SEND YOUR MESSAGE TO 20,000 SAUGATUCK-Douglas VISITORS

The Historical Chronicle is a unique publication designed to look like an old-time newspaper. The content highlights the history of the Saugatuck-Douglas area. The goal is to amuse our visitors with the area’s most dramatic and outrageous tales and give insight into what makes this place so very special.

WHY SHOULD YOUR BUSINESS ADVERTISE IN The Chronicle?

LARGE DISTRIBUTION: 20,000 copies will be passed out all summer long. All copies will be distributed, none will be wasted. See the detailed distribution cart, lower right.*

TARGETED AUDIENCE: The Chronicle is designed to attract the interest of cultural/heritage travelers.** These savvy, affluent travelers have a greater-than-average amount of time and money to spend on their vacations.

*“How cultural/heritage travelers compare to other U.S. travelers:
- Spend more: $623 vs. $457
- More likely to have graduate degree: 21% vs. 19%
- Use a hotel, motel or B&B: 62% vs. 55%
- More likely to spend $1,000+: 19% vs. 12%
- Travel longer: 5.2 nights vs. 3.4 nights
- Are older: 49 vs. 47
- More likely to be retired: 20% vs. 16%
Source: How Cultural Heritage Can Generate Revenue, Karolyn Hart, Harkaro Group

RETURN ON INVESTMENT: The Chronicle’s ad rates compete with all other visitor’s guides and newspapers, especially considering its distribution to an engaged readership that has “opted-in” to take the publication. The large, broadsheet format (same as the Holland Sentinel) means The Chronicle will likely find its way into visitors’ luggage to go home as a souvenir.

GOOD FOR OUR COMMUNITY: All advertising sales support the Saugatuck-Douglas Historical Society’s adult and children’s educational programming plus maintenance of the History Museum and Old School House.

UNIQUE GRAPHIC OPPORTUNITY: Every advertiser has the choice of running their contemporary ad material or a custom-designed “historical” ad to match the look of the publication.

DEADLINE: Space reservations March 24, 2014 (Advertising sold first come, first served) Ad material deadline is March 31, 2014

CONTACT: Kay at 616-283-1109 or kreckley@gmail.com

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Dimension</th>
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<tbody>
<tr>
<td>Calling Card</td>
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<tr>
<td>Gift Box</td>
<td>3.875” (3¾) wide by 4” high</td>
<td>$200</td>
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<td>Tall Boy</td>
<td>3.875” (3¾) wide by 7” high</td>
<td>$350</td>
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<tr>
<td>Majestic</td>
<td>6” wide by 7” high</td>
<td>$525</td>
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<tr>
<td>Dominator (half page)</td>
<td>10.25” wide by 9.25” high</td>
<td>$1156.25</td>
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<td>Print Sponsorship Appreciation (half page ad + premium “ear” and “leg” of front page)</td>
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<td>The Whole Story (full page)</td>
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*Chronicle Distribution in Detail

When: From Memorial Day (May 26, 2014) until all papers are distributed.

How many: 20,000 copies

Where:
- 8,000 copies to visitors to the Saugatuck-Douglas History Museum (Pump House)
- 1,000 copies to visitors to the SDHS Old School House and Lifeboat Exhibit
- 10,000 copies to the Saugatuck information booth; lodging & restaurants in the Saugatuck-Douglas area
- 1,000 copies passed out at parades and festivals.