



2024

Visit Mountain Maryland Destination Guide

Print & Online



The official Destination Guide of Allegany County, the Mountain Side of Maryland, brings destination awareness for this region of Maryland and has proven to be an impactful marketing tool. Published annually, this guide will be used by visitors to our region, business development initiatives, and the local and regional community.

Print Distribution: 70,000

Put your business in front of thousands for a fraction of the cost of most other advertising media. The printed guides are distributed to tourist venues in MD, WV, and PA, including major markets of Baltimore, DC, and Pittsburgh, local businesses, municipality offices, and direct mailed to visitors upon request.

Digital Version:

The digital version of the Visit Mountain Maryland Destination Guide will also be available, complete with links to advertiser's website or social media page. This digital version will be displayed on MDMountainSide.com, TownPlanner.com, and other websites. The URL will also be made available to others who desire to add to their website and will be shareable to social media. The online Destination Guide will also allow Allegany County Tourism to expediently send information about our region! Last year, over 8,000 individuals requested to receive mailed guides.

Rates

A variety of ad sizes are available in our print and digital Destination Guide are in full color, and we also include your ad with website link, in our digital version. Payment plans are available. Complete the agreement on reverse, or at NelsonMarketingandPublishing.com or scan the QR code.



Inside Pages

- Full page \$1300
- 2/3 page \$1000
- 1/2 page \$755
- 1/3 page \$655
- 1/4 page \$555
- 1/6 page \$455
- 1/12 Block \$345

Premium Positions (full page)

- Outside back cover \$3900
- Inside front cover \$3400
- Front adjacent page \$3100
- Inside back cover \$2500
- Back adjacent page \$2000

Graphic Design Rates

- One-time charge (if we design your ad).
- Full page Up to \$125
 - 2/3 & 1/2 page Up to \$95
 - 1/3, 1/4, 1/6 page & block Up to \$80

Full page
7.975" x 10.345"
(with bleed 8.825" x 11.125")

1/4 page 7.125" x 2.3"

<p>Block ad 2.2" x 2.3"</p>	<p>1/6 page 4.67" x 2.3"</p>
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1/2 page
7.125" x 4.87"

<p>1/6 page 2.2" x 4.875"</p>	<p>2/3 page 4.667" x 10.345"</p>
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1/3 page
4.667" x 4.87"

Reserve your spot today!

Contact us: **301-697-0589**
 Email: tristatetownplanner@gmail.com
 Published by Allegany County
 Office of Tourism and
 Nelson Marketing Solutions.
 13015 Mallard Street
 Cumberland, MD 21502



Design ad specifications available by email: tristatetownplanner@gmail.com.

NelsonMarketingandPublishing.com

Agreement on reverse





Visit Mountain Maryland Destination Guide
2024 Participation Agreement



Agreement also available at NelsonMarketingandPublishing.com

Business Name: _____ Contact: _____

Mailing Address: _____

Phone: _____ Cell: _____ Fax: _____

Website: _____ Email: _____

Ad type: _____

Total cost: _____

[] Please send me an invoice according to the terms below: [] Please bill my credit card according to the terms below:

Payment Terms:

[] Plan A - 5 payments
Total amount divided into five equal payments. 1/5 deposit, 1/5 each next four months.

[] Plan B - 3 Payments
Total amount divided into three equal payments. 1/3 deposit, 1/3 with ad proof, and 1/3 with delivery.

[] Plan C - PAYMENT IN FULL
Total amount payable with invoice.

Name on Card: _____ Card #: _____

Expiration Date: _____ Security Code: _____ Cardholder Signature: _____

Statement billing address for card (if different from above): _____

We the undersigned (hereafter called the client) jointly and severally hereby agree to participate in the Allegany County Tourism Destination Guide advertising program by SD Nelson Marketing Solution, Publisher of the Allegany County Tourism Destination Guide (hereafter called The Company). It is understood that the programs are described herein and will be prepared by the Company for print and distribution.

Production: The Company agrees to prepare an ad for insertion in the Allegany County Tourism Destination Guide, including design and layout. The Client agrees to pay The Company the purchase price in accordance with the rates and terms specified herein.

Additional terms: Client hereby states that the agreement has been read carefully and that all terms and conditions herein are understood and agrees to be bound by them. No verbal agreements are recognized. This agreement is the complete and entire understanding between the parties below. As space is limited and reserved at time of agreement, Client agrees that this agreement is non-cancelable. Past due balances accrue late fee of 1.5% per month. All returned checks shall incur a \$50 service charge. In the event the Client fails to pay the full purchase price within the agree upon terms, fails to submit approved or corrected copy, or otherwise fails to perform, the Company shall have the right to declare this agreement breached, and have no further obligations.

The Company's liability shall not exceed the consideration actually paid by the Client to the Company. The Client warrants that it has the right to use any trade or service mark, name or picture submitted with art work or ad copy and agrees to indemnify and hold the Company harmless from and against any and all liability or claims which the company may incur arising out of the publication of such mark, name, or picture in accordance with the agreement.

YES! This business will participate in the 2024 Allegany County Tourism Destination Guide. We understand the total cost is \$_____, which entitles us to the advertising package as outlined above. Attached is our deposit in the amount of \$_____, check #_____.

Authorized Client Signature: _____

Tourism Guide Rep Signature: _____

Print Name/Title: _____

Print Name/Title: _____

Date: ____/____/____

Date: ____/____/____

Checks Payable to: Nelson Marketing Solutions • 13015 Mallard Street • Cumberland, MD 21502
Phone: 301-697-0589 • Email: tristatetownplanner@gmail.com • NelsonMarketingandPublishing.com