

# Midland Trail Scenic Highway Association 2005-2006 Destination Guide

Space Limited  
Call Today!



## Benefits for Your Business

Reach over 400,000 potential visitors by advertising in the 2005-2006 Official Destination Guide to the Midland Trail National Scenic Byway. We print and distribute up to 200,000 copies.

Each week we mail 200 - 500 Guides to individuals who request the Guide as a result of our marketing program. In addition the Official MT Destination Guide is made available to the public at all WV travel plazas, Tamarack, fairs, festivals, reunions, 150+ attractions & businesses along Rt. 60 and the Gateways. It is also supplemented by the Route 60 Day Tripper.

## Contact Information

Please contact MTSHA to reserve your ad space: 343-6001 or 1-866-Route 60

## Coupons

Room for twelve 1.875" x 3.5" coupons. Space is allotted on a first come, first serve basis. Coupons sell for \$599.00 each.

## 2005-2006 Extra Listings/Rates

We offer listings alphabetically and by location in specific categories. More listings not only enhance the value of the guide, but also offer visitors more opportunities to locate your business on multiple pages.

Multiple Attractions or ads? 25% discount on 2nd ad or coupon

Multiple Locations? Display Advertisers may add location-specific logo slicks or listings @ \$75 each

## Deadline Information

Space and listings reservation deadline: **January 7, 2005**

Advertising materials deadline: **January 14, 2005**



## Midland Trail Destination Marketing Program

While the guide is the largest portion of the Trail's marketing initiative, it is accompanied by many other marketing tactics. They include:

- Broad television, radio and print advertising campaign that has generated over 1,500 leads per month from individual travelers requesting more information
- National and international exposure through the National Scenic Byway Marketing Program
- Statewide and local targeted distributions through visitor welcome centers, parks, business outlets and fairs and festivals
- Multi-state, regional and national distribution through trade shows, AAA offices, direct mail and leads from our extensive advertising campaign
- Affiliation with our new website at [www.midlandtrail.com](http://www.midlandtrail.com), leads program and partnership with our 200-mile linear community of 42+ communities



Reach Over  
**400,000**  
Potential Visitors!

## Rate Card

Space	Cost	Size
Full Page	\$1,999	3.5 x 8.5
Double Page	\$3,599	7.5 x 8.5
2/3, 3/4, or 3/5 Pg	\$1,599	3.5 x 5
1/2 Page	\$1,099	3.5 x 4.25
1/3 Page	\$899	3.5 x 2.75
1/4 Page	\$799	3.5 x 2.125
1/5 Pg. / 1/6 Coupon	\$599	3.5 x 1.875
1/8 pg display or listing	\$299	3.5 x 1

Guide – Special Positions	Cost	Size
Back Cover	\$ 5,000	3.5 x 8.5
Inside Front Spread (2 pages)	\$ 4,599	7.5 x 8.5
Inside Front Single Pg if available	\$ 3,599	3.5 x 8.5
Single Page Intro Sections	\$ 2,399	3.5 x 8.5
Inside Back Cover	\$ 2,999	3.5 x 8.5
Center Spread	\$ 4,999	7.5 x 8.5
4-Page Section	\$ 6,999	
8-Page Section	\$11,999	
16-Page Section	\$22,999	