2020 Essex National Heritage Area Visitor Map Advertisement

Order Deadline: February 28th *

Marketing Opportunity: Claim your spot now for our fifth year of production of the Essex National Heritage Area Visitor Map. This direct marketing product for 2020 is designed to connect businesses and tourist destinations with some of the over 700,000 travelers who stop at the 13 Essex Heritage-affiliated visitor centers seeking information about what to do in Essex County. The map will help to guide them to your location!

The 2019 visitor map will be distributed free of charge by participating visitor centers located throughout Essex County, including the National Park Service Regional Visitor Center in Salem and the Maria Miles Visitor Information Center on Interstate 95 Southbound in Salisbury. Additional centers are located in Beverly, Gloucester, Haverhill, Ipswich, Lawrence, Lynn, Marblehead, Newburyport, Peabody, Rockport, and Saugus. Maps can also be made available to your site upon request.

Advertising Map Specifications
- Full color, 12" x 18", Double-sided map
- 10,000 Printed
- Distributed June 15 - Dec. 2020

2020 Advertising Rates
- Map Front: Sold Out
- Map Back: $175 Each

Discounts available for orders of 3 ads or more

Ad Specifications
- 1.5" H x 1.625" W only (Advertising slots cannot be combined to form larger squares.)
- Minimum resolution: 300 DPI
- Formats: TIFF, JPG, PDF, PNG
- No borders
- No bleeds
- Ads will be published “as-is.” Advertiser is responsible for proof-reading and quality checking ad.
- Required modifications to images or text will be discussed if not fit for the general audience.
- Essex Heritage reserves the right to determine the placement of advertisements on the selected side.
- Essex Heritage reserves the right to decline an advertiser or advertisement due to content or imagery.
- For best results make sure to include the following pieces of information in your ad:
  - Website and/or phone number
  - City or Town in which you are located (see sample ad below).

Sample Ad

Actual Size
1.5" H x 1.625" W

To advertise please contact:
Anya Wilczynski
Essex Heritage
10 Federal Street, Suite 12
Salem, MA 01970
anyaw@essexheritage.org · (978) 740-0444
2020 Essex National Heritage Area Visitor Map Advertisement Order Form

Business Name: ____________________________
Mailing Address: ____________________________
Contact Person: ______________________________
Telephone: __________________ Email: __________________

Payment MUST accompany order—Advertising space will not be held pending payment.

Payment by Credit Card or Check made payable to Essex Heritage.

Name on Card: ____________________________ Billing Address: ____________________________
Billing Zip Code: _______ Card Number: ____________________________
Circle One: MC Visa AMEX Discover Expiration: ____/____ CVV Code: ______

You can pay online too! Visit www.essexheritage.org/map

Advertising Options

☐ Map Back Advertisement Price: $175

Map Front: SOLD OUT

Order Deadline: February 28th

Ad Artwork deadline: no later than March 20th

Return this form with payment to:
Anya Wilczynski
Essex Heritage
10 Federal Street, Suite 12
Salem, MA 01970
anyaw@essexheritage.org
(978) 224-2034

This design does not reflect the 2020 version which is still in process, this is just to show ad / map example.