

A family of four (a man, a woman, and two children) are walking down a street. The street is decorated with many colorful umbrellas hanging from the buildings. On the right, there is a brick wall with a colorful mural that includes the words "Oh, Hal" and "Dale" and "UMBRELLA ALLEY". The family is walking towards the camera, smiling. The man is wearing a light blue shirt and dark pants, the woman is wearing a red and white floral dress, and the two children are wearing light blue shirts and khaki pants. A dog is walking with them on the right.

2027 VISIT CANTON MEDIA KIT OFFICIAL TRAVEL GUIDE

PARTNER PACKAGES:

Destination Co-ops

GREETINGS *to our* PARTNERS

WE INVITE YOU TO ADVERTISE IN VISIT CANTON'S 2027 OFFICIAL TRAVEL GUIDE — the premier annual publication inspiring visitors to explore Stark County and experience all that makes our destination special. The Travel Guide is **Visit Canton's most-requested visitor resource**, used to respond to thousands of information requests each year; through website request forms, special event activations, and in-market distribution at attractions and hotels. It also serves as a trusted resource for local and regional residents looking for things to do, places to eat, places to stay and experiences to enjoy.

SEASONAL PUBLICATION — ONE PRICE, TWO ADS!

Our seasonal Travel Guide format gives your business two opportunities to connect with travelers. With two editions, you can showcase your seasonal offerings, promote special events, and highlight timely experiences. In 2027, we will publish:

50,000 Spring/Summer guides in February
25,000 Fall/Winter guides in August

By advertising in the Travel Guide, you're joining forces with dozens of local attractions, museums, restaurants, lodging properties and businesses to help us showcase the best of Stark County and encourage visitors to explore more of America's Playing Field.

The guide is produced in partnership with the award-winning 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 make the 2027 Official Travel Guide an inspiring invitation to discover Stark County — helping to draw \$1.4 BILLION in annual visitor spending to our local economy. Thank you for being an important part of the destination we proudly share with visitors.

Sincerely,

Allyson Bussey

Allyson Bussey
PRESIDENT, VISIT CANTON

Limited Space!

RESERVE YOUR AD SPACE
BY SEPTEMBER 25, 2026

Visit CANTON

2027 GUIDE FEATURES

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

- Two Seasonal Travel Guides: Spring/Summer & Fall/Winter
- Guide Index for advertisers
- Special Event Feature Section with the opportunity to showcase your community's event
- Ability to change ad/artwork for the spring/summer and fall/winter issues **at no charge**

ONLINE

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

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, Hall of Fame Village, 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

IMPORTANT DATES

Reserve Your Spot!

Sept. 25, 2026: Advertising space deadline

Oct. 30, 2026: Advertising materials & camera-ready ads for Destinatio Co-op ads due for Spring/Summer issue

Feb. 2027: Spring/Summer issue distributed

March 31, 2027: Deadline to submit materials and camera-ready ads for Destination Co-ops for the Fall/Winter issue

Sept. 2027: Fall/Winter issue distributed

New This Year! INDUSTRY PARTNER PACKAGES

AD SPECS + RATES

PARTNER PACKAGES	DELUXE DESTINATION CO-OP	DESTINATION CO-OP
Number of Partners	8-16	4-8
Ad Size	15" X 10"	7.5" X 10"
Number of Ad Pages	2 Pages	1 Page
Featured Events in Travel Guide	2 Events	1 Event
Custom Blog on VisitCanton.com	X	X
Display Ad (credit) on VisitCanton.com	X	X
Content Creator Visit	X	-
Dedicated Visit Canton eNews	X	X
Ohio Magazine FB + IG Posts	X	X
2-Month Facebook Campaign	x	X
:15 second Co-Branded Video	X	X
INVESTMENT	\$12,000	\$8,000
PACKAGE VALUE	\$20,000	\$13,700



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 layout, design and proofing of Co-op ad designed by Great Lakes Studios. Communities have the option to design and submit their own Co-op ad.

*Option to invoice one organization or invoice each co-op partner individually

MEDIA KIT FOR 2027 OFFICIAL TRAVEL GUIDE

Destination Co-Ops

AD INSERTION FORM

ADVERTISER INFORMATION

☐ check if contact information is the same as 2026

Community/Lead Business _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

ARTWORK & AD DESIGN

SELECT ONE

- ☐ I WILL SUBMIT my own designed camera-ready artwork to Great Lakes Studios as a high-res PDF file
- ☐ I WANT GLS TO DESIGN our ad to include all co-op partners. Each partner will feature the following assets listed below, which we will provide to GLS directly.
- | | | |
|-----------------|--------------------|-----------|
| - (1) Photo | - 30-words of copy | - Website |
| - Business Name | - Business Address | - Phone # |

Ad layout, design and proofing of Co-op ad designed by Great Lakes Studios. Communities have the option to design and submit their own Co-op ad. All camera-ready ads must be saved and submitted as a high-res PDF file.

PAYMENT INFORMATION

SELECT ONE

- ☐ Send invoice NOW to pay in 2026
- ☐ Send invoice upon print of the publication (February 2027)

SELECT ONE

- ☐ One invoice for the Destination Co-op to designated organization
- ☐ Invoice each partner separately.

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 2027, 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 _____

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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

