

INSPIRE GREAT TRAVEL

SEASONAL CONNECTICUT VISITORS GUIDES



NEW FOR 2016

Join the Connecticut Office of Tourism and Madden Media as they introduce the next generation of inspirational travel guides – the *Seasonal Connecticut Visitors Guides*. Published twice a year, the Spring and Fall guides merge the best of the *Connecticut Official Visitors Guide* and *Connecticut Getaway Guides* to create a powerful storytelling magazine.

The **NEW** *Seasonal Connecticut Visitors Guide* will offer participants:

- Exposure in Connecticut Office of Tourism's **primary fulfillment piece**
- **Two issues** per year – Spring and Fall
- **All-editorial format** transforms guide into a consumer magazine
- Insightful, **inspirational stories** in each issue that will entice Connecticut visitors
- Digital editions provide **24/7 accessibility**
- Continued **lead generation and digital promotion** through VacationFun.com and CTvisit.com

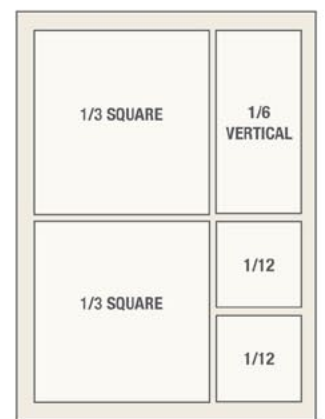
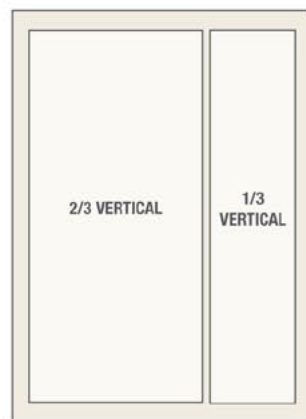


SEASONAL CONNECTICUT VISITORS GUIDE

RATES* AND INFORMATION

PAGE SIZE	SPRING ONLY		FALL ONLY		BOTH ISSUES	
	GROSS RATES	MYSTIC COUNTRY RATES	GROSS RATES	MYSTIC COUNTRY RATES	GROSS RATES	MYSTIC COUNTRY RATES
Full Page	\$7,518	\$5,800	\$3,759	\$2,900	\$10,714	\$8,650
2/3 Page	\$4,802	\$3,875	\$2,401	\$1,935	\$6,843	\$5,650
1/2 Page	\$3,588	\$2,950	\$1,794	\$1,450	\$5,112	\$4,200
1/3 Page	\$2,395	\$1,935	\$1,198	\$965	\$3,414	\$2,800
1/6 Page	\$1,196	\$965	\$598	\$480	\$1,704	\$1,375
1/12 Page	\$667	\$535	\$333	\$265	\$950	\$750

	SPRING ISSUE	FALL ISSUE
Quantity	200,000	100,000
Space Close	October 23, 2015	April 15, 2016
Materials Due	November 2, 2015	April 27, 2016
Published Date	February 12, 2016	August 1, 2016



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