



Concept cover and inside pages for the newly re-designed 2012 Visitor Guide with full 8.5x11 pages

Increase your foot traffic and revenues by being a part of the
Award Winning "Discover the Blue"
Marketing Campaign

As a 2012 Visitor Guide Partner you will receive:

Benefits & Features

- Your Ad placed in 40,000 Visitors Guides
- 9 Shoreline community partners will cross promote with the Visitors Guide
- Displayed in 8 major Michigan Welcome Centers
- Placed in Hotels, Motels, Marinas, Trade Shows, Union Station, Conventions and regional special events
- Visitor Guide available to download at bluewater.org giving you double exposure for your advertising dollar
- Mailed to all leads and inquiries (over 5,000 in 2011)
- Mailed to Motor Coach tour operators
- Placement on the 5th most viewed website "bluewater.org" on the #1 award winning tourism website "michigan.org" (Pure Michigan)
- Your community will be showcased in a full page ad promoting the amenities of your community and why the Visitor should visit the eastern shores of Michigan and your place of business
- All community pages will have QR Codes directing the visitor to your community page at bluewater.org



Scan QR code with your smart phone to go to bluewater.org

For ad placement or more information please call Lindsey Thorpe at: 810.364.6222

Or Email: lindsey@ThorpePrinting.com

Published by Thorpe Printing Services, Inc.

626 Busha Highway, Marysville MI 48040

To upload your ad file to ThorpePrinting.com - just click on send a file



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Blue Water Area Convention & Visitors Bureau

2012 Visitors Guide Ad Sizes

COVERS: 8.5" w x 11 h with 1/8" bleeds

FULL PAGE INSIDE AD:

8.5" w x 11" h w 1/8" bleeds

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1/8 PAGE AD SIZE 3.625"w x 2.375 "h

1/4 PAGE AD SIZE: 3.625"w x 4.875 "h

1/2 PAGE AD SIZE: 7.5"w x 4.875 "h