



# Midland Trail 2011-12 Destination Guide

## Destination Area -- Grantable Program



**Eligible for WV Tourism Grants**  
75/25 and 50/50 matching grant programs

### Insertion Order

Please select your choice:

- \$9,655. (\$2,414. net after WV Tourism 75/25 grant reimbursement)
  - 4 pages of display ads
  - Free editorial about your area
  - Full design services
  - Free listing in Dining, Accommodations, Antique and Specialty Shopping, and Family Fun special sections
  - Free mutual Web link
  - Complimentary leads program available
- \$4,998. (\$1,250. net after WV Tourism 75/25 grant reimbursement)
  - 2 pages of display ads
  - Full design services
  - Free listing in Dining, Accommodations, Antique and Specialty Shopping, and Family Fun special sections
  - Free mutual Web link
  - Complimentary leads program available
- \$2,499. (\$625. net after WV Tourism 75/25 grant reimbursement)
  - 1 page of display ads
  - Full design services
  - Free listing in Dining, Accommodations, Antique and Specialty Shopping, and Family Fun special sections
  - Free mutual Web link
  - Complimentary leads program available

### Publication Details

**Space Deadline:** December 3, 2010\*  
**Materials Deadline:** 2 weeks after space reservation  
**Printing Run:** 100,000+  
**Release Date:** Spring 2011  
**Target Market:** mid-Atlantic and 180-mile Byway; heritage and scenic byway tourists and outdoor enthusiasts  
**Distribution:** 20,000+ partner businesses, fairs and festivals and targeted readers

### 75/25 WV Tourism Grant

- \$7,500/\$10,000 - 2 grants per year
- Advertising must be tourism based
- Lead partner - CVB, non-profit, town, or qualified business
- Must use WV Wild & Wonderful logo
- Apply early for the 75/25 grant, no later than December 3, 2010
- 45 days in-house approval
- Requires at least 2 partners plus lead
- *\*Pay no money now -- Invoice will be sent after grant is approved and guide is ready to go to print.*

### Billing Contact

Advertiser \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Website \_\_\_\_\_  
 Email \_\_\_\_\_  
 Authorized By \_\_\_\_\_

### Special Instructions/Partner Info

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_ MTSHA: \_\_\_\_\_ Date: \_\_\_\_\_

CONDITIONS: This is a contract to purchase advertising space. All checks are made payable to Midland Trail Scenic Highway Association. Unless otherwise agreed in writing, all funds must be received in advance of publication to ensure inclusion. Co-op sponsor is responsible for collecting partner checks and paying Midland Trail. Cancellation cannot be accepted after the ad materials deadline. Advertisers are responsible for verifying ad proof and requested corrections. Liability for typographical, color, and print errors is limited to the cost of space occupied by the error. It is hereby agreed that no other liability shall arise between the advertiser and the publisher by reason of the advertising contract. The above signed party is authorized for ad space and the company is obliged to pay.