

# Historical Chronicle

To understand our past, preserve the quality of our community life, and shape our future.

If you would understand anything, observe its beginning and its development. — Aristotle

## 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

**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.

**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 programing plus maintenance of the History Museum and Old School House.

**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

### THE Calling Card

3.875" (3<sup>7</sup>/<sub>8</sub>) wide by 2" high

### THE Gift Box

3.875" (3<sup>7</sup>/<sub>8</sub>) wide by 4" high

### THE Tall Boy

3.875" (3<sup>7</sup>/<sub>8</sub>) wide by 7" high

### THE Majestic

6" wide by 7" high

Ad Size	Dimension	Rate
Calling Card	3.875" (3 <sup>7</sup> / <sub>8</sub> ) wide by 2" high	\$100
Gift Box	3.875" (3 <sup>7</sup> / <sub>8</sub> ) wide by 4" high	\$200
Tall Boy	3.875" (3 <sup>7</sup> / <sub>8</sub> ) wide by 7" high	\$350
Majestic	6" wide by 7" high	\$525
Dominator (half page)	10.25" wide by 9.25" high	\$1156.25
Print Sponsorship Appreciation (half page ad + premium "ear" and "foot" of front page)		\$1500
The Whole Story (full page)	10.25" wide by 19" high	\$2375

Any custom size available at \$25/column inch.

### \*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.