# TAKE ADVANTAGE OF NH TOURISM'S AGGRESSIVE MARKETING EFFORTS TO ATTRACT TOUR OPERATORS TO NEW HAMPSHIRE AND REACH GROUP TRAVEL PLANNERS AS THEY SET THEIR ITINERARIES.

Advertising in this integrated marketing plan encompassing print and web elements will deliver an engaged, highly targeted audience to you. The elements include...

## Official NH Group Travel Planning Micro-Site

VisitNH.gov/Group

*Interior page*

*Example of ad*

With itineraries, news, and other planning resources, VisitNH.gov/Group serves as the ultimate tool for tour operators planning group travel in the state.

- Includes display advertising, top sorting for listing information and news, and extra photos.
- Promotion for the site includes coop advertising in *Group Tour* magazine, at trade events, and online advertising and marketing.

## NH Group Activity Guide

The Guide is the state's primary fulfillment piece to "hot leads" – tour operators who are planning an itinerary and have requested specific recommendations.

- The Guide includes sample itineraries and listings for "group friendly" attractions in the state.
- Formatted ads in the publication showcase your property. The only lodging and destination information in the publication will take the forms of ads.

## NH Group Tour Planning Resource Profile Sheet

NHDTTD's Marketing Manager uses this document to communicate about the state to tour operators in her in-person meetings at trade events throughout the year.

- Formatted ads provide photo and contact information.
- Space limited to the first eight Plan B participants.

New Hampshire
visitnh.gov

# OFFICIAL NH GROUP TOUR MARKETING PACKAGES:

## Package A – $995 net

**WEB**

- Display advertising throughout site*.
- Advertisers' news featured top of page in the body copy of the "What's New" section.
- Top sorting in property searches.
- Highlighted listing.
- 12 pictures in photo gallery.

**GUIDE**

- Formatted ad with logo/photo and contact information in Group Activity Guide, representing approx. 1/8 page. Includes reference on locator map.

* excluding home page

## Package B – $1,995 net

**WEB**

- Property photo will run in the rotation for the main photo on the home page. A caption will identify the property and link to the advertiser's listing.
- Opportunity to provide advertiser video to be featured on the site.
- Plus all Web elements in Package A.

Media supplied must meet the technical specifications

**GUIDE**

- Formatted ad with logo/photo, contact information and 50 words of copy in Group Activity Guide, representing approx. 1/4 page. Includes reference on locator map.

**PROFILE SHEET**

- Formatted ad with Logo/photo and contact information on NHDTTD Group Tour Planning Resource profile sheet.
- Because space is limited to eight ads on the sheet, only the first eight Plan B advertisers will receive this benefit.

Combination discount 10% when ordering multiple NH programs:
*Official NH Visitors' Guide*, VisitNH.gov, Weddings.VisitNH.gov, Meetings.VisitNH.gov, VisitNH.gov/Group

**Reservation Due: Nov. 11, 2014**
**Materials Due: Nov. 14, 2014**
**Program Timing: January 15, 2015 through December 31, 2015**

# SPECIFICATIONS—GROUP TOUR PROGRAM

*In order to maintain a clean, inviting design, ads will not serve on the home page.

### RUN-OF-SITE (ROS) RECTANGLE SPECS:

- Dimensions: 300 (w) x 250 (h)
- File size: 30K
- File format: gif, jpg, png, html
- Linking URL

### HOME PAGE PHOTO SPECS:

*(specific to Package B)*

- Dimensions: 1122 (w) x 372 (h)
- Text: 35 characters max (includes spaces)
- File size/format: under 300K/gif, jpg, png, html
- Linking URL

### VIDEO SPECS:

*(specific to Package B)*

- Dimensions: 640x480
- File Format: MOV
- Player image: 640x480 jpg
- Length: 1 minute is ideal – max of 2.5 minutes

### GROUP ACTIVITY GUIDE**:

- Photo Dimensions: 1.15" (w) x 1.15" (h)
- File Format: jpg, eps, tiff
- Resolution: 300 dpi
- Text: Company name, address, phone, Web address, E-mail *(specific to Package B only) 50 words of copy*

**Also used for Profile for Package B

### SUBMIT MATERIALS TO YANKEE PUBLISHING PRODUCTION DEPARTMENT:

Janet Grant—janetg@yankeepub.com—800-736-1100 x168
*Animated files not accepted for ROS or e-newsletter*


**CONTACT:**

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