

Dear Valued Clients,

We hope this letter finds you well during this tough time. We wanted to reach out to give you all an update as to the direction Haunted Happenings Magazine and Best Maps Walking Map will be heading for October 2020. Due to the unforeseen changes that could occur in the coming months we had postponed releasing an update to our clients until we were certain a solution was found.

This October will happen in a different fashion than previous years and we are optimistic for what's to come. We have been working behind the scenes to publish HHM and Best Maps Walking Map online. Limited printed copies will still be distributed throughout the city for those who are able to make it this year.

The new online publication brings new features into light that we are excited to share with everyone. Display advertisements will have the ability to direct customers who are viewing the publication directly to a link of your choice.

The rates published below are exclusive for the 2020 calendar year. Upon reservation of a Display, 25% deposit will be required / Listing advertisement required to pay in full. Prices are subject to change and will resume original pricing structure beginning 2021.

Due to the anticipated decrease in physical events for October 2020 the Haunted Happenings Magazine may result in a reduced page count. This is subject to change as we get closer to October. We are working out some fun details we hope to include this year.

Haunted Happenings Magazine and Best Maps Walking Map is prepared to adapt in any fashion based on the tourism volume before and throughout the month of October.

Digital PDF Magazine will be uploaded to our website and will be live September 2020 for a full viewing year.

We are looking forward to a successful and redefined October with all of you. We are Salem Strong and will make this a October to remember. Stay Safe, Stay Well and Stay Positive.

Warmest Regards,
Haunted Happenings Magazine #hhmagazine

Advertising Rates HHM 2020

- **Hashtag Page Rate** - Includes: Digital / Print - \$ 100
- **Listing Rate** - Includes: Walking Map Locator / Text Only Website w/ URL link - \$ 250
(no display ad)
- **Standard Display Ad** - Includes: Website Link / Print / Digital Link / Walking Map Locator / Event listings for online and printed calendars.
 - 1/8th Page - \$350
 - 1/4th Page - \$550
 - Half Page - \$775
 - Full Page - \$1,275
 - Prime space is available - please contact for rates and availability.
(Front Cover is not available)
- **Digital Link Feature** - at the time of display ad submission. Please include the link for the digital copy (your website / youtube / social media / ticket link etc.) *please note one digital link per display ad. If no link is provided we will link your display ad to your website unless advised otherwise.

Specifications:

All display ads must be emailed to aimee@hauntedhappeningsale.com in PDF / EPS / TIFF / PNG formats - NO JPG files will be accepted. All images must be high resolution 300 dpi or greater. Please embed all fonts. All wording and ads will be reviewed by Haunted Happenings Magazine for appropriateness. We are serving a Family - Friendly audience.

Event Listings:

Please include in all listings the following - Event name - date (s) - times - event description (we do not have a word count, we ask everyone to be fair in your descriptions). Where they can find further information (call / email / website / ticket links etc.).

Business Listing Category:

*Please include your Name / Address / Phone / Website / Short description

- | | |
|--|--|
| <input type="checkbox"/> Sites & Attractions | <input type="checkbox"/> Lodging |
| <input type="checkbox"/> Walking Tours | <input type="checkbox"/> Shopping |
| <input type="checkbox"/> Boat Tours | <input type="checkbox"/> Art Show |
| <input type="checkbox"/> Trolley Tours | <input type="checkbox"/> Psychic Fairs |
| <input type="checkbox"/> Dining | <input type="checkbox"/> Other: _____ |

Advertiser Information:

Business Name: _____

Primary Contact: _____

Address: _____

Phone: _____

Email: _____

Website: _____

Social Media: _____

Payment Method:

**Please note a 20% deposit is required at the time of reservation.*

- Bill Me - Payment must be received in Full by: September 1st
- Bill Me - 3 Payment Installments: July 20th / August 20th / September 20th
- Bill Me - 2 Payment Installments: August 20th / September 20th
(please note these installment payments are on the balance after the 20% deposit)

Credit Card:

Name on Card: _____

Card Type: (Amex / Visa / Mastercard) _____

Card Number: _____

Card Expiration: _____

CV Code: _____

Billing Zip: _____

Signature: _____

(or call 978.423.8617 to authorize over the phone)