The Marketing Program for southern Indiana Tourism & Leisure!

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.

explore southern INDIANA

2026

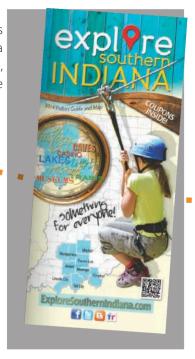
Book Distribution

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.



2-PAGE SPREAD

\$3.500

600 Words
8 Pictures
+Complimentary
coupon if paid in
full at the time of
submission.

FULL \$700
Soo Words
4 Pictures

PAGE
\$1200
120 Words
2 Pictures

COUPON \$200 Additional cost. Available with purchase only. WEB PAGE
ADVERTISING
OPPORTUNITIES
Homepage
Banner
\$250 / yr
Catagory Header
Your ad will be put in
the category you fall in
\$100 / yr
Showcase Ad
\$ 75 / yr

Footer Page Ad

\$50 / yr

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.

ADVERTISER CONTACT INFORMATION CONTRACT CHECK OFF LIST Name Payment Address Contract completed and signed Phone FAX ☐ Advertorial with appropriate word count Email ☐ Picture(s) 300 dpi or better ☐ Coupon information Printed Name

Website: Signature _____ Contract must be signed by person capable of binding company/business. Office use only: Date Received Received By **PAYMENT INFORMATION** 2-PAGE SPREAD Ad Size Dues Coupon (if applicable) \$ \$125.00 per year Single Business 600 Words 8 \$ \$123.00 per Jean 200.3 \$75.00 per Business for multiple businesses Membership Dues Coupon if paid in full at time of Homepage Ad on website \$__ QUARTER **FULL** submission Category Ad on website \$ _____ \$2000 Mail payments to: 60 Words, 1 300 Words 4 Pictures Showcase Ad on website \$ _____ **Explore Southern Indiana** Footer Ad on website c/o Mr. James Richards, HALF ESI Treasurer PAGE **Total Due** PO Box 1222 **Payment Amount** WEB PAGE ADVERTISING OPPORTUNITIES Bedford, IN 47421 120Words 2 Pictures lomepaae Bannei \$ 250 / year COUPON Check # \$200 Catagory Header Your ad will be put in the category you fall in Additional cost. PAID VIA CREDIT CARD OR ONLINE Available with \$100 / year purchase of 1/4 page space or more only. \$75 / year Footer Ad All Ads MUST be paid for in FULL prior to book being published. \$50 / year

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