

Important Deadlines and Information

For questions or to reserve space, contact:

Teresa Humphreys

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Advertising Space Reservations, Advertising Materials & Camera-Ready ads due:

February 9, 2024

Publication Distribution Begins:

February 28, 2024

Client Supplied Advertising Specifications

All materials should be high resolution PDFs, CMYK process color.
All photos must be a minimum 300 dpi.
Line art must be a minimum 600 dpi.

Design & Graphics

Design software used by APG Media and affiliates includes Adobe InDesign, Photoshop, and Illustrator. Our talented and award-winning design staff can handle any design need.

Publication Specs

Dimensions: 8.5" wide x 10.875" high Quantity: 10,000 copies

Added Value

A digital version of the guide will be available on The Pike County News Watchman website, Pike Chamber website, and the Visit Pike County website.

All advertisers receive a digital magazine link to its website.
All ads are process color.

Advertise in the 2024 Pike County Visitor Guide!

Dear Tourism Partner,

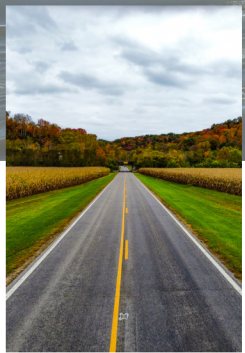
We are excited to begin planning the 2024 Pike County Chamber of Commerce & Tourism Official Visitors Guide! This annual guide is the go-to source for visitors and locals alike in Pike County. For the 2024 guide we are partnering once again with the team at APG Media of Ohio and the Pike County News Watchman.

We will print and distribute 10,000 copies of the 2024 Pike County Visitors Guide. The guide is one of the most anticipated and sought after projects we complete on an annual basis. It is the top tool for fulfilling incoming requests for visitor information, and it is shared across Ohio and surrounding states at various travel centers, tradeshows, conferences, and events. In addition, the guides will be received at many local businesses and popular attractions in Pike County such as our hotels and B&B's, Long's Retreat Family Resort, SamJam Bluegrass Festival, and more.

The Official Visitors Guide is an important tool in accomplishing the Pike County Chamber & Tourism's mission to promote our destination and attract more visitors which in turn generates a greater economic impact for Pike County businesses and residents alike. Please consider partnering with us and your fellow industry partners throughout the area as we showcase what makes Pike County a great place to visit, work, and live!

Thank you for your support of Pike County's growing tourism industry!

Chandler Grooms
Tourism Development Director

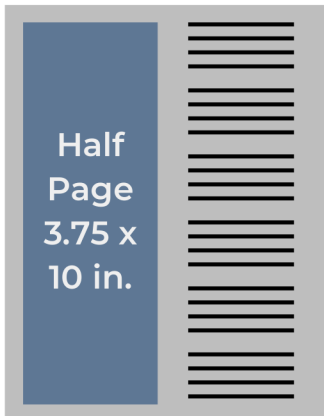
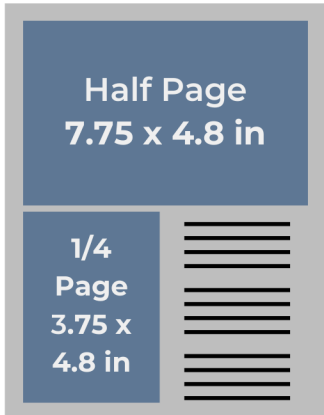
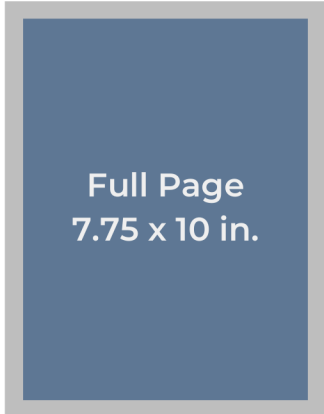


Advertising Specifications & Information

The Pike County News Watchman/APG Media of Ohio

Advertising Form & Agreement

Ad Sizes



Ad Rates

Back Cover	\$1,400
Inside Front Cover	\$875
Inside Back Cover	\$875
Page 3	\$775
Centerpage Spread	\$2,050
Full Page	\$775
Half Page	\$525
Quarter Page	\$300

Help your business **STAND OUT** by adding an Enhanced or Premium Listing

Enhanced Listing \$150
includes color highlight

Premium Listing \$250
includes color highlight and photo

Enhanced

Business Name
Business Address
Business Phone | Business Website

Premium

Business Name
Business Address
Business Phone | Business Website

Color Photo

**Enhanced listing is included with a Full or Half Page ad.
A premium listing can be added for \$100.*

_____ Advertiser	_____ Advertiser Representative
_____ Address	_____ Representative's Title
_____ Phone	_____ Email

Please mark selections below:

Size and Rate

- Back Cover | \$1,400
- Inside Front Cover | \$875
- Inside Back Cover | \$875
- Page 3 | \$775
- Centerpage Spread | \$2,050
- Full Page | \$775
- Half Page | \$525
- Quarter Page | \$300

Enhanced Listings

- Enhanced Listing | \$150
- Premium Listing | \$250 / \$100

**Enhanced listing is included with a Full or Half Page ad.
A premium listing can be added for \$100.*

Total: \$ _____

With a signature below, this agreement is entered into between **The Pike County News Watchman/APG Media of Ohio** and the advertiser. The advertiser agrees to purchase the selected advertisement above. One half of the total price \$_____ must be made at the time of this agreement. The remaining balance \$_____ must be paid by **February 9, 2024**. The advertiser may opt to pay the balance as one payment or as two equal payments.

_____ Advertiser Representative Signature	_____ Date
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_____ APG Media Representative Signature	_____ Date
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The publisher reserves the right to reject any copy and/or illustration which does not meet its standards of acceptance. All advertising material produced by the publisher will remain the property of the publisher and may not be reprinted without written permission from the publisher.

It is understood in the event of failure on the part of the advertiser to complete the advertising agreement as specified, the advertiser may be charged for space reservation according to our published rate card for the 2024 Pike County Visitors Guide or be liable for expenses incurred for production services rendered. All local rates are net. This advertising agreement will not self renew. The advertiser agrees the publisher shall not be liable for damages arising out of errors in advertisements beyond the amount paid for the space actually occupied by that portion of the advertisement in which the error occurred, whether such error is due to negligence of the employees of APG Media or otherwise, and there shall be no liability for non-insertion of any advertisement beyond the amount paid for the advertisement. Advertiser agrees to indemnify publisher from all claims arising from publication of any advertising published on the behalf of advertiser.

