

# SIGHTS & BITES

TRAVEL. TASTE. TOUR LOCAL.

Sights & Bites is a **360-degree marketing approach** helping both county and state visitors' bureaus reach a target audience who like to travel and experience their adventures as a locavore. Our readers want to eat, drink and shop local especially when traveling. The large majority of our readers are looking for local engaging travel experiences and use edibleIndy as a resource. We are limiting the number of participants in 2017 and accept advertisers on a first come first serve basis.

## OUR READERS' HABITS



**70%**  
vacation between  
seven and 14 days  
per year

**93%**  
want local food  
when traveling

**78%**  
purchase advertised  
or featured products  
in **edibleIndy**

**74%**  
recommend  
featured products  
in **edibleIndy**

### Media | The Strategy

Our goal is to give readers an enticing experience influencing them on a variety of media channels. Our strategy is comprehensive and fully integrated allowing advertisers the fullest impact possible.

### Print

**Over 100k readers per issue 4 x per year**

Integration of quarterly print branding to influence our readers. **EdibleIndy** will create branding content that directs readers to the Sights & Bites areas of social, online and print storytelling.

### Online Advertorial edibleindy.com

Advertorial (sponsored) content written from a local perspective highlighting favorite sights, bites and stays. Examples of local perspective: well-known business person, chef, farmer, athlete, someone important to the community telling our readers of his or her local favorites.

### Digital | edibleindy.com

**Over 17,500+ page views per month and an average of 4.5 minutes spent on edibleindy.com**

Combine annual rotating leader boards and web badges targeting edibleindy.com readers directing them a specific url.

### Newsletter

Featured opportunity within one of the 24 newsletters sent out to our 3,000+ newsletter subscribers.

### Social | @edibleindy



**Over 100k+ impressions per month and 19k+ followers**

Monthly social media pushes to enhance online content, call-to-action and seasonal messages. Plus contest opportunities to engage readers with content.



# DETAILS

## Engaging Our Readers with You

### DIGITAL

- Annual branded rotating 728 x 90 leaderboard
- Annual branded rotating 300 x 250 web badge
- Featured Sights & Bites rotating leaderboards and web badges with logo

### ADVERTORIAL | Sponsored Content

Quarter advertorial (sponsored post) written by **edibleIndy** in partnership with advertiser. One full-page interview focused by season including photos provided by advertiser featured on edibleindy.com—including social media pushes each quarter.

### ANNUAL FULL PAGE AD\*

Full page ad which can be fully branded and created by advertiser or **edibleIndy** for a small upcharge. The page can include brand-specific information or **edibleIndy** can create content as a feature of the Sights & Bites region with up to nine advertisers including a photo, name of business, website and address. This will be included in the spring, summer, fall and winter 2017 issues.

### SOCIAL MEDIA

**EdibleIndy** will integrate social media (Instagram, Facebook, Twitter, and Pinterest) pushes with Sights & Bites specific sponsored content for each advertiser. Advertisers will get 10+ pushes in 2017.

### NEWSLETTER

**EdibleIndy** will create a section in the 2017 newsletter including Sights & Bites. A direct link to each advertiser will be featured one time within a rotating schedule.

### CONTEST

**EdibleIndy** will promote one contest during the year with advertiser. This contest will incorporate edibleindy.com, social media and newsletter components. **edibleIndy** will also promote the Sights & Bites contests in each 2017 print issue including of all Sights & Bites participating advertisers logos. Advertiser will supply contest prizes.

# INVESTMENT

### FULL PAGE PRINT OPTION | 4 Available

**\$3,200 per issue** | Annual Total: \$12,800

\*\***EdibleIndy** Full Page Ad Creation Upcharge per issue \$75

### HALF PAGE PRINT OPTION

**\$2,500 per issue** | Annual Total: \$10,000

### QUARTER PAGE OPTION

**\$1,700 per issue** | Annual Total: \$6,800

### DIGITAL ONLY

**\$1,000 per quarter** | Annual Total: \$4,000

# SIGHTS & BITES

# ADVERTISING AGREEMENT

Business Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Ad Type:  Full Page Print  Half Page Print  Quarter Page Print  Digital Only

Sales Person \_\_\_\_\_ Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_

Notes: \_\_\_\_\_

Total Agreement: \_\_\_\_\_ Paid: \_\_\_\_\_  Check  CC

CC Number: \_\_\_\_\_ Exp Date: \_\_\_\_\_

CVV: \_\_\_\_\_ Billing Zip: \_\_\_\_\_ Amount to be Charged: \_\_\_\_\_

Please Charge This Card Each Issue

Signature \_\_\_\_\_ Date \_\_\_\_\_

Advertising Agency: \_\_\_\_\_ Agency Contact: \_\_\_\_\_

Agency Billing Email: \_\_\_\_\_

Please submit your ad in 300 dpi, CMYK color with all fonts embedded. The file format can be tiff, jpg, eps, or pdf, but pdf is preferred. If you have questions on these specs, please do not hesitate to call or email us prior to the ad deadline. We are happy to answer any question you may have. Questions? Contact [info@edibleindy.com](mailto:info@edibleindy.com) or 317.489.9194

## ADVERTISING DEADLINES

ISSUE	SPRING	SUMMER	FALL	WINTER
Ad Reservation	January 20	March 20	July 20	September 20
Ad Art	February 1	April 1	August 1	October 1
Publication Date	March 15	May 15	September 15	November 15

**Payment:** Advertiser will be billed quarterly. All payments are net 30 days. All new customers are subject to credit check and payment in advance.

## Contact

Edible Indy | PO Box 155 | Zionsville, Indiana 46077 | 317.489.9194 | [edibleindy.com](http://edibleindy.com) | [info@edibleindy.com](mailto:info@edibleindy.com)