

SHORT NORTH ARTS DISTRICT VISITOR GUIDE & KIOSK MAP

Use the order form provided to renew or purchase your ad in the 2011-2012 Short North Visitor Guide AND purchase your business listing on the street kiosk maps. Tourism sales as a result of visitor spending was \$7.23 billion in Columbus and Franklin County* last year.

The goal of the Visitor Guide is to capture a piece of that pie by helping to drive visitors into Short North businesses. So get some facetime with the thousands of yearly visitors coming to the Short North and purchase your Visitor Guide Ad & Kiosk Business Directory Listing today - space is limited!

KIOSK BUSINESS DIRECTORY LISTING

14 kiosks span High Street from Goodale Blvd. to 5th Avenue and all display the Short North Map and Business Directory. To be listed on the directory, use the form provided.

GUIDE DISTRIBUTION

A total of 50,000 guides are printed & distributed per issue

- 10,000 Convention Center
- 10,000 Short North Merchants
- 5,000 Ohio Visitor's Center
- 15,000 hotels, airport, realtors, groups
- 10,000 Experience Columbus

POCKET MAP DISTRIBUTION

- **To be listed on the pocket map you must purchase a business listing on the Short North Kiosk Map!**
- A total of 50,000 pocket maps are distributed

GUIDE CONTENT

- Business Listings include:
 - Galleries, Shopping, Dining, Personal Services, Nightlife & Entertainment, Business Services, Lodging, Community
- Short North Snapshot
- District Map
- Getting Here & Parking
- Calendar of Major Events

GUIDE FORMAT

- Dimensions of guide is standard magazine size.
- The guide is printed on a high recycled content paper stock by one of the city's premier printers, Hopkins Printing, ensuring superior quality and color accuracy.

*Source: 2010 Experience Cols Annual Report

YOUR BEST ADVERTISING VALUE!

Advertising in the Short North Visitor Guide is one of the best ways to spend your advertising dollars - You could easily spend the same amount on an ad that runs just 1 WEEK - compared with your ad in the Visitor Guide which will be distributed for 1 YEAR!

**Space is very limited
first come first served
BUY YOUR PRINT AD TODAY!**

AD ART SPECIFICATIONS:

Digital file formats:

- High-resolution, print-ready, JPG or TIF, 300 dpi minimum.

- Ads supplied at incorrect size or format are subject to a \$125 per hour conversion charge.

SEND US YOUR AD ART:

Convenient ways to deliver your ad art:

- Email to info@orbitdesign1.com
Include Visitor Guide in your subject line.
- Maximum file size for email is 7mg. Files over 7mg should be burned to disk and dropped off. Or use a service such as SendSpace.com
- Drop off your disk in our mail slot at Orbit Design, 20 West Poplar Avenue

**AD ART DEADLINE EXTENDED!
JULY 31, 2011**

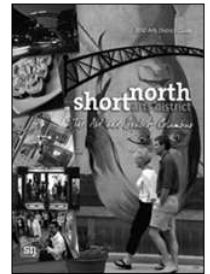
IMPORTANT:

PROOF YOUR AD CAREFULLY BEFORE SUBMISSION! Orbit Design & SNBA are not responsible for errors within your ad. If your ad is color critical, submit a hard copy color Sherpa* proof along with your digital art - every effort will be made to reproduce your ad color accurately. *Sherpa® proof or equivalent (a laser copy is not acceptable as a color proof)

NEED HELP?

Need help creating your ad? Call us - we're offering advertisers a special rate for ad design. Orbit Design, 614.221.2161 - info@orbitdesign1.com

7.6.2011



2011-2012 Ad Rate Card and Purchase Form for VISITOR GUIDE ADS & KIOSK MAP DIRECTORY

USE THIS FORM TO:

- Purchase your **print ads** in the 2011-2012 Short North Visitor Guide
- Purchase your business listing on the street **kiosk map business directory** *your business listing on the street kiosk automatically places you on the Short North Pocket Map too!*



Purchase ONLINE at
ShortNorthGuide.org

Short North Visitor Guide Ad & Map Listing

ORDER FORM:

Business _____

Contact Name _____

Email & Tel. _____

email address & best phone number to reach you in case we have questions!

Indicate your SNBA membership level:

- Non-Profit Business Basic Marketing
 Enhanced Marketing Basic Premier
 Enhanced Premier Non-Member (kiosk listing only)

Indicate your business category - Check one.

- Galleries Shopping
 Dining Nightlife & Entertainment
 Personal Services Business Services
 Lodging Community

Will you be sending us new ad art - OR do want us to use the same ad art from last guide? Check one:

- I'm submitting new ad art (deadline ext'd to June 30!)
 Use same ad art submitted for last visitor guide

Determine ad cost based upon your membership level per Advertising Rates grid at the right ----->

\$ _____

Your Ad Rate Your Ad Size

Add a Short North Kiosk Map Business Listing

- Member - (\$65) *With a Kiosk Map Listing, you also get listed on the Short North Pocket Map!*
 Non-Member - (\$150)

\$ _____ TOTAL AMOUNT DUE

Method of payment:

- Check enclosed (payable to SNBA)
 VISA/Mastercard/AMEX/Discover

Name on Card

Card Number

Credit Card Billing Address

Expiration Date 3 or 4 Digit Code

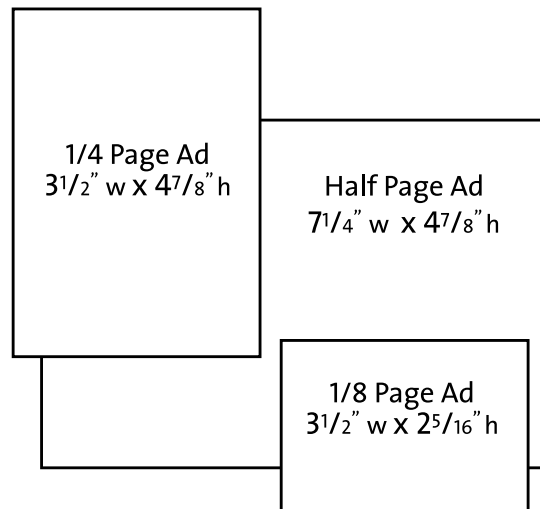
Drop off or mail completed order form and your payment to: SNBA - Visitor Guide
 1126 1/2-A N. High Street,
 Columbus, OH 43201

Short North Visitor Guide Advertising

AD RATES:

Ad Sizes	SNBA Membership		
	Non-Profit Business, Basic Marketing and Enhanced Marketing Levels	Basic Premier Level	Enhanced Premier Level
1/2 Pg Back Cover	\$2,214	\$2,042	\$1,937
1/2 Pg	1,653	1,575	1,491
1/4 Pg	882	840	798
1/8 Pg	498	472	446

PRINT AD SIZE SPECS:



Need more info about Short North Visitor's Guide?
 Contact Orbit Design, 221.2161 info@orbitdesign1.com

Short North Kiosk Map Business Listing:

LISTING RATES:

SNBA Members \$65
Non-Members: \$150

The Short North Kiosk Maps are an affordable way for Short North merchants to drive foot traffic into their businesses.

Purchasing your listing on the kiosk map automatically puts your listing on the Visitor Guide map AND on the Short North Pocket Map.

(your business listing and location will **not** appear on the map within the Visitor Guide without purchasing a listing on the Kiosk Map!)

Purchase your business listing on the Kiosk Map with the mail-backform provided or online at ShortNorthGuide.org

Sponsoring a kiosk closest to your store location! Kiosk Sponsors receive a special spotlight at the bottom of their kiosk map including optional message line i.e. "We're only 2 doors down!" Call Diesha Condon for details 614.299.8050

3 convenient ways to purchase your ad and map listing:

1. Use this mail-back form
2. Online at ShortNorthGuide.org
3. Call the SNBA office 614-299-8050

Have Questions?
 Contact Orbit Design, 614.221.2161,
 info@orbitdesign1.com
 or Diesha Condon, 614-299-8050,
 dieshashortnorth@gmail.com



KEEP THIS! You may need to refer to this for size, format specs as well as submission details & deadline!