



**2010-2011**

**Guide to Massachusetts' Pioneer Valley Rate Card**



MASSACHUSETTS'  
**Pioneer**

*Arrive Curious*



2010-2011

**Valley**

VISITOR GUIDE *Leave Inspired*

**The Pioneer Valley's most comprehensive tourism marketing fulfillment piece!  
Recently redesigned with more editorial, a streamlined events calendar and  
a smaller, more convenient size.**

**The Guide Really Works!**

- 56% of potential visitors who receive a Guide visit the Valley!
- 19% of the undecided visitors, received a Guide and visited us!
- 11% of our visitors extended their stay after receiving a Guide!
- The Guide is requested by more than 80% of inquirers!

**125,000 Printed Annually!**

**Distribution**

- Direct Requests
- Boston Rack System
- Berkshire & Albany, NY Rack Systems
- MA Tourist Information Centers
- Pioneer Valley Visitor's Centers
- Area Hotels and Major Attractions
- Canadian Travel Shows
- GSCVB Members
- Conventions & Meetings
- Area Colleges
- Major Employers

**Categories**

- Arts & Culture
- Dining & Nightlife
- Accommodations
- Shopping
- Transportation
- Outdoor Activities
- Parks & State Forests
- Colleges and Universities
- Services

Massachusetts'  
**Pioneer Valley**



*Arrive Curious. Leave Inspired.®*

Be sure your business is represented with an ad that showcases your unique features.  
Contact **David Casey** at **413.253.4777** or email **Craycasey@aol.com**.

# 2010-2011

# Advertising Rates – Same as last year!

## Four Color      Member      Non-Member

Full .....	\$3,805	\$4,755
Half .....	\$2,395	\$2,995
Quarter .....	\$1,585	\$1,980

15% premium for guaranteed placement. All rates are net.

## Cover Positions:

Back Cover .....	\$4,402
Inside Front .....	\$4,055
Inside Back .....	\$3,885

## Enhance Your Listing:

All GSCVB members receive a listing in the Guide FREE.

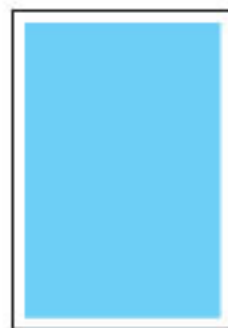
Shaded Listing .....	\$25
Wow Values Icon .....	\$25

(an icon telling visitors to look online for your offer)

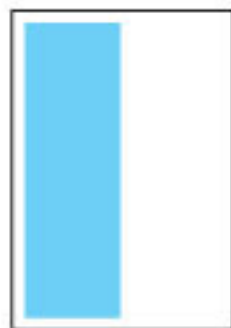
## Deadlines:

Reservations .....	December 4th
Materials .....	December 11th

## 2010 Ad Sizes:



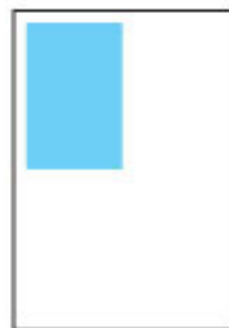
Full Page\*  
4.75" x 7.375"



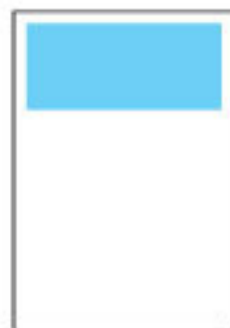
1/2 Page (V)  
2.25" x 7.375"



1/2 Page (H)  
4.75" x 3.625"



1/4 Page (V)  
2.25" x 3.625"



1/4 Page (H)  
4.75" x 1.812"

Full Page .....	4.75" x 7.375"
1/2 Vertical .....	2.25" x 7.375"
1/2 Horizontal .....	4.75" x 3.625"
1/4 Vertical .....	2.25" x 3.625"
1/4 Horizontal .....	4.75" x 1.812"

\* Bleeds allowed on full page ads.  
Page size is 5.375" x 8.375" plus 1/8" bleed.

For more information or to reserve your space – please contact:

<b>CRAY</b> PUBLISHING	<b>David C. Casey</b>
	34 Country Corners Road, Amherst, MA 01002
	Tel: (413) 253-4777 • Fax (413) 253-9837
	E-mail: Craycasey@aol.com

## Packages:

**Wow Package** Save over \$200 by purchasing the package!

Full page ad PLUS banner ad on valleyvisitor.com  
for one year ..... = \$4,000

Half page ad PLUS banner ad on valleyvisitor.com  
for one year ..... = \$2,500

Quarter page ad PLUS banner ad on valleyvisitor.com  
for one year ..... = \$1,700

**Valley Package** Save over \$300 by purchasing the package!

Full page ad, banner ad on valleyvisitor.com  
for one year PLUS 3 website photos ..... = \$4,100

Half page, banner ad on valleyvisitor.com  
for one year PLUS 3 website photos ..... = \$2,600

Quarter page, banner ad on valleyvisitor.com  
for one year PLUS 3 website photos ..... = \$1,800



Arrive Curious. Leave Inspired.®

Greater Springfield  
Convention & Visitors Bureau

1441 Main Street, Springfield, MA 01103  
Tel: (413) 787-1548 or (800) 723-1548  
www.valleyvisitor.com