

ADVERTISING RATE CARD

VISIT SOUTH BEND MISHAWAKA EXPERIENCE GUIDE

60K

GUIDES PRINTED

20K

MAP OVERRUN

5.7M

ANNUAL VISITORS TO SJC

Join Visit South Bend Mishawaka as we present the 2026-2027 Experience Guide, the official destination resource for visitors to and residents of St. Joseph County, Indiana.

PUBLICATION FEATURES

- » One annual issue
- » 76 pages
- » Perfect binding
- » Digital flipbook on VSBM website
- » Ad Sizes: Two-page, Full page, 1/2 page, 1/4 page and 1/12 page sizes
- » All guide current advertisers receive a preferred partner business listing on the Visit South Bend Mishawaka website

CONTENT

- » Itinerary Information
- » Maps
- » Communities
- » Events
- » Things To Do
- » Eat & Drink
- » Places to Stay

Important Dates:

Space reservation deadline: **MAY 22, 2026**

Ad materials deadline: **MAY 29, 2026**

Publication date: **AUGUST 2026**

DISTRIBUTION

60,000 total guides distributed throughout the year at visitor information kiosks around the state, the South Bend International Airport, leisure travelers from web, phone and walk-in requests, meeting planners, tour operators, sports attendees, collegiate orientation packets, Eck Visitors Center, and numerous brochure racks at attractions, hotels and events.

NOT A CHAMBER MEMBER?

Sign up today to get Chamber member pricing.

TO RESERVE YOUR SPACE, CONTACT:

NICOLE LAWLER

Director of Engagement

574.235.9142

nlawler@visitsouthbend.com

ADVERTISING RATE CARD

AD MATERIALS
DEADLINE: 05.29.2026

The 2026-2027 Experience Guide offers impactful advertising opportunities presented in subtle, educational and informational ways to appeal to consumers.

Partner Advertorials

» **What is an advertorial?**

An advertorial is a paid advertisement designed to look like an article. It contains detailed, useful information for the consumer with the goal of promoting a product.

» **Why are we introducing advertorials?**

Industry survey data confirms consumers are most interested in information and inspiration. We're introducing advertorials in order to increase ad relevancy to consumers and ROI for our advertising partners.

» **What will your advertorial look like?**

Your advertorial will feature photos, an engaging headline, editorial copy including bolded business name(s), business contact information and social media profile(s) all designed and written to blend seamlessly with the rest of the guide's content.

» **Can you supply your own ad?**

Advertisers that purchase Full Page - Prime Placements have the option of supplying their own ads. All other placements will be advertorials, which are formatted and designed by the publisher. Ask for more info!

» **Can you advertise multiple businesses in one advertorial?**

We strongly recommend selecting one business to feature per placement.

Ask about discount options when purchasing multiple placements!

» **What do you need to supply for your advertorial?**

Advertisers should provide desired photography, selected selling points about your business you'd like to highlight, your business name, contact info, and social media profile(s).

» **What elements are *not* included in advertorials?**

Logos* and/or text graphics.

* VSBM reserves the right to make exceptions in the event of corporate brand requirement.

ADVERTISING RATE CARD

AD MATERIALS
DEADLINE: **05.29.2026**

PRINT AD RATES

	Chamber Price	Non-member Price
BACK COVER \$4,500		\$5,500
Trim: 8" W x 10.5" H Bleed: 8.25" W x 10.75" H		
INSIDE BACK COVER \$4,000		\$5,000
Trim: 8" W x 10.5" H Bleed: 8.25" W x 10.75" H		
INSIDE FRONT COVER \$4,000		\$5,000
Trim: 8" W x 10.5" H Bleed: 8.25" W x 10.75" H		
PAGE THREE \$4,000		\$5,000
Trim: 8" W x 10.5" H Bleed: 8.25" W x 10.75" H		
PAGE FOUR \$3,500		\$4,500
Trim: 8" W x 10.5" H Bleed: 8.25" W x 10.75" H		
<hr/>		
TWO PAGE SPREAD \$5,000		\$6,400
Formatted Advertorial		
FULL PAGE \$2,800		\$3,500
Formatted Advertorial		
1/2 PAGE \$1,800		\$2,400
Formatted Advertorial, Horizontal		
1/4 PAGE \$1,000		\$1,500
Formatted Advertorial		
1/12 PAGE \$450		\$620
Formatted Advertorial		

FULL PAGE - PRIME LOCATION *

ADVERTORIAL

AD SPECS

FULL PAGE - PRIME LOCATION *

All Prime Location ads must be supplied by the advertiser on or before May 29 to the specs defined below.

- » TRIM: 8" x 10.5"
- » BLEED: 8.25" x 10.75"
- » SAFE AREA: 7" x 9.5"
- » COLOR: CMYK

FORMAT: tiff or press ready PDF.
Includes bleeds and export with crop marks only.

ADVERTORIALS

All advertorial designs are formatted by VSBM and do not contain logos. Materials to be supplied by the advertiser on or before May 29 to the specs defined below.

TWO PAGE SPREAD

- » Up to 5 images
- » 3-5 bullet points of feature copy
- » Business name, phone, address, website, social media account(s)

FULL PAGE

- » Up to 3 images
- » 2-3 bullet points of feature copy
- » Business name, phone, address, website, social media account(s)

1/2 & 1/4 PAGE

- » One image
- » 1-2 bullet points of feature copy
- » Business name, phone, address, website, social media account(s)

1/12 PAGE

- » One square image
- » 1 bullet point of feature copy
- » Business name, address, website

SPECS FOR IMAGES

RESOLUTION: 300 dpi
COLOR: CMYK
IMAGES: All images should be tiff or high resolution jpeg file formats.
Web images are not acceptable.

SEND AD MATERIALS TO:

KARI BUMGARDNER
Director of Marketing & Communications
574.400.4009
kbumgardner@visitsouthbend.com

TERMS

All ads are subject to space availability and are on a first-come, first-served basis. Visit South Bend Mishawaka may refuse to accept any advertising from members who are delinquent in their payments to The South Bend Regional Chamber of Commerce. Advertisers will be invoiced upon receipt of signed insertion order. No refunds/cancellations after space closing date. Visit South Bend Mishawaka produces all ads and reserves the right to edit, limit or reject any advertising or copy that is deemed offensive or is in conflict with the mission of Visit South Bend Mishawaka. Visit South Bend Mishawaka assumes no liability for products or services advertised in the 2026-2027 Experience Guide to South Bend Mishawaka.

* Indicates full page ad in a prime location.
Only one of each placement available.

