

“Visiting and living in Howard County”



Again for 2019 distribution to include local banks, top county employers, real estate agencies, local builders and hotels. Other sample distribution areas include:

- All Maryland Welcome Centers from Ocean City to Deep Creek Lake and regional visitor centers
- At Howard County top retailers, The Mall in Columbia, Historic Savage Mill, restaurants and attractions
- Merriweather Post Pavilion – the county’s biggest driver of out-of-town visitors
- In-room guide at Howard County hotels/B&B’s and surrounding areas
- Distributed in *The Business Monthly*
- Distribution to fulfill leads from promotion ads in magazines such as *Better Homes & Gardens*, *Southern Living*, *AAA World Magazine* and more.
- Howard County’s signature events like Wine in the Woods, The Columbia Festival of the Arts, Maryland Sheep & Wool Festival, Howard County Fair and SAC Columbia Invitational Memorial Day Tournament
- Libraries, museums, farms, theatres, parks, attractions, the Howard County Center for the Arts and more
- Top regional tradeshow and to meetings, sporting events, tour and event planners

Plus...

an electronic version on Visit Howard County’s homepage which gets over 200,000 visits annually

Visit Howard County *Maryland*

2019 Official Visitors + Residents Guide – Howard County

Reach Howard County visitors and residents by advertising in the 2019 Official Visitors + Residents Guide – Howard County. This full color, glossy annual guide is updated to include information on education, health, business, where to live, seniors and government as well as continuing to showcase a calendar of events, lodging, dining, sight-seeing, recreational activities, shopping, map of Howard County and more. An informational magazine – a great source for visitors and newcomers moving into the area.

PUBLICATION DATE: February 2019

AD RESERVATION: October 11, 2018

AD COPY: October 18, 2018

DISTRIBUTION: 80,000 copies

Be Seen!

Official Visitor Guides convince consumers to visit more attractions, attend more events, stay longer and spend more money*. Call today for more information.

* Madden Media & National Laboratory for Tourism & eCommerce Temple University

Beth Ditman | 410-705-6234
bditman@custommediaoptions.com



Visit Howard County Maryland

2019 Official Visitors + Residents Guide – Howard County

VISIT HOWARD COUNTY

AD SIZES AND RATES

Full Color Included.

	SIZE	RATE
Back page*	5.75" x 9"	\$4,235
Inside front* or page 3	5.75" x 9"	\$4,235

Full page*	5.75" x 9"	\$3,595
1/2 H page	5.75" x 4.3"	\$2,005
1/2 V page	2.65" x 9"	\$2,005
1/4 page	2.65" x 4.3"	\$1,020

*Full page with bleed

Document size6.75" x 10"

Bleed (4-sided)add 0.125" all around

Margins0.5" all around

All rates are net. Ad cancellations after the advertising space deadline will be charged full contracted rate.

COMPLETED ADS:

All ads must be digitally supplied in one of the two formats listed below. Ads created in Microsoft Word or other desktop publishing software cannot be accepted.

- PDF (preferred) - setting at Press Standard PDF-X1A
- CMYK JPG - 100% print size @ 300dpi

ADS NEEDING DESIGN WORK:

Please supply ad copy, logo and images as a set.

- **AD COPY:** Word document or include in email
- **LOGOS:** Vector EPS (preferred) or JPEG at 300 dpi or larger**
- **PHOTOS:** JPEG at 300 dpi or larger.**

** Lower resolution files will not print correctly and will appear rasterized.

SUBMITTING ADS:

- **UPLOAD FILE(S)**
www.custommediaoptions.com, click on "FTP login" (top right)
Username: cmo_howardvisitorsguide
Client Password: cmoftp
- **EMAIL FILE(S)** to bditman@custommediaoptions.com

