

SOUTH SHORE CONVENTION AND VISITORS AUTHORITY ADVERTISING SPECS

Display Ads

1/2 Page.....5" x 3.875"
 1/4 Page2.375" x 3.875"
 * there is no bleed on these ads

Mechanical Requirements

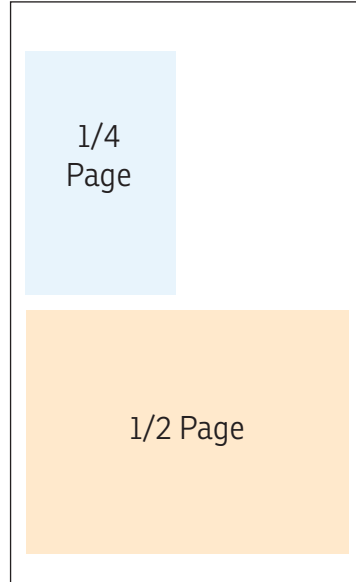
All display ads must be hi-res eps or jpg files. All images must be CMYK, 300dpi at 100% size. All fonts must be outlined or included. If you prefer a border on your ad please include it.

Submit artwork to:

Andrea Rivera, Art Director
South Shore CVA
 7770 Corinne Drive
 Hammond, IN 46323
 Direct: 219-554-2722
 andrea@southshorecva.com

Artwork Deadline

All materials must be received before February 18, 2012.



Extended Listing Package

Make your business stand out with a highlight and logo.

D1 South Shore Arts	219-836-1839	www.southshoreartsonline.org
Northwest Indiana Symphony - Kirk Muspratt, Music Director & Conductor		www.nisorchestra.org
1040 Ridge Road, Munster Exhibits, art classes for children and adults, regional arts calendar, South Shore posters, symphony pops and classical concerts. To purchase tickets or for more information, visit our websites.		
D1 Theatre at the Center	219-836-3255	www.theatreatthecenter.com
1040 Ridge Road, Munster Imagine a professional theatre production where you know that no one in your party will be sitting further than seven rows from the stage! Theatre at the Center can also accommodate larger groups of 20 to 415. See our ad for a list of 2010 productions.		
C1 Towle Theater	219-937-8780	www.towletheater.org
5205 Hohman Avenue, Hammond Enjoy professional quality theater in an intimate setting. Year-round programs include music, dance and theatrical premieres. Home to "A Fabulous 50's Christmas," NW Indiana's very own holiday tradition.		
F7 Valparaiso University Center for the Arts	219-464-6950	www.valpo.edu/vuca
1709 Chapel Drive, Valparaiso Valparaiso University Center for the Arts offers visual art, musical performances and theatre under one roof. For more information, please visit www.valpo.edu/vuca or call the box office at 219-464-5162.		
D2 W.F. Wellman Exhibit Hall	219-989-7979	www.southshorecva.com
7770 Corinne Drive, Hammond aChristmasStoryComesHome.com This 6,500 sq. ft. exhibition hall features seasonal and changing exhibits year-round. Step into the holiday movie classic "A Christmas Story" November - January. View animated displays featuring scenes from the movie, participate in events and contests or purchase your own leg lamp!		



For more information contact:
Heather Becerra Director of Sales and Marketing
 direct 219-554-2224 toll free 800-ALL-LAKE
 email heather@southshorecva.com



PARTNERSHIP 2012

PARTNER BENEFITS

ONLINE PARTNER PORTAL

Access and update your information at any time on www.southshorecva.com with a partner password. Ability to post coupons and events online for visitors to incorporate into itineraries. Up-to-date information on the South Shore CVA's leads, networking events, upcoming tradeshows and co-op advertising opportunities. **your home-base**

WEBSITE



New advertising packages designed to position your business in premium spots on web pages. Priority listings, web banners, page sponsorships and text links are available for purchase. South Shore attractions, South Shore conventions, South Shore casinos and South Shore packages are all 1st page results in Google, Yahoo! and Bing searches. **#1 resource for visitor information**

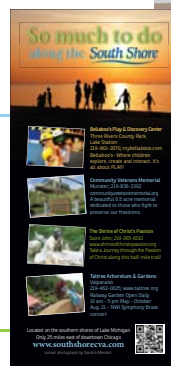
ANNUAL VISITOR'S MAP

Distributed to hotels/motels, partner establishments, at tradeshows/conventions, Indiana welcome centers including the Indiana Toll Road and to potential visitors and prospective tours. 100,000 printed for distribution. **travel size**



QUARTERLY RACK CARDS

20,000 event/attraction rack cards will be distributed on May 1, August 1, November 1, 2012 and February 1, 2013. With approximately 10 spots available per card these valuable printed pieces will be distributed in hotels/motels and other partner businesses. **seasonal print marketing**



PARTNER LEADS & REFERRALS

Hotels receive leads for conventions, meetings, sporting events, weddings, reunions and group tours. Other businesses will receive partner referrals for other requests such as transportation, off-site events and more. **events generate business**

BROCHURE DISTRIBUTION

Receive priority distribution at the **Indiana Welcome Center** in Hammond. The Welcome Center is open 7 days a week to visitors and houses a state-of-the-art theater and indoor video kiosk for partners to promote discounts, events/festivals and more.

Our "traveling welcome center," the **South Shore Tourmobile**, will dispense your brochures and promotions at events such as Lake County Fair, Gary's South Shore Air Show, Pierogi Fest and many more! This custom car is equipped with video screens, internet access, brochure racks and sound system.



COUPON CAMPAIGN

In 2011, the South Shore CVA distributed more than **7,000 coupons** on behalf of participating businesses at more than 30 different conventions and sporting events. Average open rate of emailed coupons is **more than 80%**.

- The opportunity to be involved in some of the **biggest events in Northwest Indiana** in 2012

- A **year end report** detailing open ratio, number of visitors reached, click through statistics and much more



2012 EVENTS

February 23-26	Indiana Challenge: Star Plaza	1,000 participants
March 11-14	International Conference of Police Chaplains: Star Plaza	150 participants
March 29 - April 1	Lutheran Basketball National Championships: Valparaiso University	875 participants
April 26-29	Lion's Club Indiana State Convention: Star Plaza	400 participants
June 3	Leon's Triathlon: Wolf Lake	750 participants
June 8-10	Salvation Army: Star Plaza	3,000 participants
June 20-22	Indiana Economic Development Assoc. Summer Conference: Star Plaza	200 participants
June 21-24	Indiana State Coroner's Association Convention: Star Plaza	400 participants
June 24-30	Crusader's Ministries Impact: Star Plaza	500 participants
July 6-8	South Shore Air Show: Marquette Park Beach	300,000 participants
July 8-15	United Council of Corvette Clubs Convention: Star Plaza	160 participants
July 23-29	NSA Girls Fast Pitch 'B' World Series: Lake, Porter & LaPorte Counties	4,200 participants
October 25-29	National Baptist Laymen's Fellowship: Star Plaza	700 participants
Nov. 10-Jan. 6	"A Christmas Story" Comes Home: Indiana Welcome Center	30,000 participants