

# 2012 LANCASTER COUNTY GROUP PLANNING GUIDE ADVERTISING CONTRACT



Interested in attracting groups to your property? Our *Group Planning Guide (GPG)*; which is printed yearly and distributed to 8,000 tour operators, meeting and reunion planners and group leaders throughout the United States and abroad, may be just the answer. The PA Dutch CVB staff and members hear from planners repeatedly that they use this guide all year long for their PA Dutch Country tour and travel planning.

If you are interested in additional exposure to the group market, be sure to take advantage of the opportunity to promote your business in this popular publication!

We will build the ad for you. The text of this half-page ad is completely up to you. We encourage all advertisers to use the entire space to promote special events, specific theatre performances, and special packages and offerings for groups. **We suggest you not include pricing information.** Hint: Customers are “scanners,” not readers. We suggest you keep your information brief and easy to read, i.e. use bullet points.

## What we need from you:

- Completed and signed GPG contract
- Digital/electronic photo and copy (see below)
- Cost to participate: \$975 (payment due 9/16/11)

## Digital File Requirements:

**Photography:** If you would like to supply digital photos yourself, please submit all photos in TIF, EPS, or JPG formats. Photos should have resolution equal to or greater than 300 dpi at 3” x 2-3/8” for the best reproduction possible. Minimal color correction is provided at no charge. The cost of additional services required to convert file formats, embed logos, or other requests to modify the photo is \$50 per hour and will be billed to you directly by Spencer Advertising & Marketing.

**If you would like a professional photographer to enhance your member page photo**, be sure to check the appropriate box on your contract. (*See reverse side for details*).

**Copy:** Copy length is limited to 200 words. We prefer you provide your advertising copy in digital format using Microsoft Word. Please type exactly as you wish it to appear. We may correct grammatical or typographical errors, but we will not be responsible for factual errors contained in your copy. Please count your copy prior to submission. Please avoid superlatives, i.e. “the best”, “the only”, etc.

Also, if you would prefer to have a professional copywriter write or rewrite your property description for a nominal cost, be sure to check the appropriate box on your contract. (*See reverse side for details*).

**Revisions:** You will be provided with one proof of your advertisement. Additional proofs required due to member changes to images or copy will be billed at \$50 each. Please be sure of your selections before providing them to Spencer Advertising and Marketing for final layout.

## VIP Pass:

During PA Dutch CVB-coordinated FAM visits, any **non-lodging** property listed in the *Group Planning Guide* that chooses to participate in the “FAM on Your Own” program should be prepared to welcome these special guests and offer complimentary admission/meal to the meeting/tour planner and one guest.

## Proofing:

The PA Dutch CVB is not responsible or liable for any errors in your ad if a representative from your property does not proof your ad either in person or online (proofing date to be announced).

**Group Planning Guide Ad Sales Contact Person:**  
Deb Sellers at dsellers@padutchcountry.com, 717-509-6394  
**NEW CONTRACT DEADLINE: AUGUST 19, 2011**  
**PAYMENT DUE SEPTEMBER 16, 2011.**

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**SIGNED CONTRACTS AND AD MATERIALS MUST BE RETURNED BY: August 19, 2011. PAYMENT DUE SEPTEMBER 16, 2011.**

Photocopy and complete separate contracts for multiple listings.

Complete contract along with payment and send to: GPG, PA Dutch CVB, 501 Greenfield Rd., Lancaster, PA 17601

## 1. Contact Information for Your Property

Please provide the following contact information just **as it should appear in your ad**.

*HINT: Provide the most current and direct access information to interested group tour planners.*

Please pick up all contact information from my 2011 ad.

Property Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Street Address for GPS: \_\_\_\_\_

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

Local Phone: ( \_\_\_\_\_ ) \_\_\_\_\_ Ext: \_\_\_\_\_

Toll-Free Phone: ( \_\_\_\_\_ ) \_\_\_\_\_

Contact Fax: ( \_\_\_\_\_ ) \_\_\_\_\_

Contact Email: \_\_\_\_\_

Website URL (address): \_\_\_\_\_

## 2. Copy for Your Group Planning Guide Ad (Due August 19, 2011)

Please submit your copy in a Microsoft® Word document on a CD or as an attachment via email to Sandy Gambone at Spencer Advertising & Marketing, sandy@thinkspencer.com (see page 1).

*HINT: Tell group tour planners what is new and exciting for groups at your property.*

Please pick up the copy from my 2011 ad, which meets the 200-word count limit.

I will submit new copy which meets the 200-word limit.

I would like a professional copywriter to write/rewrite my property description for \$115.

*NOTE: Please do NOT attempt to do a final ad layout. All supplied copy and photos for your Group Planning Guide ad will be laid out to the publication format by the advertising agency.*

## 3. Photo for Your Group Planning Guide Ad (Due August 19, 2011)

Please send a high-quality digital photo on a CD or via email as an attachment to sandy@thinkspencer.com (see page 1).

*HINT: A picture really is worth a thousand words.*

*Consider what your photo is saying about your property!*

Please pick up photo from my 2011 ad.

Submitting new image.

I would like a professional photographer to take one photo of my property for \$150.

I would also like additional photos taken by a professional for an incremental fee.

## 4. Special Designations for Your Group Planning Guide Ad

Please check the logos/icons you are qualified to show in your ad. **Check each applicable logo even if it remains the same as 2011.** The PA Dutch CVB reserves the right to refuse to show designated logos if you do not meet the qualifications required.

Lancaster County Heritage: You must be a designated heritage location as defined by the Lancaster County Planning Commission.

Student Friendly: You must meet basic SYTA criteria for lodging or dining. Attractions should have supplemental teaching guides or tour enhancements designed specifically for students.

Pennsylvania Trail of History: You must be a PHMC historic site.

We will accept VIP Passes for admission.

AAA rating.

### Members: Before you mail this contract, did you...

Completely fill out the contract?

Provide the appropriate contact information as it should appear in the 2012 GPG?

Email 200 words of copy for your ad to sandy@thinkspencer.com?

Select a digital image that meets the file requirements listed on page 1 and email to sandy@thinkspencer.com?

Sign and date this contract and provide email address for proofing?

**GROUP PLANNING GUIDE AD is \$975. NOTE: If you elect to use their services and checked the appropriate boxes, you will be billed directly by Spencer Advertising & Marketing for photography, copywriting and any other additional services.**

Payment is due 9/16/11. **NO ADS WILL BE INCLUDED IN THE GPG LAYOUT WITHOUT PAYMENT.** I have read and understand the guidelines concerning applicable deadlines and formats, and agree to abide by them. I understand this is a binding contract.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email Address (for proofing purposes): \_\_\_\_\_