024 MEDIA KIT

### WHY SHOULD I ADVERTISE?

"Visit Frederick County is the primary promotional publication for visitors to Frederick County and the only guide publication officially sanctioned by the Tourism Council. Through wide distribution at businesses, attractions, state and local welcome centers, and through other methods, Visit Frederick County is the most efficient medium for local businesses and attractions to reach people who are planning or beginning their visit to Frederick County."

DAVID ZIEDELIS  
Visit Frederick, Executive Director

150,000  
VISITOR GUIDES WE MAILED  
AND DISTRIBUTED LOCALLY,  
REGIONALLY AND INTERNATIONALLY  
THROUGH ADVERTISING LEAD  
FULFILLMENT, WEBSITE REQUESTS,  
TRADE SHOW DISTRIBUTION, AND  
WELCOME CENTERS IN 2023

YOUR AD COULD COST  
3 CENTS PER GUIDE!



\*Based on the Full Page Member Ad Rate

2024 ADVERTISING CONTRACT

DATE

ADVERTISERCONTACT PERSON

ADDRESS

PHONEFAX

EMAIL

PRINT ADVERTISING OPTIONS

<input type="checkbox"/> Same ad as last year	PRINT AD SIZE	<input type="checkbox"/> Full page	<input type="checkbox"/> 2/3	<input type="checkbox"/> 1/2	<input type="checkbox"/> 1/3	<input type="checkbox"/> 1/4	<input type="checkbox"/> 1/6	NET COST* \$
<input type="checkbox"/> Edits to last year's ad	ORIENTATION	<input type="checkbox"/> Vertical	<input type="checkbox"/> Horizontal	<input type="checkbox"/> Square				
<input type="checkbox"/> New ad	MEMBERSHIP	<input type="checkbox"/> Member	<input type="checkbox"/> Non-Member					

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.

SIGNATUREDATE

Please return to Postern, via email [visitor@posternagency.com](mailto:visitor@posternagency.com) or via fax at 301-631-2901.  
Make check payable to Postern, 116 Record Street, Frederick, MD 21701

# 2024 ADVERTISING CONTRACT

## ADVERTISING TERMS & CONDITIONS

- » Acceptance of advertising is subject to the approval of The Tourism Council of Frederick County (TCFC) and Postern. Advertiser and/or agency agrees to indemnify and save TCFC 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 TCFC 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
- » 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.
- » 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.

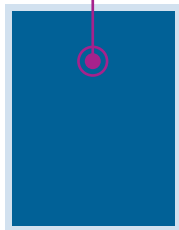
- » Billing discrepancies must be reported in writing to your account executive within 10 days of invoice date. After 10 days, invoices will be considered accurate.

## PRICING

- » **Early Bird discount of 5% with reservation and half deposit received by October 24, 2023.**
- » 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.

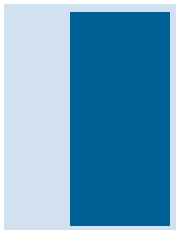
## PICK YOUR SIZE BELOW!

*Reserve your space early for best placement.*



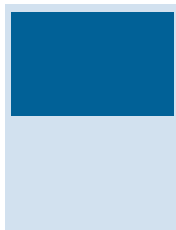
### FULL PAGE

Trim Size: 8"x10.5"  
Bleed Size: 8.5"x11"



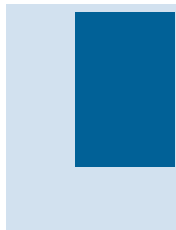
### 2/3 PAGE

Vertical  
4.634"x9.675"



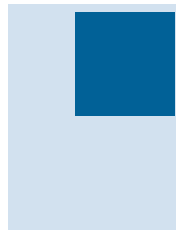
### 1/2 PAGE

Horizontal  
7.032"x4.714"



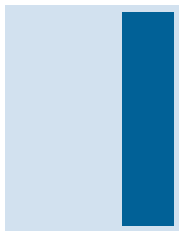
### 1/2 PAGE

Vertical  
4.634"x7.113"



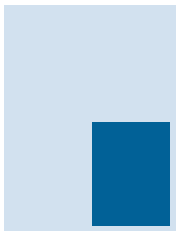
### 1/3 PAGE

Square  
4.634"x4.714"



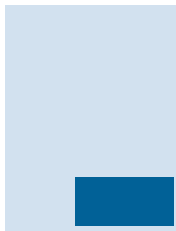
### 1/3 PAGE

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.
- » **FORMATS:** 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

**EARLY BIRD DISCOUNT 5% off with reservation and half deposit received by October 24, 2023**

**AD PLACEMENT DEADLINE November 16, 2023**

**ALL COMPLETE ADS OR MATERIALS DUE November 24, 2023**

**PUBLICATION DATE March 2024**