

GREETINGS to our PARTNERS

We invite you to advertise in Visit Canton's 2026 Official Travel Guide — a premier annual publication designed to reach the visitors spending \$1.37 billion in Stark County each year. The Travel Guide is Visit Canton's most-requested visitor resource, used to respond to thousands of information requests, both digital and in-person. Plus, it's a trusted guide for local and regional residents seeking things to do, places to eat and experiences to enjoy.

NOW A SEASONAL PUBLICATION — ONE PRICE, TWO ADS! In 2026, we will publish 50,000 Spring/Summer guides in February and 25,000 Fall/Winter guides in August, giving you the chance to promote seasonal offerings, special

events and holiday activities throughout the year.

By advertising in the Travel Guide, you'll join **dozens of local attractions, museums, restaurants and businesses** that help showcase the best of what Stark County has to offer.

The guide is produced in partnership with the awardwinning team at Great Lakes Studios, creators of Cleveland Magazine, Ohio Magazine, Long Weekends and the Ohio Travel Guide.

We hope you'll partner with us and fellow tourism businesses to help make Stark County shine as **America's Playing Field** — and to bring even more visitor dollars into our local economy.

Sincerely,

Allyson Bussey

Allyson Bussey
PRESIDENT, VISIT CANTON

2026 GUIDE FEATURES

- Featuring two Seasonal Travel Guides: Spring/Summer & Fall/Winter
- Guide Index for advertisers
- Special Event Section with opportunity to feature your event in print + digital issues

EDITORIAL

A magazine-based approach with content on Arts & Culture, Museums & Attractions, Events & Entertainment, Shopping, Dining, Recreation, Accommodations and Special Events.

DISTRIBUTION

75,000+ Travel Guides will be distributed throughout the year via diverse channels:

- No. 1 fulfillment piece for Visit Canton
- Visitor requests from Pro Football Hall of Fame, Gervasi Vineyard, Experience Hartville and other Stark County attractions
- Visitor centers in Downtown Canton, Akron/ Canton Airport, Belden Village Mall and Hall of Fame Village
- Hotels and attractions throughout Cleveland,
 Akron, Canton and Ohio's Amish Country
- Event planners and attendees at sports tournaments, conferences and conventions throughout Stark County

ONLINE

Digital version available on VisitCanton.com and OhioMagazine.com. Digital copies also distributed via email.

ADDED VALUE - STARK COUNTY PARTNERS

EARLY BIRD BONUS! - Deadline Sept. 19

- Receive 10% Discount off 2026 Display Ad Rates

ALL DISPLAY ADVERTISERS

- Business name listing featured in the Guide Index
- Opportunity to change your ad/artwork for seasonal guides at no charge (Spring/Summer & Fall/Winter)!

FULL PAGE ADVERTISER BONUS

- Receive (1) dedicated eNews blast to Visit Canton's 20K subscribers in 2026 (subject to availability)
- Receive (1) Enhanced Event Listing in any issue of Ohio Magazine in 2026

Ad Specs & Info

SIZE & POSITION	WIDTH (INCHES)	HEIGHT (INCHES)	2026 PRICE	EARLY BIRD PRICE (SEPT. 19)
Two-Page Spread	15	10	\$9,690	\$8,720
Inside Front Full Premium (3 available: inside front, page 1, page 3)	7.5	10	\$6,400	-
Inside Back Full Premium (2 available)	7.5	10	\$6,160	-
Back Cover	7.5	10	\$6,735	_
Full Page	7.5	10	\$5,890	\$5,300
1/2-Page	7.375	4.875	\$3,265	\$2,940
1/4-Page	3.5625	4.875	\$2,065	\$1,860
1/8-Page	3.5625	2.375	\$1,150	\$1,035
Special Event Feature Listing & Photo – Spring/Summer OR Fall/Winter Guide*	_	-	\$550/issue	-

	4.875"
1/8 H	3.5625" x 2.375"
1/2	2 H

7.375" x 4.875"

1/4 V

ARTWORK REQUIREMENTS

- All camera-ready ads must be submitted as a high-res PDF file.
- Creative files for ad design should be high-res including photos at 350 dpi or greater for print quality + logo submitted as eps or tiff file.

Ad Specs Outlined Above Full Page Bleed Specifications

Safe Area: 7.5" x 10" Trim Size: 8.375" x 10.875" Plate Size: 8.625" x 11.125"

Keep live matter .375" from the trim.

Full Page 8.375" x 10.875"

Reserve Your Spot!

Sept.19, 2025: Early Bird Bonus - Save 10%

Important Dates

Oct. 3, 2025: Advertising space reservations close

Oct. 17, 2025: Deadline to submit advertising materials and camera-ready ads for Spring/Summer issue

Feb. 2026: Spring/Summer issue distributed

Apr. 17, 2026: Deadline to submit materials and camera-ready ads for Fall/Winter issue

Aug./Sept. 2026: Fall/Winter issue distributed

^{*} Special Event Feature Listings include Enhanced Event Listing in Ohio Magazine digital

MEDIA KIT FOR 2026 OFFICIAL VISITORS GUIDE

Canton & Stark County

AD INSERTION FORM

ADVERTISER INFORMATION

Company Name		
Contact Name		
Address		
Dity	State	Zip
Phone	Email	

SIZE & RATE for Stark County partners	2026 PRICE	EARLY BIRD PRICE
☐ Two-Page Spread	\$9,690	\$8,720
☐ Inside Front Premium	\$6,400	_
☐ Inside Back Premium	\$6,160	_
☐ Back Cover	\$6,735	_
☐ Full-Page	\$5,890	\$5,300
☐ 1/2-Page Horizontal	\$3,265	\$2,940
☐ 1/4-Page	\$2,065	\$1,860
☐ 1/8-Page	\$1,150	\$1,035
☐ Special Event Feature Listing & Photo – Spring/ Summer OR Fall/Winter Guide*	\$550	_
TOTAL		\$

^{*}includes Enhanced Event Listing in Ohio Magazine digital

ARTWORK & AD DESIGN

SELECT ONE

- ☐ I WILL SUBMIT my own designed CAMERA-READY AD*
- ☐ I WILL RENEW THE SAME AD from the previous guide with no changes

☐ check if contact information is the same as 2025

- ☐ I WANT GLS TO UPDATE MY AD from the previous guide with minor edits/changes** Fee \$85
- ☐ I WANT GLS TO CREATE A NEW AD for 2026 with my photo + logo + ad copy** Fee \$85

SELECT ONE

- ☐ I WILL USE THE SAME AD IN BOTH the Spring/Summer & Fall/Winter issues
- ☐ I WILL PROVIDE A NEW AD/ARTWORK FOR THE FALL/WINTER issue by April 17, 2026[†]
- *All CAMERA-READY ADS should be designed following the ad specs and submitted as a high-res PDF document
- **GLS ad design and ad updates includes two rounds of edits. Receive a \$20 credit from the \$85 design fee if all creative materials are submitted by the deadline of Oct. 17
- †I understand if I do not provide ad/artwork by the deadline, the current ad will run again

PAYMENT INFORMATION

SELECT ONE

- ☐ SEND INVOICE NOW TO PAY IN 2025
- ☐ SEND INVOICE UPON PRINT OF THE PUBLICATION (FEBRUARY 2026)

CONFIRMATION OF ORDER

This insertion order represents confirmation of the agreement between the Advertiser/ Agency and Visit Canton/Great Lakes Studios. Advertising invoices will be issued on the publication date, February 2026, and will be due upon receipt. Placement is not guaranteed. Visit Canton and Great Lakes Studios reserve the right to refuse advertisements on the basis of content, including but not limited to those that contain that which is considered to be false, illegal or libelous information or material that gratuitously offends members of the general public, or for reasons of quality of production, and assume no liability for statements or claims made in advertising copy.

Authorized By
Title
Signature
Date
Sales Rep

DEADLINES

Sept. 19: Early Bird Deadline - BONUS SAVE 10%

Oct. 3: Advertising Space Deadline

Oct. 17: Advertising Materials & Camera-ready ads due for Spring/Summer issue

Feb. 2026: Spring/Summer issue distributed

Apr. 17, 2026: Deadline to submit materials and camera-ready ads for Fall/Winter issue

Aug./Sept. 2026: Fall/Winter issue distributed

AD SPACE RESERVATIONS

Return your completed reservation form to:

Nichole Cardinale

Advertising Sales/ Account Manager 330-265-8665 ncardinale@glstudios.com Submit your camera ready ad or creative materials to to:

Megan Stimac

Advertising Traffic Manager mstimac@glstudios.com



