

# INN insight

## Advertising Options

Below you will find information on a new newsletter targeted specifically to innkeepers of B&Bs, Country Inn, Boutique Hotels and Farm Vacations.

### INN insight (Semi-Annual Newsletter)

- 4 color Advertising
- Distribution 160+ innkeepers
- Used as Sales Call piece for prospects
- Greater visibility, longer "shelf life"
- Offer Coupons in your Ad
- Distribution Dates: Early December and June

#### PRICING:

1/2 page 4 color Ad (7.5" x 4") . . . . \$75/ea  
1/4 page Ad (3.75" x 4") . . . . . \$50/ea

*20% Discount off of 4 Prepaid Ads*

*10% Discount off of 2-3 Prepaid Ads*

← 7.5 inches →

### *1/2 page ad in INN insight*

All artwork should be submitted camera ready in electronic format. We are able to accept the following program formats: .pdf; .eps; .tif; or .jpg (300 dpi resolution or higher).

All art should be emailed to Eric Adams at [eadams@patourism.org](mailto:eadams@patourism.org)  
717-232-8880 ext 104

↑ 4 inches ↓

↑ 4 inches ↓

← 3.75 inches →

### *1/4 page ad in INN insight*

**See other side for  
insertion order**





# INSERTION ORDER FORM

## Advertising

Company Name \_\_\_\_\_

Company Representative \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ FAX \_\_\_\_\_

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

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please indicate which issue(s) of **INN insight** you would like to have your ad appear (and what size ad) by checking the appropriate box(es) below:

1/4 Page in DECEMBER, 2011

1/4 Page in JUNE, 2011

1/2 Page in DECEMBER, 2012

1/2 Page in JUNE, 2012

### METHOD OF PAYMENT:

- Check or Money Order *(made payable to PA Tourism & Lodging Association)*
- American Express       VISA
- MasterCard       NOVUS/Discover

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Credit Card Account Number

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Expiration Date

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Verification Code

Cardholder's Signature \_\_\_\_\_

Cardholder's Billing Address if different from above \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

<b>TOTAL</b>	\$ _____
<b>AMOUNT ENCLOSED</b>	\$ _____
<b>BALANCE DUE</b>	\$ _____

*\*Payment for 50% must accompany insertion order. Balance due upon publication.*

SEE OTHER SIDE FOR PRICES, DIMENSIONS AND OTHER INFO



Return to:



PA Tourism & Lodging Association  
128 Walnut Street  
Harrisburg, PA 17101  
(717) 232-8880 • FAX (717) 232-8948