ADVERTISE for less through SEE PLYMOUTH

TRAVEL & TOURISM
#1 industry in the town and county of Plymouth

2021

Local, National and International REACH

SEE PLYMOUTH ADVERTISING KIT
THE OFFICIAL SEE PLYMOUTH GUIDE
Continuously updated online and on the See Plymouth App, our guidebook is printed and distributed each season in both our Visitor Centers, at our headquarters and across the county. It is also in hotels, shops, and mailed worldwide.

SEE PLYMOUTH MINI MAPS
Our four maps cover Lodging and Dining; Attractions; Shopping and the Arts; and Plymouth County and Beyond. Find your business on the map, both online and on the See Plymouth App.

WHO WE REACH

DOMESTIC REGIONS OF ORIGIN
MA  NY  PA  CT  NJ  OH  IL  TX  CA  RI

INTERNATIONAL REGIONS OF ORIGIN
United Kingdom  Canada  France  Germany  Italy  Spain  Netherlands  Russia  China  Japan  South Korea

14% TRADITIONALIST  21% BABY BOOMER  41% GEN X  24% GEN Y

INTERESTS
History  Attractions  Dining and Spirits  Travel  Shopping  Media/Entertainment  Sports  Beauty  Finance  News  Art/Theater

65% FEMALE  35% MALE

#1 industry in Plymouth

See Plymouth Guides are mailed to every resident in Plymouth. Locals are tourists too!
See Plymouth was founded in 1972 as the Plymouth County Convention and Visitors Bureau, operated by the Plymouth County Development Council. In 1992, Destination Plymouth, funded by the town of Plymouth, became an equal partner and both organizations became the official tourism organization for the town and county of Plymouth, MA. In 2019, the organizations were branded as See Plymouth: both a Destination Management Organization and the Convention Visitors Bureau for the town and county,

See Plymouth is responsible for promoting, advertising, and attracting earned media to market the area as a vacation and meetings travel destination and for providing optimal visitor services.

See Plymouth is one of 16 Regional Tourism Councils (RTCs) in the Commonwealth, working in conjunction with the MA Office of Travel and Tourism, a state agency under the umbrella of The Executive Office of Housing and Economic Development.

See Plymouth’s headquarters is located at 4 North Street in the heart of the Plymouth historic and cultural district. It operates the Massachusetts Information Visitor Center located at Route 3, Exit 13 in Plymouth and the See Plymouth Waterfront Visitor Information Center in the Town of Plymouth.

As we recover from the pandemic, there has never been a more important time to promote the town and county of Plymouth. Read this kit to learn how we will promote your business throughout 2021. We communicate to the world to over one million visitors a year on our website, through four social media channels, on our See Plymouth App, at trade and travel shows, to journalists, and in advertising in national and local publications.

Use this advertising kit to choose how to promote your business whether in See Plymouth generated publications going to over a million visitors a year, or by joining us in our destination ads in major national and local publications. Because you are joining us, your costs are minimized significantly. In 2021, your costs are even less because of recovery discounts we have added on top of already discounted prices.

Questions? Contact seeplymouth.com/memberships or call 508.747.0100 to join See Plymouth today.
SEE PLYMOUTH APP

The See Plymouth App, a state-of-the-art travel tool for anyone planning an itinerary or trip either before they arrive or while they are here. This advanced, cross-device app creates an engaging and intuitive way for visitors to research, plan, and experience their trip to the town or county of Plymouth.

Web, mobile, and (soon-to-come) kiosk interfaces provide multiple touch-points for visitors to plan their trip. Interactive trip planning allows visitors to customize their own itinerary — before they ever leave home — with events, attractions, food/drink, and itineraries. Visitors can choose predefined itineraries — like having a local guide in their pocket — or create their own. Analytics are provided helping us better see where our visitor interests lie and how best to create their wonderful travel experience.

Your standard listing will always be free with your See Plymouth membership, but there are additional opportunities to stand out.

NEW See Plymouth App Content Ad
RATE: $150
Draw attention to your business within your category - i.e. lodging, dining, etc. - with a content ad (content ads look like they are part of the app) that links directly to your url. Content ads run for one year.

NEW See Plymouth App Priority Listing
RATE: $300
Pin your business to the top of a specified list view. (Lodging, Dining, etc.)

NEW Additional Opportunities
RATE: $300
Featured itineraries, package deals, retail sales, push messaging during your event, and video placement are all available. Contact us for details.

Space Reservations: Ongoing - begin at any time; just contact us for details

For questions about the See Plymouth App contact:
Claire MacPherson, Director of Marketing
508.747.0100 | Claire.MacPherson@SeePlymouth.com
Let us help drive traffic to your website! Keep your marketing costs low and let us do the work for you. Leverage your promotions with the robust targeted digital advertising we do.

**SEEPLYMOUTH.COM BANNER AD**

RATE: $1,000 $500

Banner Ads are positioned in the middle of each navigation page within SeePlymouth.com and provide a direct link to your landing page. Banner ads run for one year with a current membership. Banner ads look like editorial content which have higher viewability and clickability than traditional ads. Simply let us know you are interested, we will do the rest.

- CONFIRM URL
- CHOOSE YOUR AD POSITION
  - Things to Do
  - Lodging
  - Dining
  - Shopping
  - Groups & Weddings

**SEEPLYMOUTH.COM LEADERBOARD AD**

RATE: $800 $750

Leaderboard Ads are positioned at the bottom of each navigation page within SeePlymouth.com: Things to Do, Lodging, Dining, Shopping, Groups & Weddings. Leaderboard ads run for one year.

- YOU SUPPLY A CAMERA-READY DIGITAL AD*
  - 1160 pixels w x 135 h
- CONFIRM URL
- CHOOSE YOUR AD POSITION
  - Things to Do
  - Lodging
  - Dining
  - Shopping
  - Groups & Weddings

For questions about digital ad specs or to send in a digital ad contact:
Claire MacPherson, Director of Marketing
508.747.0100 | Claire.MacPherson@SeePlymouth.com

*Whether you prepare your ads yourself or through an agency, ads should be made to the exact dimensions requested. Please submit as a static RGB JPGs. No flash ads accepted. Ads should represent you, the advertiser, or your products or services and must be provided with a direct-linking URL. If your ad includes a white background, add a darker-colored border so that the ad is clearly defined. Ads must contain readable text that is not offensive in any way. They cannot appear fuzzy, blurry, upside down or sideways. Ads may not be deceptive or violate any copyrights. Ads are run on a first-come, first-served basis. Only members in good standing may advertise on SeePlymouth.com. Allow one week from delivery for ads to be uploaded to the website. You agree to the Privacy Policy and Terms and Conditions set forth on SeePlymouth.com. We reserve the right to reject any advertisement or advertising request at any time without warning or cause. Need help? Contact Claire MacPherson at Claire.MacPherson@SeePlymouth.com.
Our digital guidebook is printed each season and distributed to both visitor centers, our headquarters, hotels, restaurants, shops, across the county and mailed worldwide each year. Ads from 2020 will be repeated at no cost to you as you recover from the economic effects of the pandemic. Any changes will require standard design rates. Call for ad specs.

RATE: **FREE**!

**Space Reservations:**
Updates to your listing/ad in the digital guide can be made any time throughout your membership year. Call for ad specs and pricing.

**For questions regarding See Plymouth Guide advertising contact:**
Claire MacPherson, Director of Marketing
Claire.MacPherson@SeePlymouth.com | 508.747.0100

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**SEE PLYMOUTH MINI MAP ADVERTISING**

Our four See Plymouth mini maps are favorites of visitors. Available in ‘Lodging and Dining’; ‘Attractions’; ‘Shopping and the Arts’; and ‘Plymouth County and Beyond’. Your business is on the map, on the online version, and on the See Plymouth App FREE as a benefit of membership.

RATE: **FREE**!

**Space Reservations:**
We list current business name, phone, address and website in the mini maps. Please let us know if this information has changed by April 1, 2021 for inclusion in this year’s mini maps.

**For business listing changes for the See Plymouth Mini Maps contact:**
Monica Querzoli, Membership Director
Monica.Querzoli@SeePlymouth.com

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**SEE PLYMOUTH CORPORATE SPONSORSHIPS**

The economic benefits of tourism are felt throughout our destination. By investing in tourism with a professional membership, you are adding to the promotional dollars that carry our message even further. Your corporate sponsorship can be tailored to your needs. Contact us for details.

Some of the benefits of Corporate Sponsorship include:
- Highlighted acknowledgment and listing on SeePlymouth.com
- Signage and recognition at annual meeting
- Bold and highlighted listing in 2021 Digital See Plymouth Guide
- Recognition in newsletter and on social media
- Digital ad on our Corporate Investor page

RATE: $1,000 | RATE: $2,500 | RATE: $5,000
- Pilgrim
- Mayflower
- Rock

**For questions regarding Corporate Sponsorships contact:**
Lea Filson, President/CEO
Lea.Filson@SeePlymouth.com | 508.747.0100
SOCIAL MEDIA EVENTS

RATE: $300 FREE!

This year only, we will promote your specials and events at no charge to you. Increase your social media presence through our four social media channels!

FACEBOOK @seeplymouthMA
We connect with thousands of fans on Facebook pages every day. Facebook engages fans by sharing upcoming events, posting fun facts, offering tips and more.

TWITTER twitter.com/seeplymouth
Through Twitter we keep our followers in the know about things to do and brag-worthy facts.

INSTAGRAM instagram.com/seeplymouth
We show off the region on this popular photo sharing app. Get involved by sending us your visually compelling images.

YOUTUBE youtube.com/seeplymouth
See Plymouth is excited to partner with PACTV to host and share video. Favorite our content on our YouTube channel and share our live broadcasts.

For questions regarding social media contact:
Brian Logan, Social Media Manager
508.747.0100 | Brian.Logan@SeePlymouth.com

For questions regarding social media events contact:
Brian Logan, Social Media Manager
508.747.0100 | Brian.Logan@SeePlymouth.com

MONTHLY EMAIL UPDATES

RATE: $300 $250 FREE!

Include your logo in our monthly email newsletter for 12 months.

For questions regarding email marketing contact:
Claire MacPherson, Director of Marketing
508.747.0100
Claire.MacPherson@SeePlymouth.com

NEW!

SOCIAL MEDIA EVENTS

For questions regarding media relations or press releases contact:
Lea Filson, President/CEO
508.747.0100 | Lea.Filson@SeePlymouth.com

PR, MEDIA RELATIONS and FAM VISITS FROM PRESS AND TOUR OPERATORS

Each year, we bring media and tour operators to experience Plymouth and Plymouth County first-hand. A sure way to get noticed is to host a journalist or tour operator at your business. As a See Plymouth member, we will contact you to see if you are interested.

For questions regarding press and tour operators contact:
Lea Filson, President/CEO
508.747.0100 | Lea.Filson@SeePlymouth.com

Space Reservations:
Ongoing - begin at any time; just contact us for details

MEDIA RELATIONS

Our media relations team interacts regularly with the press on the phone, via email and social media and in person. We promote all aspects of the Plymouth County experience, and in doing so, generate many earned media stories each year. We regularly distribute themed press releases, photos and videos. Keep us updated on your latest news so we can include it in our pitches and press materials as appropriate.

PRESS RELEASE DISTRIBUTION

RATE: $100 FREE!

In addition to our public relations efforts which benefit all, on an occasional basis, See Plymouth will help you write and distribute a news release about an important event or promotion you are doing.

For questions regarding media relations or press releases contact:
Lea Filson, President/CEO
508.747.0100 | Lea.Filson@SeePlymouth.com

FAM VISITS FROM PRESS AND TOUR OPERATORS

Each year, we bring media and tour operators to experience Plymouth and Plymouth County first-hand. A sure way to get noticed is to host a journalist or tour operator at your business. As a See Plymouth member, we will contact you to see if you are interested.

For questions regarding press and tour operators contact:
Lea Filson, President/CEO
508.747.0100 | Lea.Filson@SeePlymouth.com
## PLYMOUTH WATERFRONT VISITOR INFORMATION CENTER

Advertising opportunities for town of Plymouth partners only – business must reside in Plymouth.

Inside the Waterfront Visitor Information Center are wall mounted advertising spaces to showcase member properties. The spaces are divided to represent lodging, attractions, etc. These displays not only promote participating properties, but also show the visitor many of the benefits of a Plymouth vacation.

### INDOOR FULL BOARD
- **$800** Foam core: 22” X 46.5” — live area 18.5” x 42.5” with top/bottom border 2” and left/right border: 1.75”

### INDOOR HALF BOARD
- **$400** Foam core: 22” X 23.25” — live area 18.5” x 21.25” with top/bottom border 2” and left/right border: 1.75”

### BROCHURE DISTRIBUTION
- **$300** Standard Brochure Slot
- **$550** Double Brochure Slot

We suggest an initial brochure quantity of 750 pieces. The center staff will alert you when supplies run low.

## MA VISITOR INFORMATION CENTER RTE 3, EXIT 13

Advertising opportunities only for See Plymouth Members

NEW – All single brochure slots have been reduced from $300 to $150! The MA Visitor Information Center is a major stop for visitors traveling to and from Boston, Plymouth, Cape Cod and throughout all of New England. Get your message out to this huge influx of visitors. Sign up now to guarantee your space.

*Display your brochure for less than 50¢ a day!*

### BROCHURE DISPLAY BENEFITS
- Your display space is year-round for both on- and off-season visitors who stop by
- Display one piece year-round or we can replenish throughout your contract year
- Staff will manage stock supply and let you know when more is needed
- Daily management of materials to assure attractive display
- Friendly and knowledgeable visitor hosts to assist visitors

### BROCHURE DISTRIBUTION
- **$300/$150** Standard Brochure Slot
- **$550/$275** Double Brochure Slot

We suggest an initial brochure quantity of 750 pieces. The center staff will alert you when supplies run low.

## MCDONALD’S RESTAURANT ENCASED POSTER

Posters must be supplied ready-to-hang according to poster size specs. Includes one brochure slot.

- **$1,200/$1,150** Lobby Poster 33.5” w x 57” h — live area 32.5” w x 56” h
- **$600/$575** Dining Room Poster 33.5” w x 57” h — live area 32.5” w x 56” h
- **$400/$375** Booth Poster 28” w x 51.5” h — live area 27” w x 50.5” h

### INDOOR AND OUTDOOR BOARDS
- **$1,200/$1,175** Indoor and Outdoor Boards 14” w x 4” h

Outside Visitor Center Board is visible to arriving vehicles.

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

For questions regarding Waterfront VIC displays contact:
Jack Girard, Site Manager, Waterfront VIC
Jack.Girard@SeePlymouth.com

For questions regarding MA VIC brochure slots and displays contact:
Ted Curtin, Site Manager, MA VIC
Ted.Curtin@SeePlymouth.com | 508.746.1150
Throughout the year, you will receive co-op advertising opportunities to be included with our destination ads in major national and local publications. Only members receive the benefit of appearing in expensive publications at a fraction of the cost.

For questions regarding co-op advertising contact:
Paula Fisher, Deputy Director
Paula.Fisher@SeePlymouth.com | 508.747.0100
Mission Statement

See Plymouth is a nonprofit tourism organization, with headquarters at 4 North Street in Plymouth, MA. It is dedicated to the growth of the hospitality and tourism industry in the town and county of Plymouth, MA. Its mission is to fully market Plymouth and Plymouth County as a vacation and meetings destination, and to provide and ensure optimal visitor services, contributing significantly to the region’s economy and quality of life.