

# Heritage Corridor Publications

## Advertising rates, sizes and specifications

2026

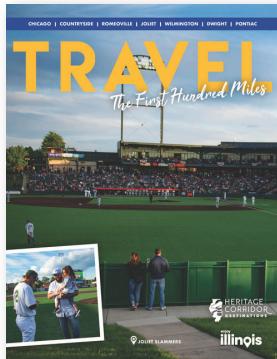
Stretching from the southwest collar of Chicago to the heartland of Illinois, the Heritage Corridor Destinations travel guides bring together some of the most diverse and exciting tourism destinations this state has to offer: the picturesque canyons of Starved Rock Country, the nostalgic open road of Route 66, and boutique shops and eateries along the historic I&M Canal.

Heritage Corridor Destinations is providing the opportunity to have your business directly marketed to tourism publications. When you become an ad partner with Heritage Corridor Destinations, your business or organization can expand its reach and build its customer base among both tourists and locals. Each travel guide prints 50,000 copies and is distributed at key high-traffic locations.

### 2026 TRAVEL GUIDES

#### Route 66 Issue

- Advertising deadline: January 15, 2026
- Publication date: April 2026
- Quantity 50,000



#### Starved Rock Country and I&M Canal Towns - Double Issue -

- Advertising deadline: January 30, 2026
- Publication date: May 2026
- Quantity 50,000

### PRE-PAYMENT BONUS

If payment is received prior to March, 31 2026, your business will be able to request a dedicated video. This video will be provided to you and posted on the Heritage Corridor Destinations Facebook, Instagram, and TikTok channels.

### ADVERTISING SIZES AND RATES

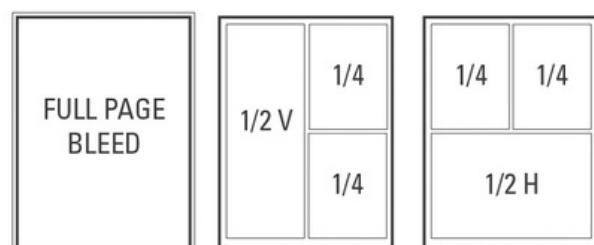
Ad Size	1-guide buy	2-guide buy
Quarter page 3.875" x 5"	\$850 \$1,500	■ \$1,050 ■ \$1,800
Half page 7.875" x 5" H 3.875" x 10.12" V	\$1,500 \$2,600	■ \$1,800 ■ \$3,120
Full page 8.625" x 11.13" (0.125" bleed)	\$2,500 \$4,000	■ \$3,000 ■ \$4,800
Inside Front/Back Cover 8.625" x 11.13" (0.125" bleed)	\$4,000 \$5,500	■ \$4,800 ■ \$6,600
Back Cover 8.625" x 11.13"(0.125" bleed) 8.375" x 10.875" Trim	\$5,000 \$7,000	N/A ■ Member ■ Non-Member

### LEGACY \* ADVERTISING SIZES AND RATES

Ad Size	1-guide buy	2-guide buy
Quarter page 3.875" x 5"	\$680 \$1,200	■ \$850 ■ \$1,500
Half page 7.875" x 5" H 3.875" x 10.12" V	\$1,200 \$2,080	■ \$1,500 ■ \$2,600
Full page 8.625" x 11.13" (0.125" bleed)	\$2,000 \$3,200	■ \$2,500 ■ \$4,000
Inside Front/Back Cover 8.625" x 11.13" (0.125" bleed)	\$3,200 \$4,400	■ \$4,000 ■ \$6,600
Back Cover 8.625" x 11.13"(0.125" bleed) 8.375" x 10.875" Trim	\$4,000 \$5,600	N/A ■ Member ■ Non-Member

\*Legacy pricing available to 2025 advertisers only.

### AD SPECIFICATIONS



# Advertising Opportunities



Ad insertion agreement \_\_\_\_\_

ADVERTISER \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE/FAX \_\_\_\_\_

PRIMARY CONTACT:

NAME \_\_\_\_\_ PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

BILLING CONTACT \_\_\_\_\_ MARKETING CONTACT \_\_\_\_\_

\$

Total Amount of Contract

Sales Representative

## SELECT THE FOLLOWING

### HERITAGE CORRIDOR DESTINATIONS TRAVEL GUIDES

- Starved Rock Country and I&M Canal Towns double issue
- The First Hundred Miles of Route 66 guide

### GRAPHIC DESIGN

- Use the same graphic design for both publications, Route 66 and I&M Canal/Starved Rock
- Use two different designs, one for Route 66 and one for I&M Canal/Starved Rock

### AD CHOICE

- 1/4 Page
- 1/2 Page
- Full Page
- Inside Front Cover
- Inside Back Cover
- Back Cover (Route 66 guide only)

### NOTES

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### ORIENTATION

- Vertical
- Horizontal

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### TERMS & CONDITIONS

- No advertising will run without a signed contract and processed payment.
- All advertising submitted is subject to the approval of Publisher. Publisher reserves the right to refuse any advertising content that does not meet the company's standards of acceptance. On acceptance, publication is contingent upon space availability.
- Type of headings, text, etc., shall not be the same or similar to that used in the news and editorial column. Advertisements having the appearance of editorial material must have the word "Advertisement" printed above, and Publisher reserves the right to insert above any copy the word "Advertisement."
- Materials are due two weeks after the advertising deadline noted for the respective publication.
- Publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. Publisher shall not be liable for any other errors appearing in an advertisement unless Publisher received correct copy deadline with corrections plainly noted a reasonable length of time before publication. In the event of an error in an advertisement for which the Publisher is liable has herein defined, its liability shall be limited to republishing the advertisement or refunding such portion of the entire cost of the advertisement as the space occupied by the errors bears to the whole space occupy advertisement per our rate card. Advertisements will be published and billed on the basis of exact space ordered. Half of total payment shall be rendered within 30 days of signing contract. Remaining payment shall be received upon approval of the final proof.
- Composition produced by publisher shall be its property and shall not be reproduced photographically and used by other publications without consent.
- A minimum of 50,000 copies of each publication plus digital versions are used for fulfillment.
- Publisher reserves the right to change its advertising rates or conditions.
- Payment is due upon filing the insertion order, before the publication is printed. Invoices will be sent at the time of insertion order, before advertisements are published.

AUTHORIZATION (SIGN) \_\_\_\_\_ DATE \_\_\_\_\_

I am an authorized representative of the advertiser allowed to enter into this agreement and I hereby authorize Heritage Corridor Destinations to insert our advertisement into the above selected medium(s).