

explore southern INDIANA

2026

Book Description

This advertorial booklet is for Explore Southern Indiana members to enjoy an exclusive opportunity to establish a regional identity by allowing businesses to tell their story, and ultimately the story of the region, the booklet includes a map of the area with the location of each member-business marked to help visitors easily plan their trip to southern Indiana. CVBs will be represented by a star.

Book Distribution

The Explore Southern Indiana Guide will be distributed at rest areas, welcome centers and CVBs throughout the region and through T.I.S. distribution routes. This is what Explore Southern Indiana takes care of on your behalf. Each member also receives brochures for distribution at their venue, or to use as they see will benefit their business. When you run out of magazines, let us know. We are happy to send you more.

Advertorial Size & Rates

When preparing your advertorial for publication, please follow these guidelines:

- Submit advertorial materials with payment by the **October 15, 2025** deadline. Include name, phone number, address and web address ..
- For improved readability and visual impact, follow the guidelines in the illustration below. All photos should be 300 dpi resolution or better. Logos and graphics should be camera-ready or submitted in an appropriate digital format with payment.
- Design services are available at no extra charge.
- Advertorial and photos should be submitted to our designated designer.



<p>← 2-PAGE SPREAD →</p> <p>\$3500</p> <p>600 Words 8 Pictures +Complimentary coupon if paid in full at the time of submission.</p>	<p>FULL PAGE</p> <p>\$2,000</p> <p>300 Words 4 Pictures</p>	<p>QUARTER</p> <p>\$700</p> <p>60 Words, 1 Picture</p> <p>HALF PAGE</p> <p>\$1200</p> <p>120 Words 2 Pictures</p>	<p>WEB PAGE ADVERTISING OPPORTUNITIES</p> <p>Homepage Banner</p> <p>\$250 / yr</p> <p>Category Header</p> <p>Your ad will be put in the category you fall in</p> <p>\$100 / yr</p> <p>Showcase Ad</p> <p>\$ 75 / yr</p> <p>Footer Page Ad</p> <p>\$50 / yr</p>
<p>COUPON</p> <p>\$200</p> <p>Additional cost. Available with purchase only.</p>			

EXPLORE SOUTHERN INDIANA 2026

ADVERTISING CONTRACT AGREEMENT

PAYMENT AND ALL

ADVERTORIAL MATERIALS DUE OCTOBER 15, 2025

_____ agrees to advertise in the 2026 Explore Southern Indiana advertorial booklet,
produced by Explore Southern Indiana.



Please select or circle your advertorial ad size from the size/rate graphic below and complete the price and contact information below.

CONTRACT CHECK OFF LIST

- ☐ Payment
- ☐ Contract completed and signed
- ☐ Advertorial with appropriate word count
- ☐ Picture(s) 300 dpi or better
- ☐ Coupon information

ADVERTISER CONTACT INFORMATION

Name _____

Address _____

Phone _____ FAX _____

Email _____

Website: _____

Signature _____

Printed Name _____

Contract must be signed by person capable of binding company/business.

Office use only: Date Received _____

Received By _____

PAYMENT INFORMATION

Ad Size _____ \$ _____

Coupon (if applicable) \$ _____

Membership Dues \$ _____

Homepage Ad on website \$ _____

Category Ad on website \$ _____

Showcase Ad on website \$ _____

Footer Ad on website \$ _____

Total Due \$ _____

Payment Amount \$ _____

Check # _____

PAID VIA CREDIT CARD OR ONLINE _____

Dues

\$125.00 per year Single Business
\$75.00 per Business for multiple businesses

Mail payments to:

Explore Southern Indiana
c/o Mr. James Richards,
ESI Treasurer
PO Box 1222
Bedford, IN 47421

2-PAGE SPREAD

\$3500
600 Words 8
Pictures +
Coupon if paid in
full at time of
submission

FULL
\$2000
300 Words
4 Pictures

QUARTER
\$700
60 Words, 1
Picture

HALF PAGE
\$1200
120 Words
2 Pictures

COUPON
\$200
Additional cost.
Available with
purchase of 1/4
page space or
more only.

WEB PAGE ADVERTISING OPPORTUNITIES

Homepage Banner
\$250 / year

Category Header
Your ad will be put in
the category you fall in
\$100 / year

Showcase Ad
\$75 / year

Footer Ad
\$50 / year

All Ads MUST be paid for in FULL prior to book being published.

**If payment is not made by October 30, 2025 or a payment arrangement not made prior
your ad will not be published in the 2026 ESI Booklet**