



Midland Trail 2008-09 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 listings in Dining, Accommodations, Antique and Specialty Shopping, Family Fun, and Festivals special sections
 - Free mutual Web link
 - Complimentary leads program available
- \$4,999. (\$1,249.75 net after WV Tourism 75/25 grant reimbursement)
 - 2 pages of display ads
 - Full design services
 - Free listings in Dining, Accommodations, Antique and Specialty Shopping, Family Fun, and Festivals special sections
 - Free mutual Web link
 - Funds remaining for print piece or other ads
 - Complimentary leads program available
- \$2,499. (\$624.75 net after WV Tourism 75/25 grant reimbursement)
 - 1 page of display ads
 - Full design services
 - Free listings in Dining, Accommodations, Antique and Specialty Shopping, Family Fun, and Festivals special sections
 - Free mutual Web link
 - Funds remaining for print piece or other ads
 - Complimentary leads program available

Publication Details

Space Deadline: November 30, 2007*
Materials Deadline: 2 Weeks after space reservation
Printing Run: 75,000+
Release Date: April 2008
Target Market: mid-Atlantic and 180-mile Byway; heritage and scenic byway tourists and outdoor enthusiasts
Distribution: 20,000+ to individuals plus WV welcome centers, 200+ 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 November 30, 2007
- 45 days in-house approval

*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

Date: _____ Advertiser: _____ Date: _____ MTSHA: _____

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. Cancellations 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 this advertising contract. The above signed party is authorized to contract for ad space and the company is obligated to pay.