

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!

2010 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.

New for 2010 The personalized online New Hampshire Visitors Guide

Travelers create their own Visitors Guide as a PDF document that is customized based on their interests. This simple easy-to-use tool includes features, regional overviews and itineraries. Visitors Guide advertisers are displayed in the PDF as a categorized listing with a photo.

Added-value, extra exposure

In addition to the state's mailing fulfillment, the 2010 New Hampshire Visitors Guide is distributed in the waiting rooms of professional offices located within a short drive to and outside of New Hampshire and at targeted State of New Hampshire Liquor and Wine Outlets.



Print Circulation
100,000
Annual Copies



Online Personalized Visitors Guide: accessed via www.visitnh.gov

New online personalized Visitors Guide will be accessed via the homepage



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 2009-2010 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.

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 2010 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.....	\$3,175
Third Page.....	\$2,395
Sixth Page.....	\$1,350
Twelfth Page.....	\$725
B&B Ad Section.....	\$795

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



www.visitnh.gov

Stand-alone
Net Rate

Display Ad Rotations.....\$995
(For full year, Jan.- Dec. 2010)

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) 432-2662

cell: (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 nearly **\$6 million**, including extensive **magazine** and **internet** advertising, to bring visitors to New Hampshire in 2010.

Marketing Campaign examples:

Travel & Leisure
YankeeMagazine.com
Family Fun
NewEngland.com

Outside
USAWeekend.com
Yankee
HGTV.com

Better Homes & Gardens
FoodNetwork.com
New York Times Magazine
Weather.com



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:

- > Northeast55%
- > Other 40 U.S. States36%
- > Canada and Europe9%

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

To advertise, contact:

John Vitolo • (603) 432-2662 • cell: (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