



# Midland Trail Scenic Byway

Midland Trail National Scenic  
Byway Official Destination Guide

**Now Eligible for WV Tourism Grants**

75/25 and 50/50 matching grant programs

## Bring Customers to Your Door!

Reach over 250,000 potential customers by advertising in the

**2011-12 Midland Trail National Scenic Byway Official Destination Guide**

- #1 Requested Destination Guide at WV Travel Centers
- Statewide and Local Targeted distributions at 150+ WV Attractions, Partners & Festivals  
Including WV Welcome Centers and Tamarack, Vandalia Festival, WV Symphony, Country Roads Festival, Pumpkin Festival, Charleston FestivALL & Regatta, Mountain State Arts & Crafts Fair, WV State Fair, TOOT & dozens of other WV festivals & parades.

- [www.midlandtrail.com](http://www.midlandtrail.com) - Interactive Website
- 1-866-ROUTE 60 Travel Info Line
- Leads Referral Program Available
- Interpretive Murals, Signage & Visitor Enhancement Programs
- Public Relations Program  
Generates free editorials in publications: Car & Driver, Southern Living, Cadillac, Legacy, AAA Journey, etc.
- National & International Exposure through the National Scenic Byway Marketing Program
- 225th Anniversary of Midland Trail Completion to Cedar Grove - 1790/2015
- Midland Trail Marketing Campaign with Display Ads Which Generates 75,000+ Guide Requests



## 2011-12 AD RATES\*

Display Ads & Advertorial  
Now WV Tourism Grantable

4-Page Area Section	\$9,655
2-Page Spread (7.0" x 8.5")	\$4,998
Full Page (3.5" x 8.5")	\$2,499
3/4 Page (3.5" x 5.0")	\$1,899
1/2 Page (3.5" x 4.25")	\$1,499
1/4 Page (3.5" x 2.125")	\$799

All Lodging, Dining, & Family Fun  
Display Advertisers (1/4 page and larger) receive  
space PLUS a free expanded Directory Listing,  
website ad, & mutual weblink.

### Special Sections Listings:

**Photo/Logo Listing \$299**  
Photo or digital logo, contact info + 15 words listed  
in our directory and on our website

**Directory Listing \$199**  
Contact info + symbols or 15 words listed in our  
directory and on our website

**1" Event Ad/Listing \$299**  
**Partner/Supporter Listing \$299**

### Multiple attractions or ads?

Get a 25% discount on your second ad!

**Premium Positions add 15%**

**4, 8 & 16 page sections available!**

\*Rates include ad design service.

Effective 7/1/10



Mid-Atlantic Marketing Campaign Publications

## Deadline Information

Space Reservation: **December 3, 2010**

Advertising materials: **Two weeks after space reservation**

**Ad Requirements:** Digital ads accepted in Photoshop Jpeg,  
Tiff, or Eps., high resolution Adobe PDF files are also accepted.  
Photo images must be at least 300 dpi. Design service available.

To reserve your ad space CALL  
(304) 343-6001 or  
1-866-ROUTE 60

