2012 Destination Harford Official Visitors Guide

Advertise your business in the only official guide of the Harford County Office of Tourism

Be seen by over 950,000 visitors, residents, and businesses in 2012.

$362 Million is spent annually in Harford County. Destination Harford County, MD Delivers!

NEW FOR 2012 mobile version for Android smartphones, netbooks, Google TV, and other smart devices.
### Display Ad Sizes

<table>
<thead>
<tr>
<th>Display Size</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>4.50” w x 7.50” h</td>
</tr>
<tr>
<td>3/4 Page</td>
<td>4.50” w x 5.625” h</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>2” w x 7.50” h</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>4.50” w x 3.50” h</td>
</tr>
<tr>
<td>1/4 Page Horizontal</td>
<td>4.50” w x 1.625” h</td>
</tr>
<tr>
<td>1/4 Page Vertical</td>
<td>2” w x 3.50” h</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>2” w x 1.625” h</td>
</tr>
</tbody>
</table>

### Prepare your Display Ad

- Please kindly convert all PMS and RGB colors to CMYK process.

- **Preferred Format for Display Ads:**
  - Adobe Acrobat PDF, exported with High Quality Press settings, 300 dpi, please embed all fonts and images.

- **Application Files Accepted:**
  - InDesign, Photoshop, or, Illustrator CS3 and earlier;
  - Quark 7.0 or earlier,
  - Please collect or package files for output. Include all fonts and images.

- **Preferred Format for logos:**
  - Vector format, Illustrator files (.ai or .eps) or high resolution 300 dpi in .jpg or .tiff format.

### Submit your Display Ad

Preferred by e-mail* to:
multimedia@souza.com

*Only those files that are 10MB or less will be accepted through e-mail. Anything over 10MB should be sent on CD to:
The Souza Agency, Inc.
Attn: Harford Guide Production, Art Department
P.O. Box 128
Annapolis, MD 21404-0218

Questions? Call Roseanne Souza @ 410.573.1300 Ext. 105
2012 Official Harford County Visitors’ Guide

Insertion Order for Ads, Sponsorships, & Passport to Savings Program

Contact Name: 
Advertiser: 
Address: 
City: State: Zip: 
Phone: Fax: Website: 
Email address: 

☐ Display Ads: Use this form for display advertising, sponsorships, and to participate in the Passport to Savings program. If you would like to join Harford County’s Tourism Marketing Partnership or list your event in the guide, please contact Wini Roche at 410.638.3327 or email Wini at wjroche@harfordcountymd.gov.

☐ Two Page Spread [10" x 7.5"] $2500 ☐ Full Page [4.50 x 7.50"] $1500 ☐ 3/4 Page [4.50 x 6.25"] $1000 ☐ 1/2 Page Horizontal [4.50 x 3.50"] $ 850 ☐ 1/2 Page Vertical [2 x 7.50"] $ 850 ☐ 1/4 Page Horizontal [4.50 x 1.625"] $ 600 ☐ 1/4 Page Vertical [2 x 3.50"] $ 600 ☐ 1/8 Page [2 x 1.625”] $ 350

☐ Calendar of Events Sponsorship: $1500 
Sponsor the Calendar of Events and your logo and web address will appear on ALL of the calendar pages in the Guide.

☐ Map Center Spread Sponsorship: $ 500 
Sponsor the Harford County map pages. Your logo & contact info will appear in the center spread of the Guide.

☐ Passport to Savings Program: $ 95
Yes. I want to be in the “Passport to Savings” Program. This symbol will appear with my listing in the Guide. Visitors and residents will save $$$ when they visit www.harfordmd.com and print out my exclusive offer. Must be a Tourism Partnership Member to participate.

☐ Ad Design: Yes, please design my ad for the Guide. $ 295

TOTAL DUE: $ 

All Rates are net. Payment may be made by credit card or check. Full payment is required with order. Please make checks payable to: The Souza Agency, Inc.

☐ I have enclosed my check #: 
☐ I would like to pay by MasterCard/Visa [circle one] Card #: Exp. Date: 
Authentication # [3 digits on back of card] 
Name on card: 
Signature: 
Card Billing Address:

Mail Insertion Order and Payment to: The Souza Agency, Inc. P.O. Box 128 Annapolis, MD 21401-0128

Terms: By filling out this form and submitting you are responsible for payment and the information submitted and displayed in the Guide. The Souza Agency and Harford County Tourism have the right at any time to refuse any inappropriate ads. You are also agreeing to not hold Harford County Tourism/The Souza Agency or its principals, employees, or affiliates responsible for loss or damage arising from errors or omissions in the guide. There will be no cancellations/alterations accepted after October 31st, 2011.
Tourism Works!
Be Seen and Be Visited.

Step 1 – PERSONALIZE
Send us your advertisement and business information
or have us design and personalize your display ad for you!

Step 2 – PROMOTE
The 2012 Harford County Visitors’ Guide is distributed
state and county-wide, and your business will be visible
at ALL Maryland Welcome Centers, area AAA offices, hotels,
major visitor attractions, NATIONAL and REGIONAL travel and trade shows,
and military and government installations.
The Visitors’ Guide is included in all Harford County relocation packets
and is visible to over 180,000 unique visitors through the online digital turn-page guide
and the mobile version for Android smartphones, netbooks,
Google TV, and other smart devices.

Step 3 – PROFIT
Visitors and residents use Destination Harford County, MD all year
to determine what events and festivals they will attend,
where they will stay, dine out, shop, and spend time with their families.

The Harford County Visitors’ Guide is a custom publication of:

HARFORD county
Love it!

2547 Housley Road
Annapolis, Maryland 21401
410-573-1300 ext. 104
www.souza.com