

McCall Winter Carnival OFFICIAL GUIDE

2022 MEDIA KIT



An official publication of the

McCall

AREA CHAMBER OF COMMERCE & VISITORS BUREAU



Deadlines:
PRINT | Dec 31
DIGITAL | Jan 14

McCall Winter Carnival

2022 MEDIA KIT



The McCall Area Chamber of Commerce and Visitor's Bureau is proud to host the 2022 McCall Winter Carnival and produce the Official Carnival Guide. This publication is a great way to showcase your business to the thousands of guests who visit our area during this 10-day event.

TWO VERSIONS, LOTS OF OPTIONS

This year we are introducing a new digital version of the printed guide that will offer additional advertising and content opportunities. Here is a quick look at what each platform will offer:

PRINT

- 8.5" x 11" full color, glossy print
- 8,500 copies
- Sponsors of \$1,000 or more get a complimentary ad.
- Limited space to purchase additional advertising
- Content focused on event calendar and sculpture map only

DIGITAL

- Includes all content + advertising from the print version
- ALL sponsors get a complimentary ad in the digital version
- Flexible space to purchase additional advertising
- Additional feature stories and content
- Will be promoted as the primary information source for the 2022 Carnival - anticipate at least 10,000 downloads/reads

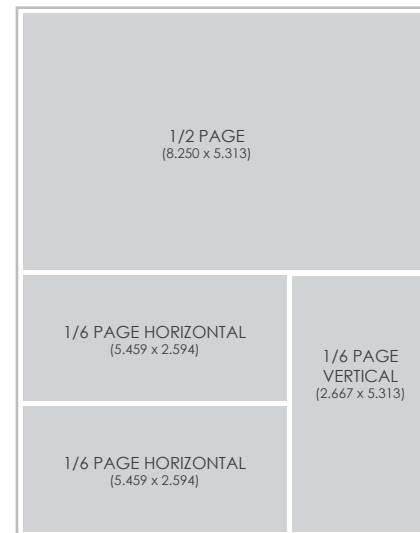
IMPORTANT DATES:

AD RESERVATION DEADLINES:

PRINT: December 31, 2021

DIGITAL: January 14, 2022

AD PAYMENT DUE: January 28, 2022



	Member PRINT	Non-Member PRINT	Member DIGITAL	Non-Member DIGITAL	Ad Sizes
Full Page	\$850	\$1,020	\$425	\$510	8.75 x 11.25 (including bleed)
1/2 Page	\$450	\$540	\$225	\$270	8.250 x 5.313
1/6 Page Horizontal	\$250	\$300	\$125	\$150	5.459 x 2.594
1/6 Page Vertical	\$250	\$300	\$125	\$150	2.667 x 5.313

TO SECURE YOUR PLACEMENT:

Lindsey Harris

208.634.7631 | lindsey@mccallchamber.org

McCall

AREA CHAMBER OF COMMERCE & VISITORS BUREAU