



# See Plymouth

MASSACHUSETTS

## 2021 Advertising Contract

### Highly Discounted COVID Relief Opportunities

See Advertising Kit at [SeePlymouth.com/advertisingkit](http://SeePlymouth.com/advertisingkit) for ad sizes, descriptions and instructions.

Begin at anytime with your valid membership. Sign up early for maximum exposure.

#### See Plymouth Opportunities

**NEW!**

##### See Plymouth App *Media Kit pg 4*

Your one-year listing is free with your current membership. The following additional opportunities are available for higher exposure:

- NEW** App Content Ad \$150
- NEW** App Priority Listing \$300
- NEW** App Custom Opportunities \$300

##### SeePlymouth.com Banner Ad *pg 5*

Choose one:

- Things to Do \$1,000 \$500
- Lodging \$1,000 \$500
- Dining \$1,000 \$500
- Shopping \$1,000 \$500
- Groups & Weddings \$1,000 \$500

##### SeePlymouth.com Leaderboard Ad *pg 5*

Choose one:

- Things to Do \$800 \$750
- Lodging \$800 \$750
- Dining \$800 \$750
- Shopping \$800 \$750

##### Print and Digital Guide and Mini Maps *pg 6*

2020 print ads will be repeated for 2021 at no cost to you. If you would like to update your 2020 listing or ad in the 2021 print guide supplement, digital guide or the print mini maps standard design rates apply. Call for specs.

- Guide Two Page Advertising Spread \$2,300 \$0
- Guide Inside Front Cover \$1,500 \$0
- Guide Inside Back Cover \$1,500 \$0
- Guide Full Page Ad \$1,200 \$0
- Guide Half Page Ad \$750 \$0
- Guide Third Page Ad \$550 \$0
- Guide Enhanced Listing \$250 \$0
- Mini Map Listing \$0

##### Corporate Sponsorships *pg 6*

- Pilgrim \$1,620 \$1,000
- Mayflower \$2,500
- Rock \$5,000

##### Social Media, Email Updates, Press Releases *pg 7*

- Social Media Events \$300 \$0
- Monthly Email Updates \$300 \$250
- Press Release Distribution \$100 \$0

##### Massachusetts Visitor Information Center (MAVIC) at Route 3, Exit 13 *pg 8*

- Standard Brochure Slot \$300 \$150
- Double Brochure Slot \$550 \$275
- Lobby Poster *Includes one brochure slot* \$1,200 \$1,150
- Dining Room Poster *Includes one brochure slot* \$600 \$575
- Booth Poster *Includes one brochure slot* \$400 \$375
- Indoor and Outdoor Boards\* \$1,200 \$1,175

\*Includes one brochure slot specific to Indoor/Outdoor advertisers, and one slot in the Center.

##### External Opportunities

##### Print and Digital Advertising *pg 9*

We will send discounted opportunities through the year, but our 2021 COVID rates will be the best we have ever offered. Below is a list of the best of the best, highly vetted, digital and print opportunities we took advantage of last year - even throughout COVID. Don't miss your chance to participate!

Only in MA | AARP | Conde Nast | Travel & Leisure

American Road | Boston Spirit | Food & Wine

USA Today | WBZ Radio | WCVB TV | Yankee

Town & Country | Mass State Campaigns | WGBH Radio

Old Colony Memorial | Year-round Digital Advertising

Company name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Billing address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Website URL: \_\_\_\_\_

Contact name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Authorized signature: \_\_\_\_\_ Date: \_\_\_\_\_