



RATES EFFECTIVE 1/1/2015

**OHIO
LINCOLN HIGHWAY
HISTORIC BYWAY**
the Ohio Lincoln Highway Heritage Corridor

*We are
Committed
to You...*

**—to bringing travel & tourism dollars to
America's first coast-to-coast road.
(And this means \$ to YOUR door!)**

We are offering contract pricing for half-, full- and 2-page spreads in AMERICAN ROAD Magazine with themes tied to that issue's seasonality. By contracting now, we can set the message of these ads, making them more powerful. You will gain the reward of our FREE design service, the best possible pricing and extra benefits through us and this award-winning magazine. Note the extra benefits that accompany these ads, below:

	STANDARD AD (about 2 x 2 inches)		DOUBLE AD (about 2 x 3.5 inches)		LISTING (bus. name, phys. address, short descr, & ph# or website)	
	LH Corridor MEMBERS	NON-MEMBERS	LH Corridor MEMBERS	NON-MEMBERS	LH Corridor MEMBERS	NON-MEMBERS
ONE TIME (1) RATE	\$290	\$320	\$510	\$565	\$90	\$100
TWO TIME RATE	\$285	\$305	\$495	\$555	\$85	\$95
2-Time Rate Bonus: In addition to (1) below, earns a quarterly itinerary listing with your logo and a 20+ word description. (This is normally priced at \$440 per month, so for two 3-month periods, that's a value of \$2,640!)						
THREE TIME RATE	\$280	\$310	\$490	\$545	\$80	\$90
3-Time Rate Bonus: In addition to (1) and 2-time bonus, you earn a second page itinerary mention ; i.e., a featured event (\$1,300 per issue value) that you may change quarterly. Listings not eligible.						
FOUR TIME RATE	\$270	\$300	\$480	\$530	\$75	\$85
4-Time Rate Bonus: In addition to (1), 2- and 3-time rate bonuses, earns inclusion in a separate 6th page Ohio Lincoln Highway ad . This is a \$750 value! Listings not eligible.						

(1) One-time rate includes:

- Reader responses sent to you quarterly, which includes both print and online queries about your ad.
- Social networking feature of your business occasionally throughout the year on our Facebook page.
- A link to your website in our digital edition of AMERICAN ROAD which is emailed to digital subscribers.

All ads are designed for you, with a pdf file sent for your approval prior to publication.
Pick-up ads will not need re-approval.
Deadline for approval is the 20th of Jan, Apr, Jul & Oct.
We reserve the right to change ad size/proportion to fit overall design.

Call Sara Wilson at 330-284-3477
email: sarawilson@historicbyway.com

-or-
Mike Hocker at 419-468-6773
to reserve and arrange artwork and payment now!

*Help Us Build
New Tourism
from an
Old Road!*



P.O. Box 20509



Canton, OH 44701



Fax 330-455-3600



www.historicbyway.com