

## SHORT NORTH ARTS DISTRICT VISITOR GUIDE & KIOSK MAP

Use the order form provided to renew or purchase your ad in the 2011-2012 Short North Visitor Guide AND purchase your business listing on the street kiosk maps. Tourism sales as a result of visitor spending was \$7.23 billion in Columbus & Franklin County\* last year.

The goal of the Visitor Guide is to capture a piece of that pie by helping to drive visitors into Short North businesses. So get some facetime with the thousands of yearly visitors coming to the Short North and purchase your Visitor Guide Ad & Kiosk Business Directory Listing today - space is limited!

### KIOSK BUSINESS DIRECTORY LISTING

14 kiosks span High Street from Goodale Blvd. to 5th Avenue and all display the Short North Map and Business Directory. To be listed on the directory, use the form provided.

### GUIDE DISTRIBUTION

A total of 50,000 guides are printed & distributed per issue

- 10,000 Convention Center
- 10,000 Short North Merchants
- 5,000 Ohio Visitor's Center
- 15,000 hotels, airport, realtors, groups
- 10,000 Experience Columbus

### POCKET MAP DISTRIBUTION

- **To be listed on the pocket map you must purchase a business listing on the Short North Kiosk Map!**
- A total of 50,000 pocket maps are distributed

### GUIDE CONTENT

- Business Listings include:
  - Galleries, Shopping, Dining, Personal Services,
  - Nightlife & Entertainment, Business Services,
  - Lodging, Community
- Short North Snapshot
- District Map
- Getting Here & Parking
- Walking Tour
- Calendar of Major Events

### GUIDE FORMAT

- Dimensions of guide is standard magazine size.
- The guide is printed on a high recycled content paper stock by one of the city's premier printers, Hopkins Printing, ensuring superior quality and color accuracy.

\*Source: 2010 Experience Cols Annual Report

Need more info about Short North Visitor's Guide?  
Contact Orbit Design, 221.2161 info@orbitdesign1.com

## YOUR BEST ADVERTISING VALUE!

Advertising in the Short North Visitor Guide is one of the best ways to spend your advertising dollars - You could easily spend the same amount on an ad that runs just 1 WEEK - compared with your ad in the Visitor Guide which will be distributed for 1 YEAR!

**Space is very limited  
first come first served  
BUY YOUR PRINT AD TODAY!**

### AD ART SPECIFICATIONS:

Digital file formats:

- High-resolution, print-ready, JPG or TIF, 300 dpi minimum.

- Ads supplied at incorrect size or format are subject to a \$125 per hour conversion charge.

### SEND US YOUR AD ART:

Convenient ways to deliver your ad art:

- Email to Orbit Design / info@orbitdesign1.com Include Visitor Guide in your subject line.
- Maximum file size for email is 7mg. Files over 7mg should be burned to disk and dropped off.
- Drop off your disk in our mail slot at Orbit Design, 20 W. Poplar Ave (aqua building)

**AD ART DEADLINE:  
JUNE 30, 2011**

### IMPORTANT:

**PROOF YOUR AD CAREFULLY BEFORE SUBMISSION!** Orbit Design & SNBA are not responsible for errors within your ad. If your ad is color critical, submit a hard copy color Sherpa\* proof along with your digital art - every effort will be made to reproduce your ad color accurately.

\*Sherpa® proof or equivalent (a laser copy is not acceptable as a color proof)

### NEED HELP?

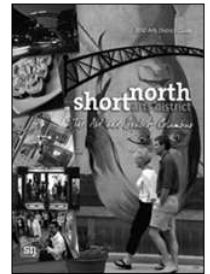
Need help creating your ad? Call us - we're offering advertisers a special rate for ad design. Orbit Design, 614.221.2161 - info@orbitdesign1.com

5.3.2011

KEEP THIS! You may need to refer to this for size, format specs as well as submission details & deadline!



shortnorth  
arts district



## 2011-2012 Ad Rate Card and Purchase Form for VISITOR GUIDE ADS & KIOSK MAP DIRECTORY

### USE THIS FORM TO:

- Purchase your **print ads** in the 2011-2012 Short North Visitor Guide
- Purchase your business listing on the **street kiosk map business directory** *your business listing on the street kiosk automatically places you on the Short North Pocket Map too!*



Purchase ONLINE at  
**ShortNorthGuide.org**

*Short North Business Association*  
Serving the Short North Arts District for over 25 years

return with payment

## Short North Visitor Guide Ad & Map Listing

### ORDER FORM:

Business \_\_\_\_\_  
 Contact Name \_\_\_\_\_  
 Email & Tel. \_\_\_\_\_  
email address & best phone number to reach you in case we have questions!

Indicate your SNBA membership level:

- Non-Profit Business     Basic Marketing  
 Enhanced Marketing     Basic Premier  
 Enhanced Premier     Non-Member (kiosk listing only)

Indicate your business category - Check one.

- Galleries     Shopping  
 Dining     Nightlife & Entertainment  
 Personal Services     Business Services  
 Lodging     Community

Will you be sending us new ad art - OR do want us to use the same ad art from last guide? Check one:

- I'm submitting new ad art (deadline is June 30!)  
 Use same ad art submitted for last visitor guide

Determine ad cost based upon your membership level per Advertising Rates grid at the right ----->

\$ \_\_\_\_\_  
 Your Ad Rate      Your Ad Size

Add a Short North Kiosk Map Business Listing

- Member - (\$65)      *With a Kiosk Map Listing, you also get listed on the Short North Pocket Map!*  
 Non-Member - (\$150)

\$ \_\_\_\_\_ TOTAL AMOUNT DUE

Method of payment:

- Check enclosed (payable to SNBA)  
 VISA/Mastercard/AMEX/Discover

\_\_\_\_\_  
 Name on Card

\_\_\_\_\_  
 Card Number

\_\_\_\_\_  
 Credit Card Billing Address

\_\_\_\_\_  
 Expiration Date      3 or 4 Digit Code

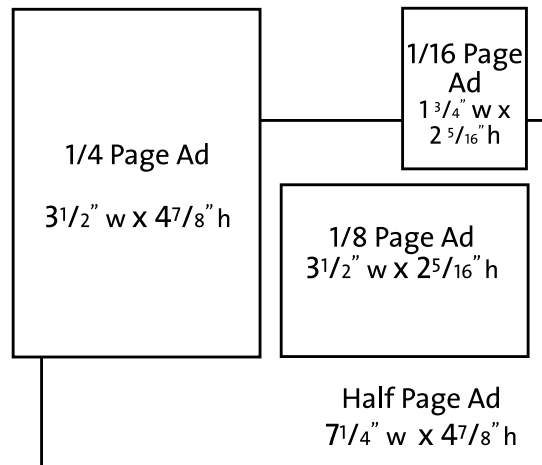
**Drop off or mail completed order form and your payment to: SNBA - Visitor Guide**  
 1126 1/2-A N. High Street,  
 Columbus, OH 43201

## Short North Visitor Guide Advertising

### AD RATES:

Ad Sizes	SNBA Membership		
	Non-Profit Business, Basic Marketing and Enhanced Marketing Levels	Basic Premier Level	Enhanced Premier Level
1/2 Pg Back Cover	\$2,214	\$2,042	\$1,937
1/2 Pg	1,653	1,575	1,491
1/4 Pg	882	840	798
1/8 Pg	498	472	446
1/16 Pg	278	262	246

### PRINT AD SIZE SPECS:



return with payment

## Short North Kiosk Map Business Listing:

### LISTING RATES: SNBA Members \$65 Non-Members: \$150

The Short North Kiosk Maps are an affordable way for Short North merchants to drive foot traffic into their businesses.

### Purchasing your listing on the kiosk map automatically puts your listing on the Visitor Guide map AND on the Short North Pocket Map.



(your business listing and location will **not** appear on the map within the Visitor Guide without purchasing a listing on the Kiosk Map!)

Purchase your business listing on the Kiosk Map with the mail-backform provided or online at [ShortNorthGuide.org](http://ShortNorthGuide.org)

*Sponsoring a kiosk closest to your store location! Kiosk Sponsors receive a special spotlight at the bottom of their kiosk map including optional message line i.e. "We're only 2 doors down!" Contact Diesha Condon for details.*

### 3 convenient ways to purchase your ad and map listing:

1. Use this mail-back form
2. Online at [ShortNorthGuide.org](http://ShortNorthGuide.org)
3. Call the SNBA office 614-299-8050

Have Questions? Contact Us:  
 Orbit Design, 614.221.2161, [info@orbitdesign1.com](mailto:info@orbitdesign1.com)  
 or DIESHA CONDON, SNBA Senior Director  
 614-299-8050, [dieshashortnorth@gmail.com](mailto:dieshashortnorth@gmail.com)