

Map & Overnight Getaway Guide Wrap Advertising Opportunities

Overview

Promote your property in the *Lancaster County Map & Overnight Getaway Guide* (MOGG) Wrap. The Wrap will serve as the self-mailing cover on 85,000 copies of the 2012 MOGG. The wrap is a cost-effective way to differentiate and promote your product or service to people who have already qualified their interest in Lancaster County by requesting a MOGG. Consider placing a coupon offer or package on the Wrap!

How to Participate

Coupon offer may be a discount or a package offering. The fictitious example below shows an offer of 50% off a third night's stay.

Three's A Charm!
Spend two nights and save
50% OFF your third night's
stay at XYZ Motel.

xyzmotel Logo Monday thru Sunday
Visit xyzmotel.com for
details. Offer expires 12-31-12.

Deadline and Payment Information

NEW Contract and Materials Deadline:
August 19, 2011. Payment Due September 16, 2011.

What we need from you:

- Completed and Signed Wrap Contract and Payment
- Digital/Electronic Logo Materials (see below)
- Estimated Value of Offer (see contract)

Cost to Participate: \$525 – Payment due September 16, 2011

Important Information

- The Wrap will be reserved for coupons that offer a minimum discount of 10% and packages that reflect true value!
- Keep your coupon offer or package short and simple (we request a maximum of 40 words).
- Date-limit your offer for better redemption control. The Wrap will be distributed throughout the year. We suggest a 12-31-12 expiration date.
- Multiple blocks available.

Digital File Requirements: Supply all black and white/grayscale logo graphics in the following MACINTOSH PLATFORMS ONLY:

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

Adobe Illustrator CS: EPS format (*convert all fonts to outline*)

NOTE: Logos from websites are NOT usable for print; they are only 72 dpi resolution. Do not compress graphics using JPEG or LZW. Duotones and CMYK images must be converted to black & white or grayscale.

COPY FOR OFFER: Use space allocated in contract on page B2.



Map & Overnight Getaway Guide Wrap Contract

NEW COMPLETED COPY, AD MATERIALS AND SIGNED CONTRACTS MUST BE RETURNED BY: August 19, 2011
PAYMENT DUE: September 16, 2011

Photocopy and *complete separate contracts* for each wrap package offer.

Complete contract and send to: Deb Sellers, 2012 MOGG Wrap Ad, PA Dutch CVB, 501 Greenfield Rd., Lancaster, PA 17601 or fax to 717-299-0470
Send digital materials to: Sandy Gambone/2012 MOGG Wrap, Spencer Advertising & Marketing, 3708 Hempland Rd., Mountville, PA 17554

Property Name: _____ Contact Name: _____
Street Address for GPS: _____ City: _____ State: _____ Zip: _____
Contact Phone: (_____) _____ Contact Fax: (_____) _____
Contact Email: _____ Website URL (address): _____

Remember to:

1. Complete copy for your package offer.
2. Review digital file requirements (*page A5*).
3. Check off materials included.
4. Sign and date this contract.

Logo and Copy for MOGG Wrap Offer

Please clearly PRINT your information for your offer in the space below. Be sure to include your redemption information (phone number, website address, etc.) and expiration date in your copy!

- Digital logo/Electronic copy supplied on disk to: Sandy Gambone (see address above.)
- Digital logo/Electronic copy emailed to: sandy@thinkspencer.com
- Pick up offer from 2011 MOGG Wrap

Sample MOGG Wrap Package Offer

Three's A Charm!
Spend two nights and save
50% OFF your third night's
stay at XYZ Motel.

Monday thru Sunday
Visit xyzmotel.com for
details. Offer expires 12-31-11.

xyzmotel Logo

COST:
\$525

Package Offer (maximum of 40 words): _____

Offer Expires: _____ Estimated Value: _____

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