

# TOLEDO

ADVERTISE WITH US!  
2019 OFFICIAL VISITORS GUIDE



Destination Toledo & Great Lakes Publishing are proud to be partnering again in 2019 to create and market the 2019 Destination Toledo Official Visitors Guide.

It is the marquee travel and tourism publication of our organization. As a member of Destination Toledo, you have the exclusive opportunity to purchase display advertising space in this publication. Your participation in the publication will help communicate the great things to do, see and experience when travelers are considering Toledo as their leisure time destination.

**Contact Karen Hopkinson at 419-345-3306 or email [hopkinson@glpublishing.com](mailto:hopkinson@glpublishing.com)**

## Distribution Information

This publication is distributed to over 120,000 potential travelers. The publication will be distributed in the following ways:

- Over 40 area information racks
- Shows and events
- Rest areas in the tri-state area
- Direct mail
- Area relocation and recruitment

## Advertisement Close

February 5, 2019

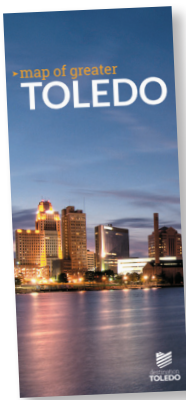
## Materials Due

February 12, 2019

## Delivery

April 2019





**The Official Toledo Area Map** will be included in this year's Visitors Guide. The guide is much more valuable to visitors since this true, to-scale map is once again a part of every guide. The full-size, fold-out map is bound into every issue.

Additionally, 30,000 copies of the map will be distributed to groups, hotel concierge desks and by request from the CVB. The map also includes a detailed downtown map.

### Rates

Listing/Map Plot	\$507 net w/ad
Listing/Map Plot	\$815 net w/o ad
Half Panel Ad	\$2,973 net
Full Panel Ad	\$5,023 net
Back Page Ad	\$7,175 net



**The Toledo Zoo**  
 Enjoy playful polar bears, majestic elephants, and the largest saltwater crocodile in North America, brought to Toledo by Block Communications, Inc. New this year is Penguin Beach, Flamingo Key and more. We love our Zoo, and you will, too!  
 2 Hippo Way, Toledo, OH 43609; 419.385.5721, toledozoo.org

Discounted rates are available for current advertisers. All members are encouraged to place at least a listing and map plot.

# Rates & Dates

rates	member	non member
Back Cover	<b>SOLD</b>	
Inside Front Cover	\$5,600	\$6,857
Inside Back Cover	<b>SOLD</b>	
Full Page	\$4,850	\$5,843
2/3 Page	\$3,850	\$4,920
1/2 Page	\$3,110	\$3,693
1/3 Page	\$2,658	\$3,203
1/6 Page Co-op	\$800	\$1,917
Dining Co-op	\$575	\$875

## bleed specifications

**Full Page**  
 Trim Size 8" x 10.875"  
 Document Size\* 8.25" x 11.125"

\*Includes 1/8" bleed on all sides. Keep all live matter 1/4" from trim and keep 1/2" allowance for the gutter.

## General Advertising Information

All advertisements are accepted and published by the publisher upon representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements for publication, the agency and/or advertiser will indemnify and save the publisher harmless from and against any loss or expense resulting from claims or suits based upon the contents or subject matter of such advertisements, including, without limitation, claims or suit for libel, violation of right of privacy, plagiarism and copyright infringement. The publisher reserves the right to refuse any advertising and shall not be liable for damages if for any reason he fails to publish an advertisement.