

WELCOME TO  
**LIMESTONE COUNTRY**  
LAWRENCE COUNTY INDIANA

**VISITOR GUIDE**

Williams Covered Bridge



**LimestoneCountry.com**

Visitor information for Bedford & Mitchell  
in Southern Indiana

2019  
**VISITOR GUIDE**  
Advertising  
Opportunities

Deadline: Friday Jan. 4, 2019

# Don't miss your chance to get in the 2019 Visitor Guide • **Deadline: Jan. 4, 2019**

It's true! A million visitors travel to Lawrence County each year, spending over \$100 million at tourism and hospitality businesses. Each year, the Tourism Commission distributes 30,000 guides to travelers from all across the Midwest.

These visitors are looking for hotels, restaurants, shopping and things to do. Get in front of these potential customers by purchasing an ad in the 2019 Limestone Country Visitor Guide. You will also receive a complimentary listing featured on LimestoneCountry.com, the go-to online resource for Lawrence County travelers.

## To reserve your ad in the 2019 Visitors Guide, contact:

<b>Tonya Chastain</b>	<b>Kaydy Miller</b>
<a href="mailto:tchastain@limestonecountry.com">tchastain@limestonecountry.com</a>	<a href="mailto:kmiller@limestonecountry.com">kmiller@limestonecountry.com</a>
812-849-1090	812-849-1090

## Pricing

Back Cover	\$2,000
Full Page	\$1,350
Half Page	\$675
Quarter Page	\$350

## Artwork Requirements

Print-ready artwork to be provided by advertiser.

### Acceptable formats:

- Acrobat PDF (8.0 or higher), exported as 4-color (not RGB), compression should be at least 300 or none.
- Adobe InDesign (CS6 or higher), with all fonts and images packaged.
- Adobe Illustrator EPS: (CS10 or higher), convert text to outlines and include all images. Convert all colors to CMYK.
- Photoshop files: jpg or tif. Resolution must be at least 300 dpi.

### Unacceptable formats:

- PageMaker • Publisher • Word • Quark • Corel Draw

### Please send artwork files to:

Kaydy Miller at [kmiller@limestonecountry.com](mailto:kmiller@limestonecountry.com) or upload to [www.limestonecountry.com/partners](http://www.limestonecountry.com/partners)

## Revisions

Minor revisions can be made to your existing ad. A font substitution may be necessary.

## Sizes

Back Cover - 4"x 9" plus .125" bleed

Full Page ad  
3.375"x 8.375"

Half Page ad  
3.375"x 4.0625"

Quarter Page ad  
3.375"x 2"



# 2019 Visitor Guide Insertion Order

## CONTACT INFORMATION—please print or type

Organization Name \_\_\_\_\_

Contact Name \_\_\_\_\_ Contact Title \_\_\_\_\_

Address \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

E-mail Address \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

Ad Size / Item Price	Quantity	Total
<input type="checkbox"/> Quarter Page / \$350	_____	\$ _____
<input type="checkbox"/> Half Page / \$675	_____	\$ _____
<input type="checkbox"/> Full Page / \$1,350	_____	\$ _____
<input type="checkbox"/> Back Cover / \$2,000	_____	\$ _____
	<b>TOTAL</b>	<b>TOTAL</b>

The total amount for the specified advertising will be invoiced with payment due in February 18, 2019.  
**A 5% late fee will be assessed for unpaid accounts on March 30, 2019.**

The undersigned attests that he/she is a representative of the organization list above and has the authority to be responsible for advertising expenditures on behalf of the organization.

The undersigned attests that the organization listed above is the respective owner of or has the express written consent of the respective owner to use all material appearing in the submitted advertisement.

The Lawrence County Tourism Commission reserves the right to edit, properly classify, cancel, or decline any insertion order. LCTC will not knowingly accepting advertising for any outlet that discriminates on the basis of sex, age, religion, race, national origin, physical disability or others.

My signature below verifies I have read and understand the insertion above.  
 The Lawrence County Tourism Commission is hereby authorized to place the aforementioned advertisements in the designated publication.

Advertiser Signature X \_\_\_\_\_ Date \_\_\_\_\_

**IMPORTANT: KEEP A COPY OF YOUR COMPLETED INSERTION ORDER FOR YOUR RECORDS**