



2027 VISIT CANTON MEDIA KIT

OFFICIAL TRAVEL GUIDE

Canton & Stark County

Visit CANTON

Early Bird Bonus!

SAVE 10% IF YOU RENEW BY
SEPTEMBER 25, 2026

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

2027 GUIDE FEATURES

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

- 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 + in Ohio Magazine
- Digital version available on VisitCanton.com and OhioMagazine.com. Digital copies also distributed via email.
- Early Bird Discount BONUS: Save 10% off 2027 display ads by Sep 25 for display ads. Ad discount has already been included in Partner Packages.

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

IMPORTANT DATES

Reserve Your Spot!

Sept. 25, 2026: Early Bird Discount BONUS

Oct. 2, 2026: Advertising space reservations close

Oct. 16, 2026: Deadline to submit advertising materials and camera-ready ads for Spring/Summer issue

Feb. 2027: Spring/Summer issue distributed

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

Sept. 2027: Fall/Winter issue distributed

NEW!

INDUSTRY PARTNER PACKAGES

Display ad in 2027 Travel Guide

Featured Event (Spring/Summer or Fall/Winter)

ExploreBoard Profile (optional)

\$500 Display Credit on VisitCanton.com

40K Digital Impressions VisitCanton.com Retargeting

Facebook Carousel Campaign Slide (2-month)

Facebook & Instagram Posts | Ohio Magazine

Dedicated Visit Canton eNews

:15 Co-Branded Video

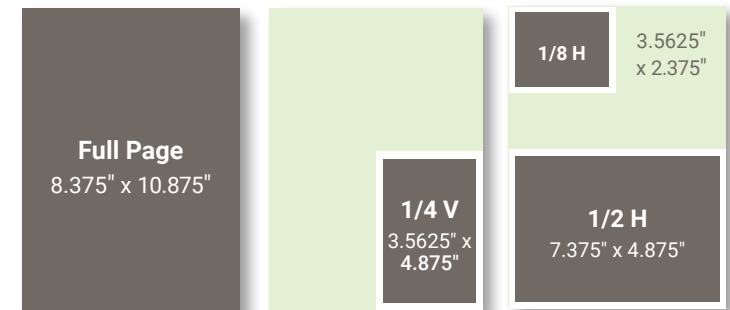
Dedicated Visit Canton eNews blast

Custom Frontline Training Program

Quarterly Placer.ai Property Report

See promo flyer for packages and details

Display Ad & Package Rates



SIZE & POSITION	2027 RATE	EARLY BIRD RATE*	PACKAGE RATES*	PACKAGE VALUE
Two-Page Spread	\$9,980	\$8,985	\$12,000	\$20,000+
Inside Front Full Premium (3 available: inside front, page 1, page 3)	\$6,595	—	\$8,150	\$12,000+
Inside Back Full Premium (2 available)	\$6,345	—	\$7,900	\$12,000+
Back Cover	\$6,940	—	\$8,495	\$12,000+
Full Page	\$6,070	\$5,460	\$7,625	\$12,000+
1/2-Page	\$3,365	\$3,030	\$4,495	\$6,000+
1/4-Page	\$2,130	\$1,915	\$2,600	\$3,400+
1/8-Page	\$1,185	\$1,065	n/a	n/a
Special Event Feature Listing & Photo – Spring/Summer OR Fall/Winter Guide**	\$550/issue	—	Included	Varies

*Early Bird Discount Rate qualifies for Display Ads reserved by Sep. 25 to receive discount rate. Ad discount has already been included in Partner Packages.

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

ARTWORK REQUIREMENTS

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.

- 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.

MEDIA KIT FOR 2027 OFFICIAL TRAVEL GUIDE

Canton & Stark County

AD INSERTION FORM

ADVERTISER INFORMATION

☐ check if contact information is the same as 2026

Company Name _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

SIZE & RATE

for Stark County partners

2027
PRICE

EARLY BIRD
PRICE

PACKAGE
RATE

☐ Two-Page Spread \$9,980 \$8,985 \$12,000

☐ Inside Front Premium \$6,595 — \$8,150

☐ Inside Back Premium \$6,345 — \$7,900

☐ Back Cover \$6,940 — \$8,495

☐ Full-Page \$6,070 \$5,460 \$7,625

☐ 1/2-Page Horizontal \$3,365 \$3,030 \$4,495

☐ 1/4-Page \$2,130 \$1,915 \$2,600

☐ 1/8-Page \$1,185 \$1,065 n/a

☐ Special Event Feature Listing & Photo – Spring/Summer OR Fall/Winter Guide* \$550/issue — Included

TOTAL

*includes Enhanced Event Listing in Ohio Magazine digital

PAYMENT INFO

SELECT ONE

☐ SEND INVOICE NOW TO PAY IN 2026

☐ SEND INVOICE UPON PRINT OF THE PUBLICATION (FEBRUARY 2027)

☐ I WILL RENEW

☐ I WILL SUBMIT

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

☐ 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 2027 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 March 31, 2027*

*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. 16.

*I understand if I do not provide ad/artwork by the deadline, the current ad will run again

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 _____

DEADLINES

Sept. 25: Early Bird Deadline – BONUS SAVE 10%

Oct. 2: Advertising Space Deadline

Oct. 16: Advertising Materials & Camera-ready ads due for Spring/Summer issue

Feb. 2027: Spring/Summer issue distributed

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

Sept. 2027: 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

