

ORDER FORM:

Name: _____

Business: _____

Address: _____

Phone: _____

Fax: _____

Email: _____

Signature: _____

Enclosed is a check for: _____

This represents full payment for:

___ **Travel Guide Ad** (size _____)

___ **Calendar of Events**
(Issue/Position _____)

___ **Webervations** (# of rooms ___)

___ **Online Ad/Package**
(Level/Program _____)

___ **Workshop Sponsorship**

**Please make your check payable
to Dutchess County Tourism.**

Send your payment, along with this
signed form, to the address on the
front of the brochure. Thank you.

**2009
Marketing
Opportunities**



3 Neptune Road, Suite Q-17
Poughkeepsie, NY 12601
Phone: (845) 463-4000
Fax: (845) 463-4024
dctpa@dutchesstourism.com

Visit us at:
www.dutchesstourism.com

Dutchess County Tourism is a division of the
Dutchess County Economic Development
Corporation. The programs provided by this
division are partially funded by monies received from
the County of Dutchess.

2009 DUTCHESS COUNTY
Tourism Packages

Create tourism packages for individual visitors and have them posted for FREE on the DCT website. Call for details.

"HAPPENINGS"
CALENDAR OF EVENTS

Three seasonal issues, 25K-30K copies per issue. Regional and national distribution.

<u>Position/Size</u>	<u>Rate Per Issue</u>
Front Cover (2 x 6)	\$500
Back Cover (Business card size)	\$250

Option to include in online calendar webpage.:

220 x 140 pixel Banner	\$100
450 x 140 pixel Banner	\$200

WEBERVATIONS
ONLINE AVAILABILITY SYSTEM

Promote available rooms online

<u>Accommodations</u>	<u>Cost Per Year</u>
1-25 rooms	\$55
26-50 rooms	\$80
51-75 rooms	\$105
76-101 rooms	\$130
102-127 rooms	\$155
128-153 rooms	\$180
154-179 rooms	\$205

ONLINE BROCHURE RACK
DutchessTourism.com

An image of your brochure will be displayed, a PDF available for download, and a link to your website.

Rates: \$50 per quarter or \$150 per year.

GETAWAY NEW YORK
GetawayNewYork.com

Help increase bookings with this FREE online opportunity (formerly known as Hot Deals.) Promote last-minute or other themed packages. Call for your ID number to get started.

2009 DCT Tourism Workshops

March – Hiking Trails & Their Economic Benefits/Marketing Your Business with Trails/Walkway

April – Peter Pantuso, President & CEO of ABA: How to Attract Group Tours in 2009 & 2010

May – Kick-off Quadricentennial Agri-Tourism

Workshop Sponsorship Levels:
 \$100 Quad Level
 \$250 Champlain Level
 \$500 Fulton Level
 \$1000 Hudson Level

ONLINE ADVERTISING PROGRAMS
DutchessTourism.com

<u>Level</u>	<u>Contribution</u>	<u>Description</u>
Platinum	Customized programs are offered upon request.	
Gold	\$1,000/yr.	Banner Ad & Link on HP, TP, e-newsletter
Silver	\$500/yr.	Banner Ad & Link on HP, TP
Bronze	\$250/yr.	Banner Ad & Link on HP
Level 1	\$150/yr.	Banner Ad & Link on ROS
Level 2	\$100/6 mo.	Text Ad & Link On TP

Notes

HP = Home Page TP = Targeted Page
 ROS = Run of Site (e.g., all standard inside pp)

<u>Program</u>	<u>Contribution</u>	<u>Description</u>
e-coupon	\$25/per mo.	Coupon on web page
e-news	\$200/3 mo.	Ad or coupon
Online Events Calendar	\$250/web calendar only	Fixed banner for 1 calendar period
	\$350/web & print calendars	Ad in 1 printed calendar period
Tourism Brochure	\$150/yr.	Online PDF of your brochure