

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



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

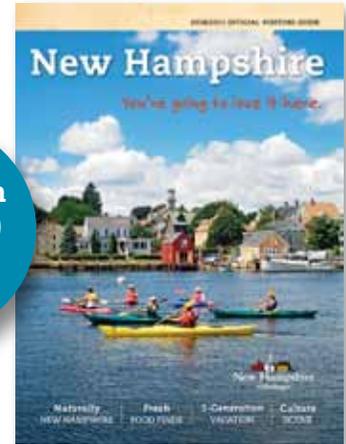
Online, at home... ...direct to you!

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.

Print
Circulation
100,000
Annual
Copies



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.



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	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.

Actionable ads

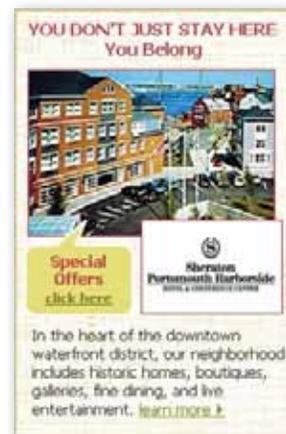
- > Highly visible, formatted ads appear as site content
- > There is only a single ad per page view
- > Ad rotations are targeted to specific site categories
- > Link directly to advertiser websites



Averaging more than a million page views a month



← 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



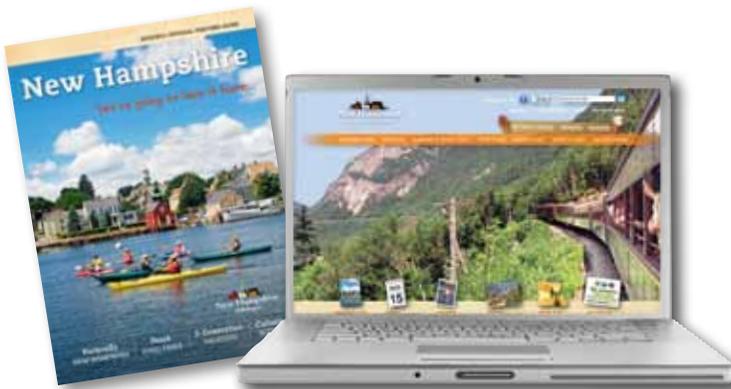
www.visitnh.gov

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..

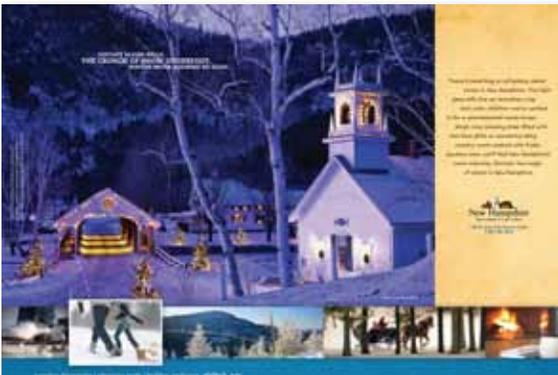
The state of New Hampshire's Division of Travel and Tourism Development will spend over **\$6 million**, including extensive **magazine** and **internet** advertising, to bring visitors to New Hampshire in 2011.

Marketing Campaign examples:

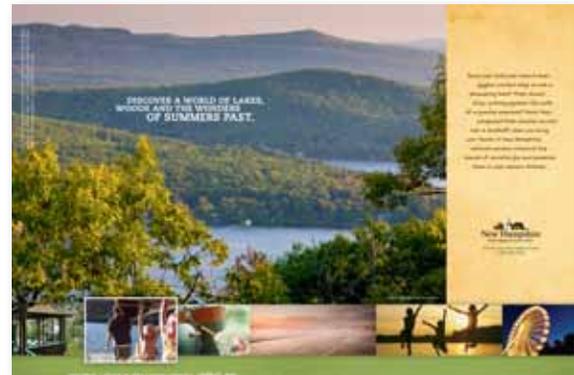
Better Homes & Gardens
Travelchannel.com
Travel & Leisure
Weather.com

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!

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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!



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