2021 PARTNER ADVERTISING OPPORTUNITIES

FINGER LAKES TOURISM ALLIANCE
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PENN YAN, NEW YORK 14527

JESSICA ROBIDEAU
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WWW.FINGERLAKES.ORG

ABOUT FINGER LAKES TOURISM ALLIANCE: FOUNDED IN 1919, FINGER LAKES TOURISM ALLIANCE IS RECOGNIZED AS THE FIRST REGIONAL DESTINATION MARKETING ORGANIZATION IN THE UNITED STATES. WE ARE AN ASSOCIATION OF PRIVATE-SECTOR ATTRACTIONS, TOURISM-RELATED BUSINESSES AND COUNTY TOURISM OFFICES WORKING TOGETHER TO ENHANCE AND PROMOTE VISITOR FOCUSED BUSINESSES FOR THE 9,000 SQUARE MILE FINGER LAKES REGION OF NEW YORK STATE.

MISSION: SERVE AS THE HUB OF INFORMATION, COLLABORATION AND EDUCATION FOR GROWTH OF A VIBRANT HOSPITALITY AND TOURISM INDUSTRY.

VISION: THE LEADER FOR REGIONAL/TOURISM GROWTH AND SUSTAINABILITY IN THE FINGER LAKES.
OPPORTUNITIES

FINGER LAKES REGIONAL TRAVEL GUIDE ADS .......................................................... PG 3
FINGER LAKES MAP AND MINI GUIDE ADS .......................................................... PG 4
FINGERLAKES.ORG ADS .................................................................................. PG 5
FINGER LAKES E-NEWSLETTERS ...................................................................... PG 6
SOCIAL MEDIA AD BUYS FOR PARTNERS ...................................................... PG 7
AAA/CAA PROGRAM ....................................................................................... PG 8
BROCHURE DISTRIBUTION ........................................................................... PG 9
FINGER LAKES GROUP TRAVEL PLANNER INSERT .................................. PG 10
GROUP TRAVEL TRADE SHOW OPPORTUNITIES .......................................... PG 11
LOCAL IQ DIGITAL OFFERINGS ...................................................................... PG 12-13

FLTA VALUE ADDED OPPORTUNITIES

FINGER LAKES TOURISM ALLIANCE PACKAGES .......................................... PG 14

MEET YOUR FLTA TEAM .................................................................................. PG 15
## 2021 Finger Lakes Regional Travel Guide

**High Demand hard copies to be produced and online digital version will extend views, distribution, and awareness even further!**

The Finger Lakes Travel Guide is a comprehensive resource with information on everything a tourist might need to know. It includes sections on major attractions, historical sites, wineries, breweries, distilleries, lakes information, shopping, dining, events, town and community information, lodging options and so much more!

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### Camera Ready Ad Submissions Accepted in PDF or High Resolution JPEG Format

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### Ads Due by November 1st, 2020 for the 2021 Finger Lakes Regional Travel Guide

**“Playup Positions”**

- Inside Front Cover: $3,366
- Back Cover: $3,876
- Inside Back Cover: $3,570

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### **Premium Position**

<table>
<thead>
<tr>
<th>Ad Position</th>
<th>Amount</th>
<th>Quantity</th>
<th>Total Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>$3,366</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Back Cover</td>
<td>$3,876</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$3,570</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Ad Position</th>
<th>Amount</th>
<th>Quantity</th>
<th>Total Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page 7.375 x 10 or bleed* Ad size including bleed 8.5 x 11, trim 8.25 x 10.75, Live image area: 7.375 x 10</td>
<td>$2,856</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2/3 Vertical</td>
<td>$2,448</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/3 Horizontal 7.375 x 4.5</td>
<td>$2,040</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/3 Vertical 2.312 x 9</td>
<td>$2,040</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/3 Horizontal 7.375 x 3</td>
<td>$1,632</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/3 Square 4.84 x 4.5</td>
<td>$1,632</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/6 Vertical 2.312 x 4.4</td>
<td>$1,020</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/6 Horizontal 4.84 x 2.25</td>
<td>$1,020</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/6 page Ad on a Community Page 4.8 x 2.2</td>
<td>$510</td>
<td></td>
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</tr>
</tbody>
</table>

### Black and White

<table>
<thead>
<tr>
<th>Ad Position</th>
<th>Amount</th>
<th>Quantity</th>
<th>Total Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/6 Vertical 2.312 x 4.4</td>
<td>$842</td>
<td></td>
<td></td>
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</tbody>
</table>

### Other

- Enhanced listing - Photo included with listing in the Community section of Travel Guide: $87
- Major event listing “Event also included in 2021 Map & Mini Guide at no additional charge”: $128
- Finger Lakes Wedding page listing: $150
- Tear out page on Cardstock Weight Paper - One Page, Full Page Specs: $3,774
- Tear out page on Cardstock Weight Paper - Front & Back, Full Page Specs per Page: $7,344
- Inclusion on Coupon Page in Travel Guide 3.4 x 2.5: $128
- In-house ad design – hourly rate: $65

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**Business Name**

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**Partner Signature**

**Date**
Finger Lakes Map & Mini Guide

Fold Out Map and Mini Guide produced for in region and out of region distribution!!

There’s something about holding a map in your hands that a GPS can’t match! Driving through an unfamiliar area can be daunting. The Map & Mini-Guide will help visitors plan to visit your business and help them to successfully navigate to you.

A handy pocket-sized guide highlights attractions and includes a map of the region. The map & mini-guide and map will keep your organization top-of-mind as visitors make their travel decisions.

2021 Map & Mini Guide

• Full block ad spaces around the perimeter of the map are available to highlight your business!
• Block ad space dimensions 3.25”w x 2.7”h

Map & Mini Guide Content Includes:

• What to do, Where to visit, and Where to Stay
• Partner business name and phone number
• Driving map with detailed road/route information
• Drive times from major cities both in and out of the Finger Lakes region
• Snapshot of major events in the Finger Lakes with a call to action to visit FingerLakes.org for full event listings throughout the region!

Map & Mini Guide is in Full Color

It is the partner’s responsibility to submit ads by the required date or notify the office for necessary design needs, which can be facilitated, otherwise risking lost feature at the partner’s expense.

<table>
<thead>
<tr>
<th>Block Ad in the Map &amp; Mini Guide 3.25”w x 2.7”h – limited number of ad spaces available!</th>
<th>Amount</th>
<th>Quantity</th>
<th>Total Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ 3,000</td>
<td>$</td>
<td></td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Illustration Feature on Partner Listing Side of Map, call Marianne for options!</th>
<th>Amount</th>
<th>Quantity</th>
<th>Total Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ 800</td>
<td>$</td>
<td></td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Enhanced Listing - Bolded with a Colored Box Around Your Business Name</th>
<th>Amount</th>
<th>Quantity</th>
<th>Total Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ 225</td>
<td>$</td>
<td></td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Enhanced Listing PLUS – Logo Feature AND Bolded with a Colored Box Around Your Business Name</th>
<th>Amount</th>
<th>Quantity</th>
<th>Total Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ 300</td>
<td>$</td>
<td></td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Major Event Listing</th>
<th>Amount</th>
<th>Quantity</th>
<th>Total Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ 150</td>
<td>$</td>
<td></td>
<td></td>
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</tbody>
</table>

Business Name

Partner Signature

Date

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FINGERLAKES.ORG ADS

YOUR BUSINESS CAN BE IN FRONT OF THOUSANDS OF EYES A MONTH, CHOOSE A MONTH AND A PAGE ON FINGERLAKES.ORG!

- PROMOTE YOUR BUSINESS ON THE #1 ONLINE SOURCE FOR Finger Lakes INFORMATION!
- ENJOY A PREMIUM POSITION IN SEARCH ENGINE RANKING AND PREMIUM HIGH RANKS OVER COMPETITOR’S SITES.
- RESPONSIVE DESIGN! VISITORS HAVE ACCESS TO A GREAT RESOURCE WITH ALL FLTA PARTNER BUSINESS INFORMATION AVAILABLE ON ANY DEVICE I.E. TABLETS AND PHONES WHICH ARE THE FASTEST GROWING WEB VIEWING DEVICES!
- AD CREATION IS THE RESPONSIBILITY OF THE PARTNER. HOWEVER, IF A PARTNER WOULD LIKE ASSISTANCE, WE ARE HAPPY TO HELP OUT. COMPLETED ADS ARE REQUESTED TO BE SENT TO THE FLTA OFFICE IN A JPEG FILE FORMAT FIVE DAYS PRIOR TO THE MONTH THE AD RUNS.

IN 2021, WE WILL REMAIN DEDICATED TO KEEPING OUR SITE THE MOST COMPREHENSIVE, DYNAMIC SOURCE OF Finger Lakes INFORMATION.

“FLTA IS ONE OF THE GREATEST SOURCES OF PROMOTION ON A REGULAR BASIS WITH THE GUIDE AND ALL THE WEB PRESENCE, BUT THE BANNER ON THE WEB PAGE INCREASED HISTORIC PALMYRA’S VISIBILITY 30 PERCENT FOR THE MONTH OF OCTOBER. WE RECEIVED 30 PERCENT MORE HITS. THIS WAS JUST A GREAT WAY TO FOCUS ON OUR SPECIAL EVENTS DURING THAT TIME”
- BONNIE HAYS, EXECUTIVE DIRECTOR OF HISTORIC PALMYRA, OWNER AND OPERATOR OF FIVE AMAZING MUSEUMS

LARGE AND SMALL GROUPS ARE LOOKING FOR ITINERARIES OF LOCATIONS TO STOP AT, BUSINESSES TO EXPLORE, AND IDEAS OF HOW TO NAVIGATE THROUGH THE FINGER LAKES REGION.

- HAVE YOUR BUSINESS FEATURED FOR 3 MONTHS IN A GROUP TRAVEL ITINERARY ON FINGERLAKES.ORG TO GET YOUR BUSINESS IN FRONT OF THE GROUP MARKET.

BE FIRST IN LINE AS A LOCATION TO VISIT WHEN INQUIRIES FROM GROUP TRAVEL OPERATORS, FOREIGN INDEPENDENT TRAVELERS, COUPLES OR GROUPS LARGE AND SMALL COME THROUGH THE FLTA OFFICE. PARTNER WITH NEIGHBORING FLTA BUSINESSES FOR A ROBUST ITINERARY THAT TRAVELERS WILL WANT TO CONTINUE TO VISIT YEAR OVER YEAR!

<table>
<thead>
<tr>
<th>Full Color</th>
<th>Amount</th>
<th>Quantity</th>
<th>Total Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner Ad - In Season (April-Sept) 960x480 JPEG</td>
<td>$750</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Banner Ad - Out of Season (Oct-Mar) 960x480 JPEG</td>
<td>$600</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Tile Ad - In Season (April-Sept) 600x400 JPEG, 1 month on homepage</td>
<td>$250</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Tile Ad - Out of Season (Oct-Mar) 600x400 JPEG, 1 month on homepage</td>
<td>$200</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Banner Ad - In Season 960x480 JPEG, 1 month on page other than homepage</td>
<td>$600</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Banner Ad - Out of Season 960x480 JPEG, 1 month on page other than homepage</td>
<td>$550</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Tile Ad - In Season (April-Sept) 600x300 JPEG, 1 month on pages other than homepage</td>
<td>$200</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Tile Ad - Out of Season (Oct-Mar) 600x300 JPEG, 1 month on pages other than homepage</td>
<td>$150</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Additional 3 photos on profile page, 1 year</td>
<td>$ 75</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Coupon page Ad, 1 year</td>
<td>$100</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Itinerary Inclusion for 3 Months (Select one timeframe: a - Jan-March b - April-June c - July-Sept d - Oct-Dec)</td>
<td>$150</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Featured Partners Listing In Season (April - Sept) 1 Month Feature</td>
<td>$650</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Featured Partner Listing Out of Season (Oct - March) 1 Month Feature</td>
<td>$450</td>
<td>$</td>
<td></td>
</tr>
</tbody>
</table>

Preferred Pages*  *FLTA will contact you in regards to specific page placement.

**NOTE** Ad materials are requested to be sent to the FLTA Office 5 days prior to the start of desired run. Website dimensions are width by height in pixels. Please submit in JPEG or GIF format. It is the partner’s responsibility to submit ads by the timeframe noted or notify the office for necessary design needs, which can be facilitated at least 3 weeks in advance to run otherwise risking lost feature at the partner’s expense.

**BUSINESS NAME**

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**PARTNER SIGNATURE**

**DATE**
FINGER LAKES E-NEWSLETTER ADS
FINGER LAKES TOURISM ALLIANCE (FLTA) PRODUCES THREE E-NEWSLETTERS REACHING OVER 60,000 READERS!

- **Partner Newsletter Open Rate** is over 30% versus the industry average which is 21% and FLTA’s click rates are at 16% when the industry average is 2%!

**Partner Newsletter** This communication is sent out to our core database of 800+ businesses throughout the region. The Partner Newsletter covers regional news, reminders from FLTA, and announcements of opportunities within the region as well as at a state level for our partners. The purchase of an AD or advertorial in this publication is ideal for partners who rely on business to business revenue or are looking to network/connect with other FLTA Partners.

**Public Newsletter** The second e-newsletter FLTA produces is the public newsletter. This public newsletter is sent every other month (6 times a year) to over 60,000 qualified opted-in recipients who want to receive up-to-date information as well as know about new opportunities in the Finger Lakes. The public newsletter covers seasonal events, vacation ideas, packages, coupons, exciting Finger Lakes news, and other special deals for travelers.

**Newsletter Promotional Options for Your Business**

- **Two AD types are available in either the Public or Partner newsletter.** Display ads convey a traditional graphic style ad that may be inclusive of a brief, bulleted text that when users click, will redirect to a landing page of your choice.
- **For a longer message, advertorials, which include 150-200 words of text, an accompanying image, and URL link of your choice (pending FLTA editorial approval) can be included to convey more detail than may be possible in a traditional display AD.**
- **Ads or advertorials for both the Public and Partner e-newsletter should be sent to FLTA by the last day of the month prior to the month your ad will run. Ads are placed in margins or the body of the email and are 125 pixels wide by 300 pixels high.**

**Exclusive Newsletter** The third e-newsletter that is distributed is the FLTA partner Exclusive Newsletter. FLTA Partners can create the content and provide images for a newsletter that will be inserted into the FLTA public newsletter template. FLTA will then send this newsletter out to our database of over 60,000 opted-in email contacts looking for more information on the Finger Lakes region. If your business is looking to promote to a specific sector, please inquire about options. Ad materials are requested to be sent to the FLTA office 5 days prior to the month the partner wishes to participate.

For all email types, participating partners can be included on the email distribution list to receive the email that includes their materials.

**Please Note:** Ad materials are requested to be sent to the FLTA office 5 days prior the start month of desired run.

<table>
<thead>
<tr>
<th>Amount</th>
<th>Quantity</th>
<th>Total Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partner Newsletter Ad, 600 pixels wide x 300 pixels high, 1 edition</td>
<td>$ 150</td>
<td>$</td>
</tr>
<tr>
<td>Partner Newsletter Advertorial, 1 edition</td>
<td>$ 150</td>
<td>$</td>
</tr>
<tr>
<td>Public Newsletter Ad 600 pixels wide x 300 pixels high, 1 edition</td>
<td>$ 600</td>
<td>$</td>
</tr>
<tr>
<td>Public Newsletter Advertorial, 1 edition</td>
<td>$ 600</td>
<td>$</td>
</tr>
<tr>
<td>Public Exclusive Newsletter, 1 edition for one month</td>
<td>$ 1,500</td>
<td>$</td>
</tr>
</tbody>
</table>

**Preferred Months:**

<table>
<thead>
<tr>
<th>Number of Editions</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is the partner’s responsibility to submit ads by the last week of the month before run or notify the office for necessary design needs, which can be facilitated at least 3 weeks in advance to run, otherwise risking lost feature at the partner’s expense.</td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Business Name</th>
<th>Partner Signature</th>
<th>Date</th>
</tr>
</thead>
</table>

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Social Media Ad Buys for Partner Businesses

Social media advertising is a huge emerging trend that your business needs to join in order to stay present and relevant in this ever-growing digital world.

Social media is one of the largest digital influencers and ways that consumers view news, see trends, and influence buying decisions. Facebook is undoubtedly the leader of this pack followed closely by sister organization Instagram which is where ad buys will be displayed to the public.

If you’re looking to get in front of a specific demographic and audience for your promotional message, social media can be incredibly effective.

- Have a one on one consultation with FLTA to identify the best audience segment for your message.
- Determine your advertising message
  - Do you want to promote a product in the ad? Gain a larger audience to your social sites? Is foot traffic and getting visitors in your doors the goal for 2021? All of these are considerations for what imagery and text you want conveyed in your ad. FLTA can help build the most effective social promotion for your business.

Trackable Results

- Social advertising provides highly detailed insights that partners can review after the run of the ad. These ad reports will be provided to the partner after the ad run.
- FLTA will be monitoring effectiveness throughout the duration of the monthly campaign and recommendations will be provided to partners to maximize exposure and effectiveness of the ad.
- Ad content is owned by the partner and will be provided to the partner for future use.

Please note: Ad materials are requested to be sent to the FLTA office 2 weeks days prior the start month of desired ad run.

<table>
<thead>
<tr>
<th>Amount</th>
<th>Quantity</th>
<th>Total Due</th>
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<tbody>
<tr>
<td>$ 700</td>
<td>$</td>
<td>$</td>
</tr>
</tbody>
</table>

Preferred month for ad run:
It is the partner’s responsibility to submit content for ad creation 2 weeks prior before the month the ad runs.

Business Name: ____________________________
Partner Signature: _______________________
Date: __________

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AAA/CAA Outreach Program

AAA/CAA is the recognized authority on travel and itinerary planning.

Put your business’s name and marketing literature in front of these front-line professionals by including your business in the curriculum of our exclusive Finger Lakes training program.

REVAMPED AND IMPROVED!!

The Finger Lakes Tourism Alliance recognizes the importance that the AAA market serves to the demographic the tourism industry is trying to reach. The 2021 program will run through the duration of the entire 12 months of 2021 with continual outreach to offices, follow up, promotion of program participant updates, and more!

All returning partners to the program will receive $50 off their participation

Program Participation Includes

- Send out of 2021 Finger Lakes Regional Travel Guide to major AAA / CAA office branch hubs and individual office locations across the US, primarily focusing on major hubs in the New England area, Mid-Atlantic, and Ohio.
- Inclusion in AAA / CAA program PowerPoint to be sent out to offices throughout the year. This PowerPoint will include a voice over that will mention important features of your business that agents will want to be informed of for the 2021 year.
- Business brochure / rack card included in hard copy folder mailed out to each major club branch hub, location and more including a re-order form to allow club offices to request bulk quantities of a business’ materials.
- Business name, 150 word description, photo, and link to partner page on AAA program page on FingerLakes.org.
- FLT® will allow partners the opportunity to participate in webinars that are requested by offices through utilization of the previously mentioned PowerPoint, minus the voice over and will allow FLT® and partners that would like to participate to call in to the training for a more enriched tutorial.

Your message is delivered without the high cost of travel and staff-time expense to you. When AAA/CAA agents create travel itineraries for their clients, your message will be top-of-mind!

<table>
<thead>
<tr>
<th>Program Partner Level</th>
<th>Amount</th>
<th>Quantity</th>
<th>Total Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>*Partners renewing their inclusion in this program will receive a $50 discount</td>
<td>($50)</td>
<td>$</td>
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</tbody>
</table>

*Please note: It is the partner's responsibility to submit materials by deadlines outlined. Otherwise risking lost feature in the program at the partner's expense.

Business Name | Partner Signature | Date

*Please note: In signing this agreement or in receiving a confirmation email from FLT®, you are agreeing to all payments and policies. It is the partner's responsibility to submit materials by deadlines outlined in individual program descriptions in the FLT® catalog. Signature and/or authorization to run will be honored, otherwise risking lost feature in the program at the partner's expense.
**Brochure Distribution**

**Visitors are traveling and looking to explore new locations, destinations, and activities! Put your business on the map!**

Thousands of people drive on Interstate 86 each year and the Finger Lakes Tourism Alliance’s brochure distribution program.

Partners can receive wonderful exposure with their materials at the Chautauqua Welcome Center along I-86 East. The Chautauqua Rest Stop is open throughout the entire calendar year and is a key location for greeting visitors and providing them with information as they made their way in to the region traveling north and southbound.

Are uniquely positioned to reach these potential customers.

FLTA offers key information locations at the Gateways to the Finger Lakes in three strategic locations to target visitors with information from all travel directions.

<table>
<thead>
<tr>
<th>Brochure Distribution at Chautauqua location</th>
<th>Amount</th>
<th>Quantity</th>
<th>Total Due</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$240</td>
<td></td>
<td>$</td>
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</tbody>
</table>

**Business Name**

**Partner Signature**

**Date**

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FINGER LAKES GROUP TRAVEL PLANNER INSERT

THE PRIOR EDITION OF THE GROUP TRAVEL PLANNER HAD OVER 7,000 DIGITAL READS!

PUT YOUR INFORMATION IN THE HANDS OF INDUSTRY DECISION MAKERS WITH THE FINGER LAKES GROUP TRAVEL PLANNER. THIS PUBLICATION AND INSERT, WITH A LONG SHELF LIFE, IS DISTRIBUTED TO THE TOP GROUP TOUR OPERATORS AND TRAVEL PLANNERS AND IS DESIGNED TO RAISE AWARENESS OF FLTA AND OUR VERY VALUED GROUP FRIENDLY PARTNER BUSINESS LOCATIONS.

FLTA WILL PRODUCE AND DISTRIBUTE THIS LONG LASTING PIECE OF LITERATURE AS INSERTED INTO THE FULL GROUP TRAVEL PLANNER PUBLICATION TO SEND TO KEY DECISION MAKERS NATIONWIDE.

INSERT DETAILS

• A DIGITAL FLIPBOOK VERSION OF THE FULL PRINTED GROUP TRAVEL PLANNER AND INSERT WILL BE INCLUDED ON THE GROUP’S PAGE OF FINGERLAKES.ORG TO HELP MAXIMIZE EXPOSURE IN THE GROUP TRAVEL MARKET AND GAIN EVEN MORE POTENTIAL FOR YOUR BUSINESS TO BE INCLUDED IN ITINERARIES.
  ○ THE PREVIOUS GROUP TRAVEL PLANNER DIGITAL EDITION SAW 2,484 READERS ONLINE ALONE, NOT INCLUDING HARD COPY DISTRIBUTION!
• INVEST IN YOUR GROUP TRAVEL MARKET PRESENCE! DISPLAY ADS WILL BE AVAILABLE IN A THIRD BLOCK COLUMN ON THE RIGHT HAND SIDE OF EVERY PAGE. AD SIZES ARE ALL 2” WIDE BY 10” TALL.
• FOR EVEN GREATER EXPOSURE! FULL PAGE AD PLACEMENTS ARE AVAILABLE TO HIGHLIGHT ALL THE GROUP CAPABILITIES AND OFFERINGS AT YOUR BUSINESS.

THERE IS NO ADDITIONAL CHARGE TO HAVE YOUR BUSINESS FEATURED WITH A LISTING WITHIN THIS GUIDE. THE REQUIREMENTS OF YOUR BUSINESS INCLUDE:

• NO PRIOR LISTING IN 2021-2022 FINGER LAKES GROUP TRAVEL PLANNER
• AVAILABLE TO PARTNERS WHO FIT CRITERIA, ARE NEW TO FLTA, AND WANT A GROUP PRESENCE.
• YOUR BUSINESS MUST HAVE PARKING AND ACCESSIBILITY FOR A 40 PASSENGER BUS
• WINERIES/BREWERY/DISTILLERIES MUST BE ABLE TO ACCOMMODATE GROUPS OF AT LEAST 20
• RESTAURANTS MUST SEAT AT LEAST 20 PEOPLE
• ATTRACTIONS MUST BE ABLE TO ACCOMMODATE AT LEAST 20 PEOPLE
• HOTELS/MOTELS/Bed and Breakfasts MUST BE ABLE TO ACCOMMODATE GROUPS OF AT LEAST 20

PLEASE NOTE -- BE ON THE LOOKOUT FOR A CALL OUT IN AN FLTA E-NEWSLETTER AROUND JULY 2021 WITH A SURVEY REQUESTING YOUR BUSINESS INFORMATION TO BE INCLUDED! THIS IS THE INFORMATION THAT COMPILES THE CONTENTS OF THE PLANNER INSERT!

<table>
<thead>
<tr>
<th>2021 GROUP TRAVEL PLANNER INSERT</th>
<th>ADS DUE BY AUG 1, 2021</th>
<th>Amount</th>
<th>Quantity</th>
<th>Total Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>2&quot;w x 10&quot;h Column Ad</td>
<td>$350</td>
<td>$</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>7.375&quot;w x 10&quot;h or bleed*</td>
<td>$750</td>
<td>$</td>
<td></td>
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</table>

*AD SIZE INCLUDING BLEED

BUSINESS NAME

PARTNER SIGNATURE

DATE

PLEASE NOTE: IN SIGNING THIS AGREEMENT OR IN RECEIVING A CONFIRMATION EMAIL FROM FLTA YOU ARE AGREEING TO ALL PAYMENTS AND POLICIES. IT IS THE PARTNER’S RESPONSIBILITY TO SUBMIT MATERIALS BY DEADLINES OUTLINED IN INDIVIDUAL PROGRAM DESCRIPTIONS IN THE FLTA CATALOG. SIGNATURE AND/OR AUTHORIZATION TO RUN WILL BE HONORED, OTHERWISE RISKING LOST FEATURE IN THE PROGRAM AT THE PARTNER’S EXPENSE.
TRAVEL TRADE OPPORTUNITIES SPREADING THE FINGER LAKES MESSAGE TO GROUPS SMALL AND LARGE

IN 2020 FLTA FIELD ED INQUIRIES FOR GROUP TRAVEL SUPPORT FROM DECISION MAKERS AND PLANNERS FROM PENNSYLVANIA, DELAWARE, WITHIN NEW YORK AND ACROSS THE NORTHEAST!

Travel Trade shows are a huge opportunity to keep the Finger Lakes top of mind and boost brand awareness with key decision makers in the group travel market. Groups can be anything from family reunions, church groups, student groups, to bus groups and more.

Group travel oriented trade shows FLTA will be participating in for 2021 include the American Bus Association Marketplace (Baltimore, MD – January 29- February 2nd, 2021) and the Heartland Travel Showcase (Virtual Conference – Week of February 9th, 2021)

Operator, group leader and business lead contact information gathered at shows will be shared with those that attend/sponsor a booth with FLTA. Partners are responsible for their own travel expenses.

FLTA will send a hard copy mail out of marketing materials and partner brochures to each operator that FLTA had an appointment or meeting with at shows as well as send an electronic email follow up on the partner’s behalf with brochure sponsorship.

<table>
<thead>
<tr>
<th>Brochure Sponsorship for American Bus Association (No Booth Sponsor Opportunities Available)</th>
<th>Amount</th>
<th>Quantity</th>
<th>Total Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>$400</td>
<td>$</td>
<td></td>
<td></td>
</tr>
<tr>
<td>In Person Sponsorship at Heartland Travel Showcase</td>
<td>$1,370</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Brochure Sponsorship for Heartland Travel Showcase</td>
<td>$300</td>
<td>$</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>BUSINESS NAME</th>
<th>PARTNER SIGNATURE</th>
<th>DATE</th>
</tr>
</thead>
</table>

**Please Note**: In signing this agreement or in receiving a confirmation email from FLTA you are agreeing to all payments and policies. It is the partner’s responsibility to submit materials by deadlines outlined in individual program descriptions in the FLTA catalog. Signature and/or authorization to run will be honored, otherwise risking lost feature in the program at the partner’s expense.
**Paid Search with Smart Optimization Technology**

$750/month – Minimum Investment of 4 months
- Proprietary technology optimizes based on conversions (not clicks) ensuring your campaign reaches where 98% consumers search with transparent results. Preferred search engine partnerships ensure best practices and visibility among all major search engines. Receive quality score results delivering messages to dedicated audiences, granular details for demographic reach and ensure that the right content is displaying to captivate the best audience possible to deliver results.

**Social Ads**

$500/month – A minimum investment of 4 months
- Our Smart Optimization technology uses artificial intelligence to maximize leads (form fills, calls, website conversions) using machine learning to utilize the objectives are delivering the best results across multiple social platforms including Facebook, Instagram, and the Facebook audience network.

**SMART (Strategic Marketing Automated Reach Technology) Solution**

$500 per partner with a minimum of 10 partners required to move forward
- LOCALiQ selects the right audience to reach at least 20,000 targeted households using addressable geo-fencing. Delivery of emails, display ad, and video to increase frequency and drive action.

**Social Media Marketing**

- More people discovering your business and engaging with you on through community management, competitive benchmarking, and Facebook boosted posts.

### Amount | Quantity | Total Due
---|---|---
Paid Search with Smart Optimization Technology | $750/month-4 month minimum | $3,000 | $ |
Social Ads | $500/month – 4 month minimum | $2,000 | $ |
SMART (Strategic Marketing Automated Reach Technology) Solutions | $200 | $ |
Social Media Marketing (please circle participation level in chart above) | | | $ |

**Business Name**

**Partner Signature**

**Date**

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• **LISTING AND REVIEW MANAGEMENT**
  
  $299/MONTH PARTNER INVESTMENT FOR THE YEAR BASED ON A REQUIRED 12 MONTH COMMITMENT

  - LOCALiQ manages and systematically updates your listings and contents on 50 of the most relevant directories (i.e. Google, Bing and Yelp, Trip Advisor, etc) so that your business gets found in local search to drive calls and visits. Monitoring of 22 review sites daily to alert you of new activity and responding quickly to Google and Facebook reviews to help maintain a great reputation online where it matters most.

• **WEBSITE DEVELOPMENT**
  
  $299/MONTH PARTNER INVESTMENT FOR THE YEAR BASED ON A REQUIRED 12 MONTH COMMITMENT

  - Site designed to fit your industry and customer needs with clear call-to-action drive form fills, calls, emails, and chat. Built for mobile devices first, then desktop for the best visitor experience.
  
  - **ADVANCED DESIGN** -- Attention grabbing and beautiful visuals including: animations, 3D scrolling, and videos. Optimized content for search engines and to drive leads.
  
  - **"RENT TO OWN"** -- After 12 months the site is yours with no hidden fees. We can continue to host the site for $89/month after the first year.

  - **CLIENT CENTER** -- Award-winning reporting and lead management tool. Compare paid and organic tactics by website traffic.

<table>
<thead>
<tr>
<th>Service</th>
<th>Amount</th>
<th>Quantity</th>
<th>Total Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Listing and Review Management</td>
<td>$3,588</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>Website Development</td>
<td>$3,588</td>
<td></td>
<td>$</td>
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</table>
Partnerships bring immense value right from the start! "This is already going a lot better than how it was at other groups I had previously joined. Thanks for the attention and heads up!" – Renee, Wanderlust Tours

PLEASE SELECT THE PACKAGE THAT IS THE BEST FIT FOR YOUR BUSINESS:

☐ GOLD PARTNERSHIP PACKAGE
- **Includes basic partnership for a full year with all the benefits of FLTA partnership including partner access to upload event calendar postings, press release postings, updating of unique partner page info, and business photo.**
- **Digital Components on FingerLakes.org**
  - Featured Partner of the Month – One During an In-Season Month* on One Page
    - Featured Partner of the Month includes a 150-200 word write up, link to business website, and a photo under the featured business heading above the fold on the page
  - Banner Ad Placement – One During a Shoulder Season Month* on One Internal Page, excludes homepage
    - Banner ad dimensions are 960 pixels wide by 480 pixels in height.
- ✓ Please Indicate Month and Page Selections of Ad Features Below
  - Featured Partner Month Selection: ____________  FingerLakes.org Page Placement: ____________
  - Banner Ad Month Selection: ____________  FingerLakes.org Page Placement: ____________

Please note that FLTA staff will be in touch if availability of placement cannot be accommodated.

**Regional Finger Lakes Travel Guide Components**
- 1/6 Page Color, Community Page Ad
  - Community page ad dimensions are 4.8” wide by 2.2” high and high resolution PDF or JPEG file format is preferred.
- Cost to partners for this package will be at the $1,280 level providing a 40% savings over standard rates.

☐ SILVER PARTNERSHIP PACKAGE
- **Includes basic partnership for a full partnership year with all the benefits of FLTA partnership including partner access to upload event calendar postings, press release postings, updating of unique partner page info, and business photo.**
- **Digital Components on FingerLakes.org**
  - Featured Partner of the Month – One During a Shoulder Season Month* on One Page
    - Featured Partner of the Month includes a 150-200 word write up, link to business website, and a photo under the featured business heading above the fold on the page
- ✓ Please Indicate Month and Page Selections of Ad Feature:
  - Featured Partner Month Selection: ____________  FingerLakes.org Page Placement: ____________
  - Banner Ad Month Selection: ____________  FingerLakes.org Page Placement: ____________

Regional Finger Lakes Travel Guide Components
- Enhanced listing with a business photo next to the business listing in the Communities section of the 2019 Finger Lakes Regional Travel Guide.
- Cost to partners for this package will be at the $611 level providing a 35% savings over standard rates.

☐ BRONZE PARTNERSHIP PACKAGE
- **Includes basic partnership for a full partnership year with all the benefits of FLTA partnership including partner access to upload event calendar postings, press release postings, updating of unique partner page info, and business photo.**
- **Digital Components on FingerLakes.org**
  - 3 additional photos for a total of four photos on a partner’s unique partner page listing
  - Tile ad for one month placement on one internal page of FingerLakes.org during an off season month* of partner’s choosing, depending on availability
    - Tile ad dimensions are 960 pixels wide by 480 pixels in height.
- ✓ Please Indicate Month and Page Selection of Ad Feature:
  - Tile Ad Month Selection: ____________  FingerLakes.org Page Placement: ____________

Please note that FLTA staff will be in touch if availability of placement cannot be accommodated.
- Cost to partners for this package will be at the $500 level providing a 20% savings over standard rates.

In Reference to Time Frames for Digital Ad Placements Noted Above:
In season months include April through September & Out of Season months include October through March

Please select month feature and page selections for digital ad placements in your package selection above before signing and completing this form.

☐ BASIC PARTNERSHIP
- **Includes basic partnership for a full partnership year with all the benefits of FLTA partnership including partner access to upload event calendar postings, press release postings, updating of unique partner page info, and business photo.**
- Cost for basic partnership $390 for 12 month partnership

**Business Name**

**Partner Signature**

**Date**

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YOUR FINGER LAKES TOURISM ALLIANCE TEAM

AS OUR PARTNER, WE AT FLTA ARE HERE TO HELP YOU AND YOUR BUSINESS TO GROW AND THRIVE! PLEASE FEEL FREE TO CONTACT US – VIA TELEPHONE, EMAIL, EVEN SNAIL MAIL.

CYNTHIA KIMBLE, PRESIDENT CINDYK@FINGERLAKES.ORG

Cynthia Kimble, the former President of the Schuyler County Chamber of Commerce, was selected as FLTA’s President in November of 2007. Kimble brings years of experience in marketing and financial management to her position. Cindy is a lifelong resident of the Finger Lakes region. She spent nearly 14 years at the Canandaigua Area Chamber of Commerce as Vice President, Financial Manager and BlueCross/Blue Shield Administrator. She also served as a Risk Management Supervisor for Paychex. Kimble holds a B.S. degree in Business Management from St. John Fisher College.

JESSICA ROBIDEAU, DIRECTOR OF MARKETING & SALES JESSICAR@FINGERLAKES.ORG

Jessica, a Penn Yan native, realized after working in a Finger Lakes winery that marketing was something she wanted to learn more about and a field in which to establish a career. Jessica has had the opportunity to visit and work in a wide variety of areas and before joining the FLTA team, worked with organizations establishing marketing departments as well as assisting and consulting from a marketing perspective. She is excited to join the team at FLTA in order to promote the beautiful and diverse area she’s proud to call home with highest level of commitment and excellence. Jess graduated with a B.S. in Business Administration with a concentration in Marketing from LeMoyne College.

KAREN COLIZZI NOONAN, OFFICE MANAGER KARENN@FINGERLAKES.ORG

Before joining Finger Lakes Tourism Alliance, Karen was an Executive Assistant to a New York State Senator for nine years. She is a life-long resident of Geneva, New York with a strong appreciation for the beautiful region she calls home. She has a special interest in the preservation of historic theaters and is a past President of the Theatre Historical Society of America. She holds a degree in Marketing & Public Relations from Cazenovia College.