

# WHAT YOU SHOULD KNOW ABOUT **THE GUIDE**

## Johnny Appleseed Country Fact Sheet

**The Guide to Johnny Appleseed Country** is published by the Johnny Appleseed Trail Association to help promote tourism and travel in the North Central Massachusetts region. It can be found at the Johnny Appleseed Visitors' Center off of Route 2, at tourism conferences, or at festivals throughout the area. **The Guide** is also provided to bus tours, and mailed to people all over the nation and world who inquire about the attractions and amenities found in Johnny Appleseed Country.

With **185,000+** people visiting the Johnny Appleseed Visitors' Center each year, your ad will reach the visitors you want to attract!

### Distribution

- ✓ Distributed at over 350 locations across Massachusetts, Rhode Island, Connecticut, New Hampshire, and Canada
- ✓ Visitors' Centers across Massachusetts including the Johnny Appleseed Visitors' Center off of Route 2 which welcomes over 185,000 people a year
- ✓ AAA Offices throughout Southeastern New England
- ✓ Johnny Appleseed Members, cities, and towns across central Massachusetts including Davis Farmland, Doubletree by Hilton Leominster, Great Wolf Lodge New England, Wachusett Mountain, and many more!
- ✓ All expos and events that we attend including the Big-E, Discover New England, Kidsfest, and other regional and national shows.

### Why Advertise in The Guide?

- ✓ To maximize exposure, **35,000** copies are produced twice a year
- ✓ *The Online Guide* now has **interactive hyperlinks** instantly connecting your website directly with your printed advertisements
- ✓ Your company presence will expand through print and social media sites
- ✓ **90,000+** yearly hits from **[www.appleseed.org](http://www.appleseed.org)**
- ✓ **2 Million+** yearly hits from **[www.massvacation.com](http://www.massvacation.com)**
- ✓ Complimentary Ad Design Support is available
- ✓ Your ad is posted for up to **six months** with a rate as low as \$175 for a 1/12 page.
- ✓ **FREE** calendar listings for Johnny Appleseed Members, advertisers and non-profit organizations (*on a space available basis*)

Spring/Summer Guide covers: **March 1 - August 31, 2018**

Reservation Deadline: **January 5, 2018**

Mail to:

Johnny Appleseed Guide

1000 Route 2

Westbound between Exits 35 & 34

Lancaster, MA 01523



**Diane Burnette**

**978.534.2829**

**[Burnette@appleseed.org](mailto:Burnette@appleseed.org)**