



ROCHESTER MENU GUIDE MEDIA KIT



ROCHESTER MENU GUIDE - 2019



**OLMSTED COUNTY SEES OVER
\$480 MILLION IN VISITOR
SPENDING EACH YEAR!
ADVERTISING IN THE ROCHESTER
MENU GUIDE MEANS REACHING
AREA VISITORS THROUGH PRINT
AND DIGITAL. ROCHESTER AREA
DISTRIBUTION INCLUDES LODGING
LOCATIONS, AREA ATTRACTIONS,
AND MORE!**

**Receive 10% off when you purchase a two
page spread.**





RIVER TRAVEL MEDIA CONNECTS TRAVELERS TO YOUR RESTAURANT THROUGH DIGITAL AND PRINT MEDIA.

Space reservation is first come first serve.

ADDED VALUE FREE WITH AD PURCHASE

1 DISTRIBUTION

- 10,000 guides at Rochester lodging and attraction sites.

2 PAGE DESIGN

- River Travel will connect you to our designer to create your menu page.

3 DIGITAL ISSUE

- Hyperlinked to your homepage or url of your choice.

4 WEBSITE CONTENT

- Inclusion in the online Rochester Menus Directory.
- Restaurant name, description, address, phone number and links to your website and/or social media. Plus send your photography or videos to strengthen the appeal of your page!

5 SOCIAL MEDIA CAMPAIGN

- Facebook Postings highlighting your restaurant. **Including a Facebook Live** which will be part of a paid Facebook promotion to drive viewing traffic.





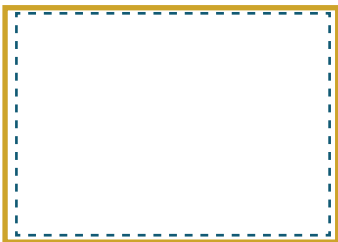
ROCHESTER MENU GUIDE **AD SPECS**

FULL PAGE
\$840 NET

2 PAGE SPREAD
\$1,512 NET



FULL PAGE AD
 Bleed: 8.125" W x 10.125" H
 Trim: 8" W x 10" H
 Live Area: 7.50" W x 9.50" H



TWO PAGE SPREAD AD
 Bleed: 16.250" W x 10.125" H
 Trim: 16" W x 10" H
 Live Area: 15.50" W x 9.50" H

REQUIRED FILE FORMAT
 PDF, 300 dpi, fonts embedded, CMYK.
 No low-resolution or RGB files will be accepted.
 All ad orders are subject to the publisher's acceptance.
 Terms and Conditions apply.

ROCHESTER MENU GUIDE CONTRACT

I WOULD LIKE TO PURCHASE A FULL PAGE AD AND DIGITAL COMPONENT- \$840

I WOULD LIKE TO PURCHASE A TWO PAGE SPREAD AND DIGITAL COMPONENT - \$1512

I WOULD LIKE TO TAKE ADVANTAGE OF THE FREE DESIGN

I WILL BE SENDING MY OWN AD

GUIDELINES

- The Rochester Menu Guide is made up of full page or two page spread menus. Straight ads without menus may not be accepted.
- Restaurants/breweries and others may or may not list the prices of their offerings. It is up to you!
- It's a good idea to include a disclaimer: pricing or items are subject to change.
- Payment due net 30 days from invoice. Invoices will be sent via email. A 5% charge will be added to late payments.
- Returned checks will incur bank fees.

deadline: February 15, 2019

Name of Business: _____

Contact Person: _____

Phone Number: _____

Email Address: _____

Signature: _____

Please direct all ad sales materials to ►

AMY@RIVERTRAVEL.ORG

River Travel Media
PO Box 1712
La Crosse, WI 54602

Have questions? Call Amy Gabay at 608-799-5334



MEDIA KIT