



2018 GUIDE BOOK AND RACK CARD ADVERTISING OPPORTUNITIES

Christmas in Salem is a tour of private homes and attracts thousands to Salem every December. Drive sales to your business and support historic preservation in Salem. In the months leading up to Christmas in Salem (even in October!), advertise your business in our publicity-generating rack cards. In December, showcase your business with advertisement in the Christmas in Salem Guide Book, seen by over 2,000 visitors! All advertisers will be listed on website under "Advertisers" **COMBINE YOUR GUIDE BOOK ADVERTISEMENT WITH YOUR RACK CARD LISTING & RECEIVE \$25 OFF YOUR ENTIRE ORDER!**

Business Name _____

Contact Name and Title _____

Street_City/State/Zip _____

Phone _____ Email _____

Website _____

RACK CARD (submission due date: September 15)

Advertise your business during the Halloween rush in Salem by placing your name & a blurb on our rack card. Rack cards will be distributed around Salem from October till December to generate early buzz! The rack card includes advertising on Christmas in Salem's website.

\$75 SUBMIT A BRIEF DESCRIPTION (25 WORDS OR LESS) OF YOUR BUSINESS OR HOLIDAY PROMOTION AS IT SHOULD APPEAR ON RACK CARD TO: ALYSSA@HISTORICSALEM.ORG OR WRITE IT BELOW:

GUIDE BOOK AD (submission due date: October 15)

COVER (inside front or back, claim yours first!) 4.625" wide x 7.5" high **\$500** (includes 5 tickets)

FULL PAGE 4.625" wide x 7.5" high **\$300** (includes 3 tickets)

HALF PAGE 4.625" wide x 3.625" high OR 2.25" wide x 7.5" high **\$200** (includes 2 tickets)

QUARTER PAGE 4.625" wide x 1.75" high OR 2.25" wide x 3.625" high **\$125** (includes 1 ticket)

ADVERTISING CONTRACT

- For those who have paid but do not submit an ad by the due date, Historic Salem reserves the right to create appropriate text to fill the ad space.
- Unpaid ads with no submitted files will not appear in the Guide Book.
- Historic Salem reserves the right to adjust the ad to meet space requirements.
- Please sign, date, and return (by mail or email) with your ad and a check made payable to: **Historic Salem, Inc., 9 North Street Salem, MA 01970** no later than September 30, 2018
- Historic Salem, Inc. agrees to print the advertisement of the undersigned in its Christmas in Salem GuideBook.

**THANK YOU
FOR SUPPORTING
HISTORIC SALEM, INC.**

SIGNATURE

DATE

QUESTIONS?

CONTACT HISTORIC SALEM, INC.

Email: alyssa@historicsalem.org

Mail: 9 North Street, Salem, MA 01970