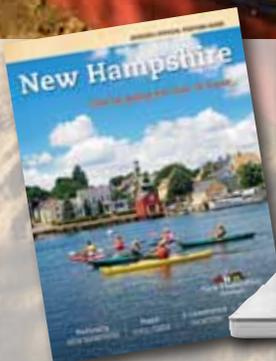


Reach visitors online and at home,
before they make their travel plans.



New Hampshire
You're Going To Love It Here
www.visitnh.gov

Online, at home... ...direct to you!

2011 OFFICIAL New Hampshire Visitors Guide

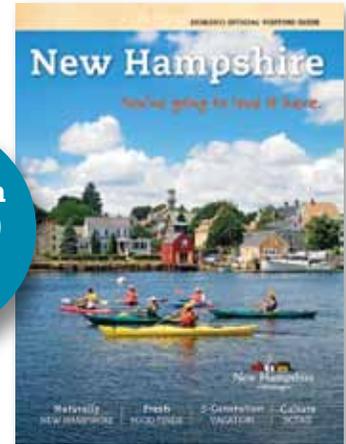
Reach travelers planning to visit New Hampshire

Travelers request the Visitors Guide all year by calling 1-800-FUN-IN-NH and by ordering on www.visitnh.gov. This useful and inspiring, full-sized publication is mailed to visitors throughout New England, across the country and around the world.

Online:
New Hampshire Visitors Guide eBook

Thousands more visitors will view the 2011 Official New Hampshire Visitors Guide on www.visitnh.gov. The homepage connection will bring visitors to an eBook version of the Visitors Guide, and clicking on your ad or listing will bring visitors directly to your website.

Print
Circulation
100,000
Annual
Copies



Online
Visitors Guide:
accessed via
www.visitnh.gov

15	D	\$\$\$	CHANNEL WATERFRONT COTTAGES 1192 Weirs Blvd., Route 3, Laconia, NH 03247 www.channelcottages.com	603-366-4673	♿
32	L	\$\$\$	COZY INN - LAKEVIEW HOUSE & COTTAGES 12 Maple St., Weirs Beach, NH 03246 www.cozyinn-nh.com	603-366-4310	♿
3	L		GRAYLAG CABINS 320 Clough Rd., Pittsfield, NH 03263 www.graylagcabins.com	603-435-5209	
36	L	\$\$	AD PG 87 HALF MOON MOTEL AND COTTAGES 28 Tower St., Weirs Beach, NH 03247 www.weirsbeach.com/halfmoon/motel	603-366-4494	♿
14	L		LAKE SHORE MOTEL & COTTAGES 76 Lake Shore Dr., Moultonborough, NH 03254 www.lakeshoremotelandcottages.com	603-253-6244	♿
1	L		LAKE WINNIPESAUKEE WATERFRONT RENTAL 603-875-3200		

Advertisers' listings are highlighted



Example of Formatted Ads

yearlong exposure

Online, at home... ...direct to you!

Official New Hampshire website | **www.visitnh.gov**

Stand out where online visitors are actively planning to visit New Hampshire.

Highly targeted, high-impact advertising locations on www.visitnh.gov showcase your business where consumers are seeking relevant information and inspiration.

The State's 2010-2011 marketing campaign has dedicated promotional dollars to increasing search engine results for New Hampshire. Currently the site is No. 1 on search engines like *Google*™ and reaches 2 million online visitors a year.



Averaging more than a million page views a month

Actionable ads

- > Highly visible, formatted ads appear as site content
- > There is only a single ad per page view
- > Ad rotations are targeted to specific site categories
- > Link directly to advertiser websites



← Example of Ad



← What your ad could look like

reach web visitors

Online, at home...
 ...direct to you!

New Hampshire 2011 Rates

Visitors Guide

Stand-alone
 Net Rates*

Back Cover	\$6,995
Inside Front Cover	\$5,995
Inside Back Cover	\$5,995
Page One.....	\$5,995
Full Page	\$4,995
Half Page	\$3,250
Third Page	\$2,450
Sixth Page	\$1,375
Twelfth Page.....	\$750
B&B Ad Section	\$795

* Includes presence in online Visitors Guide on www.visitnh.gov



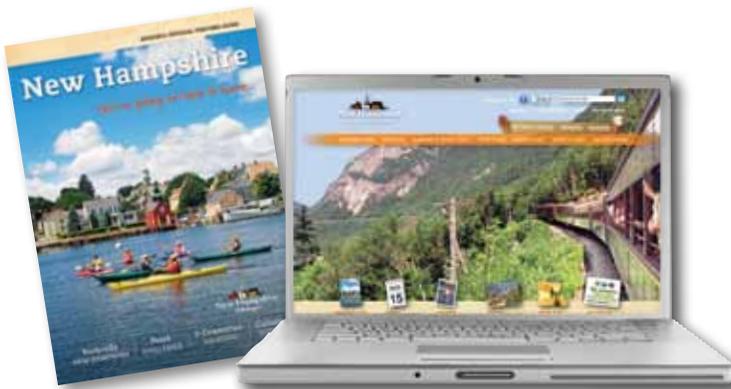
www.visitnh.gov

Stand-alone
 Net Rate

Display Ad Rotations \$995
 (For full year, Jan.- Dec. 2011)

Combination Discounts

Advertise in both the Visitors Guide and on www.visitnh.gov and receive a **10% discount**.
Stand-alone rates are net; combination discounts apply.



To advertise, contact:

John Vitolo

(603) 490-8734

email: John.Vitolo@MilesMedia.com

refresh your marketing

Get the most from your marketing budget..

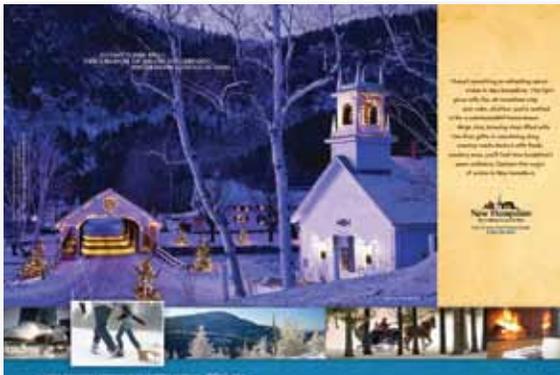
The state of New Hampshire's Division of Travel and Tourism Development will spend over **\$6 million**, including extensive **magazine** and **internet** advertising, to bring visitors to New Hampshire in 2011.

Marketing Campaign examples:

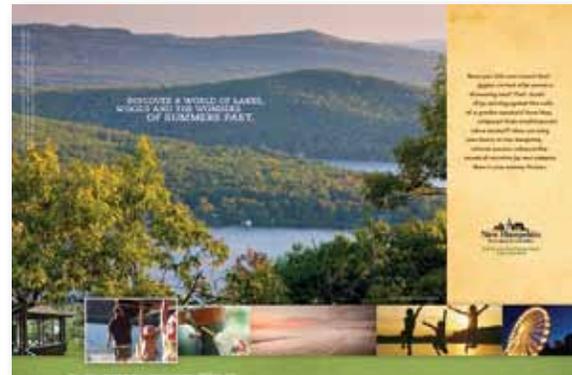
Better Homes & Gardens
 Travelchannel.com
 Travel & Leisure
 Weather.com

Family Fun
 wbztv.com
 Outside
 TripAdvisor.com

Yankee Magazine
 wmur.com
 New York Times Magazine
 Yahoo!



Sample of ad placed in *Yankee* magazine.



Sample of ad placed in *Travel & Leisure* magazine.

Visitors Guide requests come from across the country and all over the world:

- > Northeast.....55%
- > Other 40 U.S. States.....36%
- > Canada and Europe.....9%



Put the power of print and the reach of web to work for you!

To advertise, contact:

John Vitolo • (603) 490-8734 • email: John.Vitolo@MilesMedia.com



Reach visitors the moment they make their vacation decisions with the **New Hampshire Visitors Guide** and on the web at www.visitnh.gov

They deliver visitors to you!



To advertise, contact John Vitolo: (603) 490-8734
email: John.Vitolo@MilesMedia.com