

Out-of-Market Marketing

★ 2025 Truly Trumbull Trip Ideas (Visitors) Guide

Description: Trumbull Tourism produces an annual visitor guide, and we have won back-to-back national awards for our work on this marketing piece. In 2024, we are printing 40,000 and distributing the guide along the I-80 turnpike service stops, attractions in NE Ohio, our local partner locations, and at the I-90 westbound service stop in Ashtabula County, along with the inquiries we receive in our office.

In addition to the print publication, this piece is highlighted digitally on our website and available for downloads. Advertisers also receive digital links to your website or Facebook page.

Partner Requirements: Camera-ready art for an advertisement or Great Lakes Publishing can design an ad for a nominal cost, and you can use that ad for other purposes (around \$100)—a great way to get an affordable, professionally designed print ad.

Trumbull Tourism Marketing Investment: Approximately \$40,000, subsidizing the cost of your advertising by about 75% to keep your prices low. Plus, the cost of distribution around Ohio.

Partner Cost: To be determined, however, in 2024, an ad cost between \$300 (for a ¼ page) - and \$1500 (for a full page).

Contact: Nichole Cardinale with Great Lakes Publishing at 330-265-8665 or ncardinale@glpublishing.com

