

2012 Map & Overnight Getaway Guide

The *Lancaster County Map & Overnight Getaway Guide (MOGG)* is published annually and, throughout the year, copies are distributed to prospective visitors considering a getaway to Lancaster County, as well as those already here at our destination.

NEW Payment Deadline

Payment: Full payment due 9/16/11.

Important Facts

- In order to receive your **FREE** Line Listing in the 2012 MOGG or purchase additional advertising, you must be a member in good financial standing with the PA Dutch CVB and you **must complete an advertising contract.**
- The PA Dutch CVB reserves the right to refuse any advertisement that is not in the best interest of our general membership and the destination. (*Please, NO superlatives; i.e. "the best..."*)
- Coupons are permitted only if instructions indicate entire book must be shown to receive offer.
- Publish Date: February 2012

Making Changes to Existing Ads

All changes, corrections or additions to your current 2011 advertising must be *submitted* in accordance with the Display Advertising Mechanical Specifications outlined on page A5. No changes will be made over the phone.

Map & Overnight Getaway Guide Proofing Week

All PA Dutch CVB properties are strongly encouraged to visit the CVB during the MOGG Proofing Week (date to be announced) or proof online (instructions to follow). This is your opportunity to check your free and paid advertising and map placement before the guide goes to print. We rely on you to help us check all details.

The PA Dutch CVB is not responsible or liable for any errors to your listing or ad if a representative from your property does not complete a contract and come in during Proofing Week (date to be announced) to proof and edit your advertising.

Map & Overnight Getaway Guide Contact:

Deb Sellers
dsellers@padutchcountry.com
717-509-6394

Contract Deadline: August 19, 2011
Payment Deadline: September 16, 2011

Free and Basic Line Listing Guidelines

1. FREE Line Listing

As a member of the PA Dutch CVB, you are eligible to receive a FREE Line Listing in the *Map & Overnight Getaway Guide* under the appropriate membership category. *Descriptive text is not allowed in a FREE Line Listing. You must complete the contract found on pages A6–A7 to receive your FREE Line Listing.*

This Free Line Listing will include:

A. Property Name, **B.** Map Coordinate (*PA Dutch CVB to assign*), **C.** Location Address, **D.** Phone Number, **E.** Toll-Free Number (*if space permits*), **F.** Web Address



2. BASIC Line Listing

Consists of a FREE Line Listing as described above, plus additional “descriptive lines” up to a six line maximum. Listings longer than six lines will be charged accordingly. If you do not proofread and edit your copy to length, you will be charged the appropriate extra costs. (Property Name and Map Coordinate are not counted toward the six line maximum.)

Advertisers may purchase one or two additional lines at a cost of \$100 per line.

The maximum number of lines per BASIC Line Listing is eight.

NOTE: The PA Dutch CVB reserves the right to edit listings of more than eight lines.

NOTE: The six-line maximum DOES INCLUDE your address, phone number and web address.

BASIC Line Listing

(6-line maximum)

Pennsylvania Dutch Convention & Visitors Bureau N8
501 Greenfield Rd., Lancaster, PA 17601.
717-299-8901 or 1-800-PA DUTCH.
www.PaDutchCountry.com
Bringing Fido and need to find a place to stay? Our travel consultants will help you locate Fido-friendly accommodations.

BASIC COST:
\$795

BASIC Line Listing Plus 1

(7-line maximum)

Pennsylvania Dutch Convention & Visitors Bureau N8
501 Greenfield Rd., Lancaster, PA 17601.
717-299-8901 or 1-800-PA DUTCH.
www.PaDutchCountry.com
Bringing Fido and need to find a place to stay? Call a Visitors Center travel consultant for help locating Fido-friendly accommodations to suit the pickiest of pups.

PLUS 1 COST:
\$895

BASIC Line Listing Plus 2

(8-line maximum)

Pennsylvania Dutch Convention & Visitors Bureau N8
501 Greenfield Rd., Lancaster, PA 17601.
717-299-8901 or 1-800-PA DUTCH.
www.PaDutchCountry.com
Take the Greenfield Road exit off Route 30. Bringing Fido and need to find a place to stay? Call a Visitors Center consultant for help locating Fido-friendly accommodations to suit the pickiest of pups.

PLUS 2 COST:
\$995

Picture Line Listing Guidelines

PICTURE Line Listing

Add a photo to a Basic Line Listing. Provide a high-resolution digital file for the sharpest printing results.

NOTE: Your address, phone number and web address ARE INCLUDED in the maximum line count. The PA Dutch CVB will make every effort to have your picture line fall in alphabetical order, but it is not guaranteed.

Digital File Requirements: Supply all "Full Color/CMYK" graphics in the following MACINTOSH PLATFORMS ONLY:

Adobe Photoshop CS: TIF or EPS, 300 dpi or greater

Photo Image Size: 2.25" wide x 1.6875" high

NOTE: Photos from websites are NOT usable for print; they are only 72 dpi resolution. Do not compress graphics using JPEG or LZW. Duotones must be converted to CMYK.

Picture Line Listing

(6-line maximum)

PENNSYLVANIA DUTCH CONVENTION
& VISITORS BUREAU N8

Your PICTURE Line Listing
Photo placed here!

(image size: 2.25" wide x 1.6875" high)

501 Greenfield Rd., Lancaster, PA 17601.
717-299-8901 or 1-800-PA DUTCH.
www.PaDutchCountry.com
Bringing Fido and need to find a place
to stay? Our travel consultants will help you
locate Fido-friendly accommodations.

6-LINE COST:

\$3,895

Picture Line Listing Plus 1

(7-line maximum)

PENNSYLVANIA DUTCH CONVENTION
& VISITORS BUREAU N8

Your PICTURE Line Listing
Photo placed here!

(image size: 2.25" wide x 1.6875" high)

501 Greenfield Rd., Lancaster, PA 17601.
717-299-8901 or 1-800-PA DUTCH.
www.PaDutchCountry.com
Bringing Fido and need to find a place
to stay? Call a Visitors Center travel consultant
for help locating Fido-friendly accommodations
to suit the pickiest of pups.

PLUS 1 COST:

\$3,995

Picture Line Listing Plus 2

(8-line maximum)

PENNSYLVANIA DUTCH CONVENTION
& VISITORS BUREAU N8

Your PICTURE Line Listing
Photo placed here!

(image size: 2.25" wide x 1.6875" high)

501 Greenfield Rd., Lancaster, PA 17601.
717-299-8901 or 1-800-PA DUTCH.
www.PaDutchCountry.com
Take the Greenfield Road exit off Route 30.
Bringing Fido and need to find a place to
stay? Call a Visitors Center consultant for help
locating Fido-friendly accommodations to suit
the pickiest of pups.

PLUS 2 COST:

\$4,195

Display Advertising Guidelines

1. Making Changes to Existing Ads

All changes, corrections or additions to your current 2011 MOGG listing must be resubmitted in accordance with the Display Advertising Material Specifications outlined on page A5. No changes will be made over the phone. Please complete the enclosed contract.

2. Creating A Display Ad

Rough ad layouts will not be accepted. If you need an ad created, the PA Dutch CVB has a list of agencies and designers we can provide you. All Display advertising must be submitted in an electronic file format. No film will be accepted. (See Graphic Requirements on page A5). Only UNALTERED MATERIALS from the 2011 MOGG can be picked up (repeated) for the 2012 MOGG.

NOTE: Coupons are permitted in display ads only if instructions indicate entire book must be shown to receive offer.

3. Reader Response Card = Extremely Targeted Leads!

All Display advertisers receive a free listing on this card, which is inserted in MOGGs distributed upon direct request. The PA Dutch CVB will track and send leads to properties as printed mailing labels. Advertisers should send information in a timely manner to these potential visitors who are interested in more details about your property. Leads are not to be shared or sold.

4. **FREE** BONUS Website Spotlight Ad

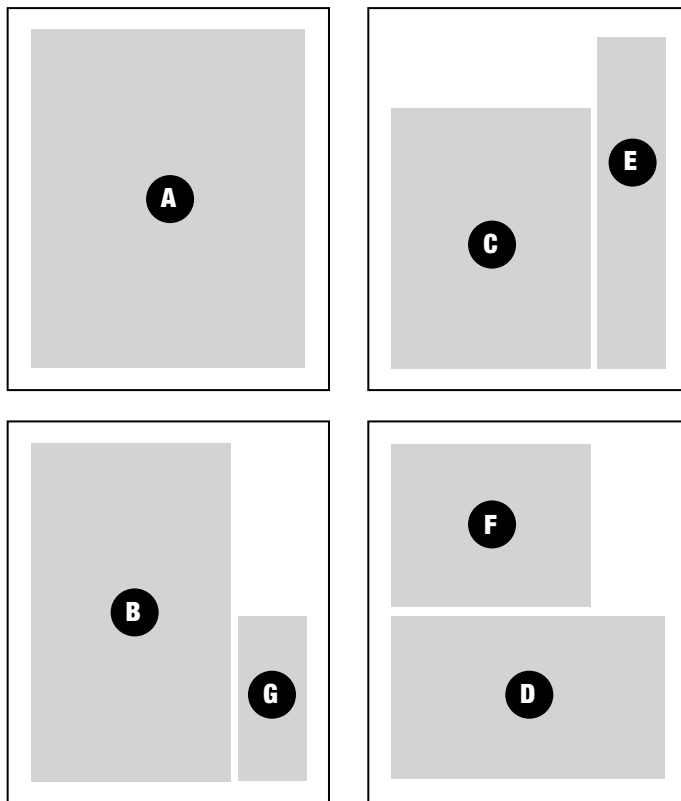
Get a FREE Spotlight Ad in your specific category on the PaDutchCountry.com website when you buy any Display Advertising in the 2012 MOGG (see page C3 for complete details).

Purchase a 2012 MOGG Display Ad:	Receive a FREE Web Spotlight Ad:
Full-Page Display Ad (Including Cover Ads)	12-MONTH Spotlight Ad (Ad runs all year 2012)
2/3-Page Display Ad	10-MONTH Spotlight Ad (5 months Spring/Summer 2012) (5 months Fall/Winter 2012)
1/2-Page Display Ad	6-MONTH Spotlight Ad (3 months Spring/Summer 2012) (3 months Fall/Winter 2012)
1/3-Page Display Ad	4-MONTH Spotlight Ad (2 months Spring/Summer 2012) (2 months Fall/Winter 2012)
1/6-Page Display Ad	2-MONTH Spotlight Ad (1 month Spring/Summer 2012) (1 month Fall/Winter 2012)

Display Advertising Rates and Sizes			
	Base Rate	Width	Depth
A. Full Page*	\$28,350	7' x	10.25"
A. Inside Front Cover*	\$33,000	7' x	10.25"
A. Inside Back Cover*	\$29,000	7' x	10.25"
A. Outside Back Cover*	\$40,000	7' x	10.25"
B. 2/3-Page Vertical	\$19,975	4.625" x	10"
C. 1/2-Page Vertical	\$15,600	4.625" x	7.375"
D. 1/2-Page Horizontal	\$15,600	7' x	4.875"
E. 1/3-Page Vertical	\$10,500	2.25" x	10"
F. 1/3-Page Square	\$10,500	4.625" x	4.875"
G. 1/6-Page Vertical	\$ 5,995	2.25" x	4.875"

Publication Trim size: 8.125" wide x 10.75" deep.

*Full Page BLEED ADS: Live Area—7" x 10.25", Bleed—8.375" x 11"



Display Advertising Mechanical Specifications

PREFERRED FILE FORMAT: High-Resolution PDF (Prepress High Resolution)

Application/Version: Adobe Acrobat 4.0

If you need instructions for creating a Postscript file and Press Optimized High-Resolution PDF, email sandy@thinkspencer.com

Digital Materials are Required. Supply all materials with crop, registration and center marks clearly indicated. Proofs are required with all materials. Supply all ads on Macintosh-formatted CDs along with hard copy proofs and output of disk contents. Please indicate program applications and versions used in preparing your advertising materials.

Native Software and File Formats: MACINTOSH PLATFORM ONLY.
Supported software: Final ad layouts should be created in **Adobe InDesign CS** or QuarkXpress 4.0, with support graphics created in Adobe Illustrator CS, and Photoshop CS: TIF or EPS (DO NOT create final ads in Photoshop). Include all fonts and graphics files with main ad layout document file. DO NOT include GIF, JPEG or PNG files with your documents.

Unacceptable Programs and File Formats: Include, but are not limited to, Adobe PageMaker, Corel Draw, Microsoft Publisher, Microsoft Word, PowerPoint, Tiff-IT/PI or Scitex CT/LW.

PC-based: PC-based files must be converted in the following manner, and we cannot guarantee that they will be usable. To help ensure that they will reproduce correctly, we recommend that you save Quark files as EPS pages, open them in Adobe Illustrator, outline the fonts, then save the final file as an Adobe Illustrator EPS with all support graphics embedded. Include all fonts, links, and the original Quark file on the disc, as well as your new Illustrator EPS file with fonts outlined. Deviation from these standard guidelines may require additional time or cost, and may sacrifice reproduction quality.

Colors: Convert all colors to CMYK process. RGB not accepted.

Graphics: Scan images (full color or grayscale) at a minimum resolution of 300 dpi. Minimum resolution is 1200 dpi for bitmap (black and white line art). Images and logos from websites are NOT usable for print ads. They are low resolution images (72dpi). Import all images at 100% using zero degrees rotation in EPS format. Do not compress graphics using JPEG or LZW. Duotones must be converted to CMYK process.

Fonts: Macintosh-based Postscript Type 1 fonts are required. Provide all printer and screen fonts with ad files. Do not apply character styling in page layout applications; use specific fonts such as Helvetica Bold or Helvetica Italic. True Type fonts cannot be used. Legibility of reversed type under 10 point cannot be guaranteed.

Proofs: Provide press-quality, SWOP standard proofs. For best color matching, a Kodak-Approval (digital) proof is required. Process color material supplied without a high-quality commercial proof will be run to pleasing color standards. At minimum, a color laser proof must be supplied with each 4-color ad. For B/W ads, a laser copy printout must be provided. Please supply all proofs at 100% of ad size, showing crop marks to indicate trim lines.

Alterations: Alterations to ad materials from the 2011 *Map & Overnight Getaway Guide* (MOGG) must be resubmitted in accordance with the Digital Advertising Mechanical Specifications outlined on this page.

Pick-ups: Only UNALTERED AD MATERIALS can be picked up/repeated from the 2011 MOGG. Any changes, corrections or additions to your previous ad must be resubmitted in accordance with the Digital Advertising Mechanical Specifications outlined on this page.

Emailing Your Digital Files: We do not encourage sending digital files via email. However, you can submit your completed ad via our digital delivery website. Using Internet Explorer, type in the address window: www.clipperdigitaldelivery.com. Click on **Online Submission**. Enter pertinent information as requested. Enter **64815** as the **Account Number**. Provide your company/property name in the **Book Code** area. Follow instructions to upload your file.

Storage and Liability: Agency does not store materials after printing. Materials not prepared to agency specifications may incur additional charges and will be run to pleasing color standards. Agency is not responsible for incorrect or substandard reproduction quality due to incorrectly prepared or incomplete materials.

Mail Digital Ad Materials to:
Sandy Gambone/2012 MOGG
Spencer Advertising & Marketing
3708 Hempland Rd.
Mountville, PA 17554

For Production Questions:
Spencer Advertising & Marketing
Sandy Gambone
Phone: 717-509-9622

Material Deadline: August 19, 2011
Payment Deadline: September 16, 2011

Free Listing Verification Form and Advertising Contract

NEW COMPLETED COPY, AD MATERIALS AND SIGNED CONTRACTS MUST BE RETURNED BY: 8/19/11
PAYMENT DUE: 9/16/11

Complete separate contracts for multiple listings.

Complete **BOTH SIDES** of contract and send to: 2012 MOGG, PA Dutch CVB, 501 Greenfield Rd., Lancaster, PA 17601
or fax **BOTH SIDES** of contract to 717-299-0470 or email to dsellers@padutchcountry.com.

Property Name: _____ Contact Phone: (_____) _____

Contact Name: _____ Contact Email: _____

ALL PA Dutch CVB Members:

1. Check the appropriate box for the Ad Type(s). 2. Check Payment Options box. 3. Enter Total Amount Due.

2011 Lancaster County Map & Overnight Getaway Guide			
ADVERTISING TYPE		ADVERTISING COST (Payment in Full Due: 9/16/11)	
LISTINGS			
<input type="checkbox"/> FREE Line Listing			N/C
<input type="checkbox"/> BASIC Line Listing		<input type="checkbox"/>	\$795
<input type="checkbox"/> BASIC Line Listing Plus 1		<input type="checkbox"/>	\$895
<input type="checkbox"/> BASIC Line Listing Plus 2		<input type="checkbox"/>	\$995
<input type="checkbox"/> PICTURE Line Listing		<input type="checkbox"/>	\$3,895
<input type="checkbox"/> PICTURE Line Listing Plus 1		<input type="checkbox"/>	\$3,995
<input type="checkbox"/> PICTURE Line Listing Plus 2		<input type="checkbox"/>	\$4,195
FOUR-COLOR DISPLAY ADS (To accept your FREE Web Spotlight Ad offer, be sure to fill in Spotlight Ad Contract on page C2)			
<input type="checkbox"/> 1/6 Vertical	<input type="checkbox"/> NEW	<input type="checkbox"/> Pick up 2011*	<input type="checkbox"/> \$5,995
<input type="checkbox"/> 1/3 Square	<input type="checkbox"/> NEW	<input type="checkbox"/> Pick up 2011*	<input type="checkbox"/> \$10,500
<input type="checkbox"/> 1/3 Vertical	<input type="checkbox"/> NEW	<input type="checkbox"/> Pick up 2011*	<input type="checkbox"/> \$10,500
<input type="checkbox"/> 1/2 Horizontal	<input type="checkbox"/> NEW	<input type="checkbox"/> Pick up 2011*	<input type="checkbox"/> \$15,600
<input type="checkbox"/> 1/2 Vertical	<input type="checkbox"/> NEW	<input type="checkbox"/> Pick up 2011*	<input type="checkbox"/> \$15,600
<input type="checkbox"/> 2/3 Vertical	<input type="checkbox"/> NEW	<input type="checkbox"/> Pick up 2011*	<input type="checkbox"/> \$19,975
<input type="checkbox"/> Full Page	<input type="checkbox"/> NEW	<input type="checkbox"/> Pick up 2011*	<input type="checkbox"/> \$28,350
<input type="checkbox"/> Inside Front Cover	<input type="checkbox"/> NEW	<input type="checkbox"/> Pick up 2011*	<input type="checkbox"/> \$33,000
<input type="checkbox"/> Inside Back Cover	<input type="checkbox"/> NEW	<input type="checkbox"/> Pick up 2011*	<input type="checkbox"/> \$29,000
<input type="checkbox"/> Back Cover	<input type="checkbox"/> NEW	<input type="checkbox"/> Pick up 2011*	<input type="checkbox"/> \$40,000
*Refer to "Pick-ups" specifications on pg. A5.		TOTALS:	\$

Advertising Contract (continued)

Sample BASIC Line Listing

1. FREE Line Listing

Please clearly "PRINT" your information for a FREE line listing in the spaces below. Each line can accommodate approximately 50 characters (including punctuation and spaces). *(Please complete this section, even if your information is the same as last year.)*

Please check here if your **ATTRACTION, LODGING PROPERTY or CAMPGROUND** is "Pet-Friendly!"

Pennsylvania Dutch Convention
& Visitors Bureau N8
501 Greenfield Rd., Lancaster, PA 17601.
717-299-8901 or 1-800-PA DUTCH.
www.PaDutchCountry.com
Bringing Fido and need to find a place
to stay? Our travel consultants will help you
locate Fido-friendly accommodations.

(Property Name)

(1ST LINE—Location Address, City, State, Zip. Keep GPS usage in mind!)

(2ND LINE—General Phone, Toll-Free Phone if space permits, Web Address.)

2. Copy for BASIC Line Listing or PICTURE Line Ad (PLEASE USE THE FORM BELOW FOR NEW COPY.)

Please clearly "PRINT" your information (copy) for a BASIC line listing in the spaces below. The PA Dutch CVB reserves the right to edit your listing to fit the Advertising Type checked on the reverse side of this contract. Please check all that apply below:

Pick up last year's copy NEW copy (as written) Pick up last year's photo NEW photo, Email to: sandy@thinkspencer.com
(See page A3 for graphics specifications)

(3RD LINE)

(4TH LINE)

(5TH LINE)

(6TH LINE)

(7TH LINE—additional charge of \$100)

(8TH LINE—additional charge of \$100)

Payment is due 9/16/11. **NO ADS WILL BE INCLUDED IN THE MOGG 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: _____

Email Address: _____

Overnight Golf Packages Contract

NEW COMPLETED COPY AND SIGNED CONTRACTS MUST BE RETURNED BY:
August 19, 2011. Payment Due September 16, 2011.

Complete contract and send to:
2012 MOGG, PA Dutch CVB, 501 Greenfield Rd., Lancaster, PA 17601
or fax to 717-299-0470 or email to dsellers@padutchcountry.com.

Sample BASIC Golf Package Listing
(6-line maximum)

Lancaster Host Resort and Conference
Center Q10
2300 Lincoln Highway E.,
Lancaster, PA 17602 1-800-233-0121
www.lancasterhost.com
Includes spacious guest room, breakfast buffet,
cart rental, golf gift, and unlimited golf (based
on availability) 3/1/09-12/31/09.

COST:

\$795

Property Name: _____
Contact Name: _____ Phone: (_____) _____
Contact Email: _____ Fax: (_____) _____

1. Overnight Golf Package Listing (PLEASE USE THE FORM BELOW FOR NEW COPY.)

Please clearly "PRINT" your information in the spaces below. Each line can accommodate approximately 50 characters (including punctuation and spaces). Please DO NOT include prices. **FREE** Your Golf Package will be included on our website at no additional cost under Getaway Packages.

(Property Name)

(1ST LINE—Location Address, City, State, Zip - for GPS location)

(2ND LINE—General Phone, Toll-Free Phone if space permits, Web Address.)

(3RD LINE)

(4TH LINE)

(5TH LINE)

(6TH LINE)

(7TH LINE—additional charge of \$100)

(8TH LINE—additional charge of \$100)

Overnight Golf Package Basic Line Listing is \$795, additional lines at \$100 per line.

TOTAL DUE: _____

Payment is due 9/16/11. **NO ADS WILL BE INCLUDED IN THE MOGG 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: _____

Email Address: _____