

Dear Hospitality Chamber Members:

We are excited to announce that we will be combining Visit Savannah and Visit Tybee Island Insider Guides into one bigger, better and more sustainable guide. This will allow us to create more robust visibility for both destinations.

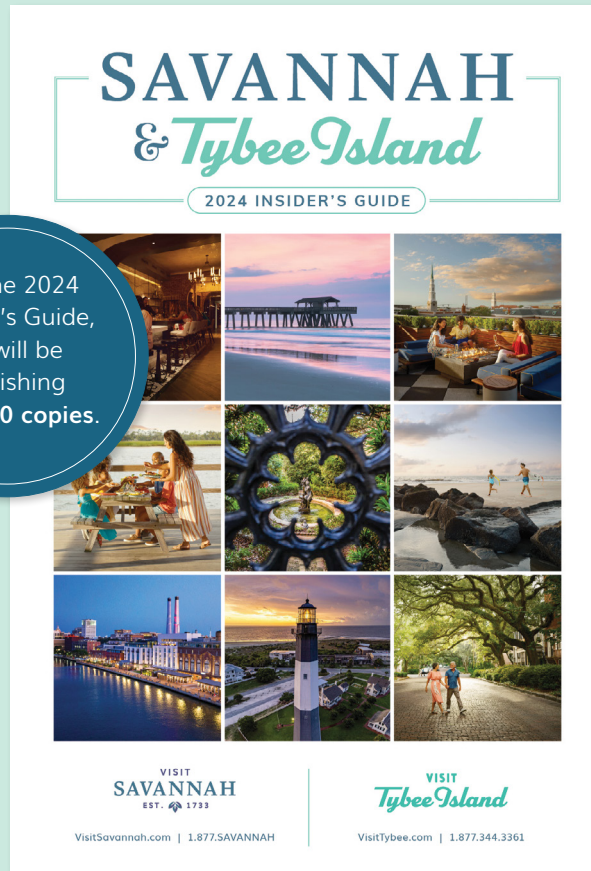
The visitor industry in Savannah and Tybee Island continues to thrive, especially compared with national statistics. In 2022, Savannah welcomed **9.7 million** overnight guests and **7.5 million** day trippers who generated more than **\$4.4 billion** in total visitor spending on dining, shopping, accommodations and more.

Tybee Island's tourism industry continues to grow year-over-year with Tybee welcoming more than **1 million** visitors who spend more than **\$179.3 million** on dining, shopping, accommodations and activities.

The 2024 Official Insider's Guide can help you reach this engaged audience and ensure that your business has the opportunity to receive its share of these expenditures. The Official Insider's Guide helps travelers plan their trips, making the most of their time here and encouraging longer stays.

We hope you will take advantage of this great marketing opportunity.

For the 2024 Insider's Guide, we will be publishing **550,000 copies**.



Marinelli

Joseph Marinelli, President
Visit Savannah | Visit Tybee Island

COVER FOR ILLUSTRATION PURPOSES

REACH VISITORS BEFORE THEY ARRIVE

- **Visit Savannah** and **Visit Tybee Island** expect to mail **more than 100,000 copies** of the Official Insider's Guide to potential visitors.
- **Visit Savannah** is investing more than **\$2.8 million** in advertising and cooperative marketing this year.
- The guide is an excellent vacation-planning tool, providing information on accommodations, tours, places to shop, places to eat and things to do.
- Get online exposure for your information via the online guide on VisitSavannah.com and VisitTybee.com.
- **90% of Savannah's visitors are leisure travelers.**

REACH HIGH-TRAFFIC AREAS

- **Official Visitor Information Centers on:**
 - Martin Luther King Jr. Boulevard
 - River Street
 - City Market
 - Bay Street
 - Tybee Island
 - Savannah Hilton Head International Airport
- Area hotels and other accommodations such as Inns and B&Bs
- Georgia Welcome Centers along interstates and throughout the state
- Requested by tours, groups or cruise ships bringing travelers to Savannah and Tybee Island
- Visit Savannah and Visit Tybee Island events
- Direct mail for online-requested copies for travelers seeking more information about Savannah and Tybee Island prior to their visit.

Leisure travelers do not have tour operators or meeting planners telling them how to enjoy Savannah and Tybee Island. They use and trust the Official Insider's Guide.

ADDITIONAL ONLINE EXPOSURE

A virtual 2024 Insider's Guide will be posted on [Visit Savannah's](#) website and [Visit Tybee Island's](#) website. Traffic to this online Insider's Guide continues to grow as Visit Savannah and Visit Tybee Island adapts their strategies to target more affluent visitors. The virtual editions average:

- More than 750,000 page views annually on Visit Savannah and 170,000 page views on Visit Tybee Island
- More than 812,000 unique page views annually
- More than 18,300 links clicked annually

Don't miss this once-a-year opportunity to put your business in front of millions of visitors for a full year. Visit Savannah's website has more than 8.6 million page views annually and Visit Tybee Island's website has more than 3.1 million page views annually!



VISIT SAVANNAH



AMBER M BLACK

DISPLAY ADVERTISING RATES FOR 2024

FULL COLOR ADVERTISEMENT	MONTHLY* NET RATE	ANNUAL NET RATE
Inside Front Cover	\$1,206	\$14,472
Inside Back Cover	\$1,045	\$12,540
Outside Back Cover	\$1,295	\$15,540
Page 1	\$1,206	\$14,472
Page 2, 3, 4	\$1,127	\$13,524
Full Page	\$995	\$11,940
Half Page	\$726	\$8,712
Quarter Page	\$430	\$5,160
Enhanced Listing with Map Locator Dot		\$795 (annual only)

ADDED BONUS: An enhanced listing and map locator dot will be provided free of charge with a display ad purchase

DISCOUNTS: 5% discount for production-ready materials

DEADLINES:

SPACE CLOSE: October 13, 2023

MATERIAL DEADLINE: October 20, 2023

PUBLICATION/INVOICE DATE: December 2023

*Installment payment plans are available with credit card information and signed authorization (to enable our accounting department to make monthly charges).

Advertisers must be members in good standing with the Savannah Area Chamber of Commerce.

MECHANICAL REQUIREMENTS

TRIM/BLEED SIZE

Insider's Guide Trim Size is 6.5" x 9.5". Full page bleed size is 6.75" x 9.75". When creating full-page bleed ads, please do not use any crop or registration marks. Ads submitted without sufficient bleed area will be reduced to fit live area size.

Live area is 6" x 9". We highly recommend that all important information (i.e. text) is kept within the live area. If text or other important information is outside the live area, we are not responsible if it is left out.

AD SUBMISSIONS

Preferred format for camera-ready ad submission is a PDF.

Files must be CMYK, have a resolution of 300 dpi or higher, and must have all fonts embedded. PDF documents created using the "PDF/X-1a" are strongly recommended.

While we do our best to ensure color accuracy, Savannah magazine is not responsible for incorrect output of color or the color correcting of ads if a color match proof is not provided.

CREATIVE SERVICES

Savannah magazine's art department will provide professional and creative ad design assistance, layout, typesetting and preparation of electronic files to display advertisers at no cost. Photo images must be at least 300 dpi. **We accept the following formats: .tif, .eps and .jpg. Images from the internet or embedded in a Word document cannot be accepted.** Photographs to be scanned by Savannah magazine must be larger than 3" x 4.5".

FILE TRANSFER

Ads can be submitted via email to your account executive. Please keep in mind that our email system can only accept files that are smaller than 5MB.



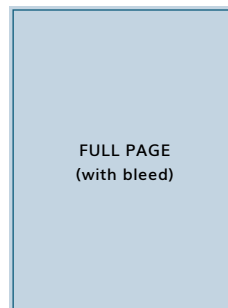
VISIT SAVANNAH



VISIT TYBEE ISLAND

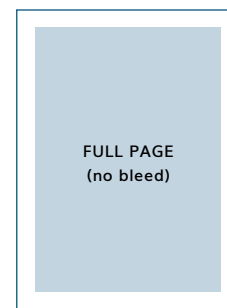
DISPLAY ADVERTISING DIMENSIONS

ADVERTISEMENT	WIDTH (INCHES)	DEPTH (INCHES)
FULL PAGE BLEED		
Full Bleed:	6.75"	9.75"
Trim Size:	6.5"	9.5"
FULL PAGE (no bleed)	5.5"	8.5"
HALF PAGE	5.5"	4.125"
QUARTER PAGE	2.625"	4.125"



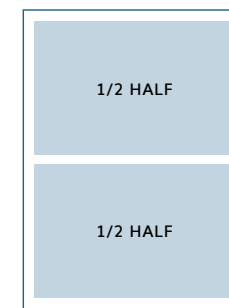
FULL PAGE
(with bleed)

FULL PAGE
Bleed: 6.75"x9.75"
Trim: 6.5"x9.5"



FULL PAGE
(no bleed)

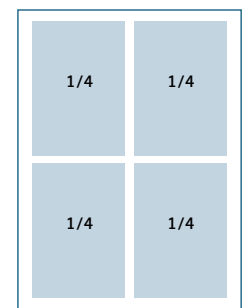
FULL PAGE
(no bleed)
5.5"x8.5"



1/2 HALF

1/2 HALF

1/2 HALF
5.5"x4.125"



1/4

1/4

1/4

1/4

1/4 QUARTER
2.625"x4.125"

Savannah magazine is hereby authorized to publish a _____ ad in the 2024 Official Insider's Guide. Rates as per current 2024 rate card.

- _____ Gross Rate (annual)
 - _____ Discount
 - _____ Net Rate (annual)
 - _____ Net Rate (monthly)*
 - _____ Enhanced Listing and Map Locator Dot (annual)
- *refer to attached schedule

Name of Client

Name and Title

Signature

Advertising Agency if Applicable

Name and Title

Client's Billing Address

City State Zip

Client's Telephone Number

Web Address

Email Address

Advertising Representative

Date

TERMS OF TRADING

1. All accounts are net thirty (30) days and will be billed in the month of publication (December 2023) with the exception of installment plan customers. For display advertisers on an installment plan, first payment is due as outlined in the attached schedule.
2. Publisher reserves the right to refuse any ad deemed unacceptable for the publication.
3. **ADS CANNOT BE CANCELED AFTER AD SPACE DEADLINE.** All verbal orders are considered binding unless canceled in writing prior to space closing date. Submission of copy is the responsibility of the advertiser. Client is liable for cost of contracted space not used, and space will be allocated at the discretion of the publisher. Publisher reserves the right to refuse to publish ads for delinquent accounts. Late ads are subject to a 10% penalty charge.
4. Failure to acknowledge or return proof will not alter contract payment terms or publications.
5. The delivery of this publication is guaranteed by the publisher. However, publisher does not guarantee an exact publication date.
6. In the event payment is not made by advertiser in accordance with conditions of this contract, advertiser agrees to pay for legal fees incurred by the publisher, including but not limited to, attorney's fee, collections agency fees, court costs, etc.
7. The publisher shall not be liable to the advertiser for delays in the publication or damages resulting from failure to include all advertising, in excess of the monies paid for such advertising for the issue in which the error or omission occurs.

ADVERTISING POLICIES

All advertisements are accepted and published upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements, the agency and/or advertisers will indemnify and save the publisher harmless from and against any loss or expense resulting from suits based upon the contents or subject matter of such advertisements, including without limitation, claims or suits for libel, violation of right of privacy, plagiarism and copyright infringement.

PROVIDED BY SAVANNAH MAGAZINE AT NO ADDITIONAL CHARGE

Layout and design (including typesetting), etc. by creative services based on information provided by the client at time of ad agreement. After the second revision, additional charges will be billed at \$50 per hour (1/2 hour minimum).

ADDITIONAL CHARGES

Guaranteed positions: 10% additional charge | Photo shoots: \$50 per hour

In consideration for installment billing, the undersigned advertiser agrees to pay for advertising purchased in the 2024 Official Insider's Guide a total amount of \$ _____ for a _____ size ad according to the following payment schedule:

INSTALLMENT	PAYMENT AMOUNT	PAYMENT DUE DATE (last week of the month)
No. 1		January 2024
No. 2		February 2024
No. 3		March 2024
No. 4		April 2024
No. 5		May 2024
No. 6		June 2024

INSTALLMENT	PAYMENT AMOUNT	PAYMENT DUE DATE (last week of the month)
No. 7		July 2024
No. 8		August 2024
No. 9		September 2024
No. 10		October 2024
No. 11		November 2024
No. 12		December 2024

TOTAL: _____

I hereby authorize Morris Media Network to charge the following credit card as outlined above.

Card Type: _____ Card Number: _____ Expiration date: _____

If any of the installment payments shown above are not paid by the due date, the installment agreement may be declared in default, and the entire remaining balance will become due and payable in full.

Company name: _____

Signature: _____ Date: _____