

See Plymouth ADVERTISING KIT

2024

TRAVEL & TOURISM

#1 industry in the
town and county
of Plymouth



See Plymouth

MASSACHUSETTS

SeePlymouth.com

SEE PLYMOUTH

PUBLICATIONS

BUILD IMAGE AND DRIVE VISITATION

THE OFFICIAL SEE PLYMOUTH GUIDE

Our guidebook is printed seasonally and distributed to our headquarters, both Plymouth visitor centers, hotels, restaurants, shops, across the county and worldwide each year. It is also available digitally on our website and downloadable as a PDF.

SEE PLYMOUTH RACK CARD

The rack card features QR codes that link to our trip planning app, as well as, category sections of: Attractions, Lodging, Dining and Shopping. As a member you are featured in your appropriate section.

**Locals are
tourists too!**

WHO WE REACH

TOP 8 STATES

1. Massachusetts
2. New Hampshire
3. New York
4. Connecticut
5. Maine
6. Pennsylvania
7. Vermont
8. Florida

TOP 10 REGIONS VISITORS TRAVEL FROM

1. Boston MA – Manchester, NH
2. New York, NY
3. Hartford & New Haven, CT
4. Portland, Auburn, ME
5. Springfield, Holyoke, MA
6. Philadelphia, PA
7. Burlington VT – Plattsburgh, NY
8. Tampa – St. Petersburg (Sarasota), FL
9. Albany, Schenectady, Troy, NY
10. Ft. Myers, Naples, FL

INTERESTS

History
Attractions
Dining and Spirits
Travel
Shopping
Media/Entertainment
News
Art/Theater

10 Million

Web, App &
social media

2023

14% TRADITIONALIST

21% BABY BOOMER

41% GEN X

24% GEN Y

Visitors

1,500,000

2023

ABOUT SEE PLYMOUTH

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,

\$42,800,000
Local taxes
generated





2022

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 Visitor Information Center at Route 3, Exit 13 in Plymouth and the Waterfront Visitor Information Center at 130 Water Street in Plymouth.

Staff
tourism
experience
175 years

 Facebook.com/SeePlymouthMA
 Instagram.com/SeePlymouth
 X.com/SeePlymouth
 YouTube.com/SeePlymouth
SeePlymouth.com

\$710,800,000
Visitor Spend

2022

WHY PARTNER WITH US?

PROMOTE YOUR BUSINESS BEYOND YOUR BUDGET WHILE INVESTING IN TOURISM, THE #1 INDUSTRY IN THE TOWN AND COUNTY OF PLYMOUTH.

What a wonderful time to promote the town and county of Plymouth and beyond! We communicate worldwide to more than 10 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 by advertising in national and local publications.

Use this kit to choose how to promote your business, whether in See Plymouth generated publications or by joining us in our destination ads in major national and local publications. Because you are a member, you can take advantage of these advertising co-ops in publications such as Condé Nast Traveler and Bon Appétit at a fraction of the ad cost.

Questions about membership? View [SeePlymouth.com/memberships](https://www.seeplymouth.com/memberships) and contact Monica Querzoli at 508.927.6604 to join See Plymouth today.

SEE PLYMOUTH APP ADVERTISING

SEE PLYMOUTH APP & KIOSKS

The See Plymouth App, a state-of-the-art digital guide 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 kiosk interfaces provide multiple touch-points for visitors to plan their trip. Choose predefined itineraries — like having a local guide in your pocket. Or customize your own with events, attractions, food/drink, and more. Analytics are provided, helping us better see where our visitor interests lie and how best to create their wonderful travel experience.

Your standard listing on our App is **FREE with your See Plymouth membership, but additional opportunities help you stand out.**

ADDITIONAL ADVERTISING OPPORTUNITIES

See Plymouth App Content Ad

RATE: \$175

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.

See Plymouth App Priority Listing

RATE: \$325

Pin your business to the top of a specified list view. (Lodging, Dining, etc.) This highly popular pinned listing is on a first-come, first served basis.

**Visit our Kiosks
at 4 North Street
Headquarters and
Route 3, Exit 13
Massachusetts
Visitor Information
Center**

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
508-927-6605 | Claire.MacPherson@SeePlymouth.com**

SEEPLYMOUTH.COM WEBSITE ADVERTISING

Allow us to 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: \$625

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

Space Reservations:

**Ongoing - begin at any time;
just contact us for details**

SAMPLE AD



For questions about digital ad specs or to send in a digital ad contact:
Claire MacPherson, Director of Marketing
508-927-6605 | Claire.MacPherson@SeePlymouth.com

SEEPLYMOUTH.COM LEADERBOARD AD

RATE: \$825

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

Space Reservations:

**Ongoing - begin at any time;
just contact us for details**

SAMPLE AD



For questions about digital ad specs or to send in a digital ad contact:
Claire MacPherson, Director of Marketing
508-927-6605 | 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.*

SEE PLYMOUTH QR CODES & GUIDE ADVERTISING

Our guidebook is printed each season and distributed to our three visitor centers, hotels, restaurants, shops, across the county and worldwide. It is also available digitally on our website and downloadable as a PDF.

HOW WE USE QR CODES

- Custom QR codes are a **FREE** member benefit to you. Simply request your QR code, and we will send yours via email for you to use as you wish.
- QR codes are used on the rack card, in all paid ads in the guide as well as in paid Coop ads throughout the year.
- QR codes are also used as headers for each category within in the guide (**Attractions, Lodging, Shopping, Dining etc.**) and link to the digital listing of all members within the category.

THE 2024 SEE PLYMOUTH GUIDE

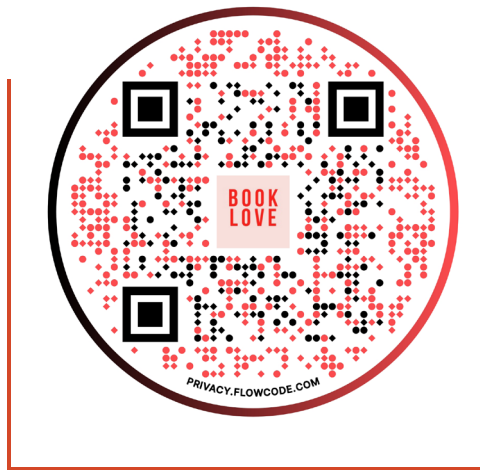
YOUR GUIDE LISTING

A **FREE MEMBER TEXT LISTING** is included in the Guide within your corresponding category. ie **Things to Do, Dining, Lodging, Shopping.** *Free listing includes company name, phone and url.*

ADDITIONAL AD OPPORTUNITIES IN THE GUIDE

CUSTOM MEMBER QR CODES are used in **ALL Full Page and Half Page ads in the Guide.** The QR code extends the shelf life of your ad as it links directly to your website. If your url changes, the code can be updated so your ad is never out of date.

SAMPLE QR CODE SCAN WITH YOUR PHONE CAMERA



What is a QR code?

A QR code is a type of barcode that stores information as a series of pixels and can be read easily by a digital device.

See Plymouth has partnered with a cutting edge QR code creation company to make personalized QR codes for each of our members. All of our codes meet the highest level of security and privacy compliance standards. For our purposes, the data contained by your QR code is one of the following: your URL or Facebook page, your listing on our website or any URL of your choice. (Don't have a website, or don't update it regularly? No worries, you can link your QR code to your listing on SeePlymouth.com.)

For questions about placing ads in the See Plymouth Guide contact:

Paula Fisher, Deputy Director

508-927-6607 | Paula.Fisher@SeePlymouth.com

For questions about QR codes, ad design or to send artwork for the See Plymouth Guide contact:

Claire MacPherson, Director of Marketing

508-927-6605 | Claire.MacPherson@SeePlymouth.com

SEE PLYMOUTH PRINT & DIGITAL GUIDE ADVERTISING

FULL PAGE AD \$1,225

Full Page Ad Without Bleed: 3 w x 6.85 h

Full Page Ad With Bleed: 4 w x 9 h with 0.18 bleed (Bleed size: 4.36 w x 9.36 h) **Leave room for QR code.**

Please supply:

EITHER

☐ **CAMERA READY AD** sized to above specs

-OR-

☐ **ONE VERTICAL IMAGE**

Images pulled from a website will not suffice. Please review all image requirements.

☐ **COMPANY LOGO**

☒ **QR CODE SUPPLIED BY SEE PLYMOUTH**

Premier full page ad choices:

INSIDE FRONT OR INSIDE BACK COVER

☐ **\$1,525** One full page ad with or without bleed.

BACK COVER

☐ **\$1,775** One full page ad with or without bleed.

TWO PAGE SPREAD

☐ **\$2,025** Two full page ad pages with or without bleed.

HALF PAGE AD \$625

3 w x 3.25 h

Please supply:

EITHER

☐ **CAMERA READY AD** sized to above specs

☒ **QR CODE SUPPLIED BY SEE PLYMOUTH**

-OR-

☐ **ONE VERTICAL IMAGE**

Images pulled from a website will not suffice. Please review all image requirements.

☐ **COMPANY LOGO**

☒ **QR CODE SUPPLIED BY SEE PLYMOUTH**

All ad sizes include a QR code supplied by See Plymouth. QR code size is 1 x 1 (circle). If you are choosing a full page ad with bleed, please leave room within your design for the QR code to be added by us.

SEE PLYMOUTH GUIDE AD

Space Reservations: 11/30/23

Images & Text Due: 11/30/23

IMPORTANT IMAGE REQUIREMENTS

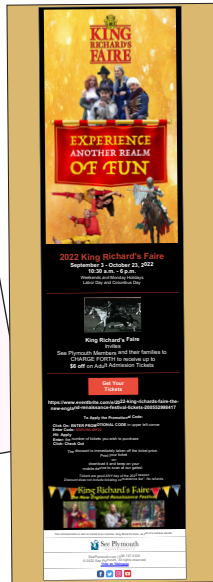
If you are supplying a Camera Ready Ad: PDF/X1a format preferred. Other accepted file formats include: InDesign, Photoshop (saved as a TIFF or EPS file), Adobe Illustrator (with type converted to paths and saved as an EPS file.) Please include both screen and printer fonts. Please include the names of your fonts on the agreement. All high-resolution images and fonts must be included when the PDF/X file is saved. Images must be SWOP (CMYK or Grayscale) TIFF or EPS and 300 dpi. Right reading, portrait mode, 100% size. Standard trim, bleed and center marks in all separations. .25 bleed outside trim with no marks included in the "live" image area. Allow room for QR code on full page ads with bleed.

If you are supplying Image and Logo

Your ad should include your organization's name, logo and contact information including website, address and phone number. Please supply vertical images in the largest available size and resolution appropriate for your ad. We will crop or resize images as needed. If you have a preference as to how an image is displayed or cropped, please specify that on your agreement. Logos should have a transparent background and have clipping paths included. Use only CMYK TIF or EPS files. Color photos should be scanned at a resolution of 300 dpi when sized at 100%. Print quality cannot be guaranteed for images scanned at less than 300 dpi or images pulled from the internet. Line art should be scanned for a resolution of 1200 dpi when sized at 100%.

We reserve the right to reject submissions that do not meet specifications. Cancellations or changes must be submitted two weeks before the closing date for production material. We will do our utmost to accommodate changes. Please provide the name and phone number of the person responsible for generating computer images/text to answer any related questions.

EMAIL BUSINESS BLASTS



EMAIL BUSINESS BLASTS

\$175

We will send a custom email on your behalf to our list of more than 11,500 consumer names in our database.

To sign up for Business Blasts contact:

**Monica Querzoli,
Membership Director
508-927-6604**

Monica.Querzoli@SeePlymouth.com

For email design questions contact:

**Claire MacPherson,
Director of Marketing
508-927-6605**

Claire.MacPherson@SeePlymouth.com

FAMILIARIZATION VISITS



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 Familiarization Visits contact:
**Paula Fisher, Deputy Director
508-927-6607
Paula.Fisher@SeePlymouth.com**

SEE PLYMOUTH VISITOR INFO CENTER ADVERTISING

WATERFRONT VISITOR INFORMATION CENTER

130 Water Street, Plymouth

Brochure distribution is FREE for MEMBERS at the Waterfront Visitor Information Center!

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.



ADDITIONAL AD OPPORTUNITIES

LARGE DISPLAY BOARD

☐ **\$825** Duraboard: 22" w x 46.5" h with 0.25 bleed

SMALL DISPLAY BOARD

☐ **\$425** Duraboard: 22" w x 23.25 h with 0.25 bleed

Mount both large and small display boards on Duraboard.

For questions regarding Waterfront VIC displays contact:

Laurie Hepworth, Site Manager
Laurie.Hepworth@SeePlymouth.com | 508.747.7525



MA VISITOR INFORMATION CENTER RTE 3, EXIT 13

Brochure distribution is FREE for MEMBERS at the MA Visitor Information Center! 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. *We suggest a minimum of 250 pieces. The center staff will alert you when supplies run low.*

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, let you know when more are needed and ensure an attractive display
- Friendly and knowledgeable visitor hosts to assist visitors

For questions regarding MA VIC brochure slots and displays contact:

Ted Curtin, Site Manager, MA VIC
Ted.Curtin@SeePlymouth.com | 508.746.1150



ADDITIONAL AD OPPORTUNITIES

MCDONALD'S RESTAURANT ENCASED POSTER

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

- | | |
|-----------------------------------|---|
| ☐ \$1,175 Lobby Poster | 33.5" w x 57" h — live area 32.5" w x 56" h |
| ☐ \$625 Dining Room Poster | 33.5" w x 57" h — live area 32.5" w x 56" h |
| ☐ \$275 Booth Poster | 28" w x 51.5" h — live area 27" w x 50.5" h |

INDOOR AND OUTDOOR BOARDS

☐ **\$1,025** 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



SEE PLYMOUTH PRINT & DIGITAL CO-OP ADVERTISING

Throughout the year, you will receive co-op advertising opportunities to be included with our destination ads in major national and local publications. 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 | 508-927-6607





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.

It's 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.



See Plymouth
MASSACHUSETTS

4 North Street, Plymouth, MA 02360 | 508.747.0100 | SeePlymouth.com

