



DESTINATION NEWBURYPORT MARKETING PROGRAM

Destination Newburyport is an affordable marketing program available to Chamber Members only. As a participant in this program, your business will benefit from many marketing tools (listed below) which directly promote your individual business. Your business will also benefit from being part of something more - a cooperative marketing program that funds the **marketing of Newburyport** as a whole.

This marketing program funds an extensive year-round print and radio advertising campaign which drives awareness and ultimately business to the Newburyport area. It also funds the beautiful hanging flowers and the fall and holiday decorations that make downtown Newburyport so special throughout the year - which is instrumental in maintaining the “brand” of Newburyport.

Destination Newburyport not only attracts tourism to the Newburyport area, but also **promotes the community to buy local**. To date, the incredibly successful Newburyport Gift Certificate Program has kept more than 1.4 million dollars in the Newburyport area!

Now more than ever, this cooperative program’s affordable benefits are a great way to keep your business “on the map.” As a united group, Newburyport area businesses can remain strong and get through this economically challenging time together.

Please feel free to contact the Chamber with any questions and if you would like to go over the details of this program together!

Level One

- 1/4 Page Ad in 2009-2010 Newburyport Guidebook (*\$550 value*)
- Participation in the Newburyport Gift Certificate Program
- Listing on the Newburyport Gift Certificate Webpage
- Participation in the monthly email newsletter “STAY in the LOOP”
- Listing on the annual Holiday Direct Mail Piece
- Enhanced Website Listing on either the Shopping, Lodging or Dining page
- Free participation in the Spring Fest, Sidewalk Sales & Fall Harvest Festival
- Participation in the “Business of the Week” Program

Price: \$1,100

Upgrade to 1/2 page Guidebook Ad: + \$400
Upgrade to Full page Guidebook Ad: + \$800

Level Two

- 1/8 Page Ad in 2009-2010 Newburyport Guidebook (*\$450 value*)
- Participation in the Newburyport Gift Certificate Program
- Listing on the Newburyport Gift Certificate Webpage
- Participation in the monthly email newsletter “STAY in the LOOP”
- Listing in the annual Holiday Direct Mail Piece

Price: \$900

Upgrade to 1/4 page Guidebook Ad: + \$100
Upgrade to 1/2 page Guidebook Ad: + \$500
Upgrade to Full page Guidebook Ad: + \$900

Level Three

- Participation in the Newburyport Gift Certificate Program
- Listing on the Newburyport Gift Certificate Webpage
- Listing in the annual Holiday Direct Mailer

Price: \$750

No Guidebook Ad included

For more information

contact Laurie Contrino at
lcontrino@newburyportchamber.org
or 978-462-6680 x17

SIGN UP FOR MARKETING PROGRAM CLOSSES ON MARCH 6
DEADLINE FOR FINAL ARTWORK FOR GUIDEBOOK AD IS MARCH 27

Monthly Payment Plans are available.



2009 - 2010 NEWBURYPORT GUIDEBOOK Advertising Specs

Full Page 4.75"w X 7.5"h

1/4 page vertical
2.3"w X 3.725"h

1/8 page
2.3"w X 1.8"h

1/2 page
4.75"w X 3.725"h

1/4 page horizontal
Horizontal 4.75"w X 1.8"h

FILE SUBMISSION GUIDELINES

- All ads must be submitted in correct dimensions (see chart above)
- All ads must be **High Resolution Images** (300 dpi or higher)
- All ads must be sent in one of the following file formats:
JPG, PDF, TIFF, Photoshop 6.0, Illustrator 9.0 or Quark Express 5.0

QUESTIONS?

Contact Laurie Contrino at lcontrino@newburyportchamber.org or 978-462-6680 x17