

# 2025 TRAVEL GUIDE ADVERTISING & INFORMATION

## Chautauqua

County Travel Guide



No  
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Visit the Chautauqua-Allegheny Region [www.TourChautauqua.com](http://www.TourChautauqua.com)

Published Feb. 2024



# THE #1 RESOURCE FOR CHAUTAUQUA COUNTY VISITORS

Produced by the **Chautauqua County Visitors Bureau**  
in association with the **I Love NY Division of Tourism & Chautauqua County**



## WHY ADVERTISE IN THE CHAUTAUQUA COUNTY TRAVEL GUIDE?

The Chautauqua County Travel Guide is the official, and most broadly circulated, travel resource for visitors to the county. It is also a key marketing tool for drawing visitors to your business, specifically. The guide greatly increases your visibility with wide distribution and 96 pages of content.

**Play**

**Lakes, Trails and Winter Sports**  
YEAR-ROUND OUTDOOR PLAYGROUND

Five lakes, including **Lake Erie** and **Chautauqua Lake**, define the geography of Chautauqua County and make the region a destination for favorite summer activities such as boating, swimming, and fishing. The surrounding landscape of farmland and rolling hills serve as a picturesque background for outdoor adventures such as hiking, biking, horseback riding, and snow sports.

Unplug and escape to the great outdoors with a **camping** trip to western New York. Stay at serene campsgrounds with options ranging from secluded woodlands to lakeside locations. Golf at over a dozen **golf courses** in a region known for its quality and affordability in the fall and spring.

The Chautauqua Lake Erie Region, with over 100 miles of average annual snowfall, is the perfect destination for a winter getaway. Head out to **Peake's Peak Resort** for **skiing, snowboarding, and snowmobiling**. Ride the region's miles trails while **cross-country skiing, snowshoeing** or on a **snowmobile**.

**Adrenaline Filled Adventure**  
Add some excitement to your vacation in the summer months, visit Peake's Peak Resort to experience adrenaline **Zip Line Adventures**. Compare your team on the local Adventure Course which features 89 obstacles and 4 different courses ranging in difficulty. Fly through the air on the **LEB 3 Soaring Eagle Zipline** reaching heights up to 100 feet and the **Chautauqua Lake Zipline**. Have your team enjoy the challenge and get your team a replica one of the moments as you cross the 2000 ft back to the ground!

**Cast a Line**  
Chautauqua's fishing opportunities are a great way to experience the region. The fishing available in the Chautauqua Lake Erie Region, the Chautauqua State Park and the Chautauqua State Park. Cast a line on several lakes such as Chautauqua Lake to catch walleye, muskellunge, and smallmouth bass.

**Book Some Ice Time**  
People of all ages enjoy visiting the beautiful Area in winter. The area is a great place to visit in winter. Book some ice time on the **Chautauqua Lake Ice Skating Rink**. The rink is open from November to March. Book some ice time on the **Chautauqua Lake Ice Skating Rink**. The rink is open from November to March. Book some ice time on the **Chautauqua Lake Ice Skating Rink**. The rink is open from November to March.

**Go Glamping**  
Experience the great outdoors in comfort and style. **Glamping** is the perfect way to enjoy the outdoors. Book some glamping at the **Chautauqua Lake Glamping**. The glamping is open from May to October. Book some glamping at the **Chautauqua Lake Glamping**. The glamping is open from May to October.

**Did You Know?**  
There is a hot spring at Peake's Peak! Follow Peake's Peak, climb to the top of the mountain while exploring 60 ft rock formations, hidden caves, and panoramic views in an ancient forest.

The Travel Guide is a four-color, year-round tourism directory highlighting events, arts and entertainment, farm markets, wineries, natural attractions, recreation, accommodations, dining, shopping, and visitor services. Included is a pull-out locator map of Chautauqua County indicating the location of all advertisers, attractions, recreational sites, nature trails and more!

## DISTRIBUTION

Copies are available throughout the year at these outlets:

- Mailed in response to thousands of visitor information requests annually
- At over 200 CCVB Advertiser and member business locations in Chautauqua County
- Brochure rack networks in Chautauqua County, WNY and W Pennsylvania; Info Centers at Chautauqua Institution; I-86 Chautauqua Lake & Olean/Allegheny Rest Areas, I-90/ Angola & Clarence, Western PA & I-81 NY-PA line
- Travel information locations, tour operators, and AAA offices in New York, Pennsylvania, Ohio & Canada
- A fully interactive online digital version of the Travel Guide is available on [tourchautauqua.com](http://tourchautauqua.com)

**Shop & Dine**

**Quaint Towns & Villages**  
SHOP, DINE & EXPLORE

Experience unique stores and dining spots in communities throughout the Chautauqua Lake Erie region. Browse the curated collections of locally owned shops and boutiques. Search for **antiques** and enjoy quality **Antique goods** for great prices. Souvenirs and home decor make great gifts for loved ones or serve as a reminder of your lovely lake-side getaway. Purchase locally made **artisan food products** to bring a piece of Chautauqua home with you. Check out one of a kind handmade **jewelry** and art.

Chautauqua County is home to some of the best locally owned restaurants in Western NY with many establishments focusing on fresh ingredients and creative flavors. Taste a wide variety of delicious options ranging from fine dining and farm-to-table menus to cocktail bars and cozy cafes. Find restaurants in the center of downtown **Jamestown** near outdoor area attractions or in **Barnes Point** along the shores of Chautauqua Lake. See a full list of restaurants on page 95/96.

Visit [TourChautauqua.com/Shop](http://TourChautauqua.com/Shop) or Visit [TourChautauqua.com/Dine](http://TourChautauqua.com/Dine) for information on restaurants and shops in the region.

**Bites & Flights**  
Can't choose just one wine to try from one of the local wineries in Lake Erie Wine Country? Many wineries now offer flights which allow visitors to personalize their experience while trying several craft beverages for one price. Select several other Chautauqua County wineries and small businesses to pair with your flight. See a complete list of wineries offering bites and flights on [tourchautauqua.com/wineandbeverage](http://tourchautauqua.com/wineandbeverage).

**Fuel Up for the Day**  
Start your morning with a cup of locally roasted coffee from a cafe in the Chautauqua Lake Erie Region. Start your afternoon with a drink along with your flight. [TourChautauqua.com/Shop](http://TourChautauqua.com/Shop) and visit to find a coffee shop closest to you.

**Food Truck Flavors**  
Visit local breweries and wineries or attend a local festival for the opportunity to try the best food available from area food trucks. Each food truck features menus with creative and unique options to serve you from **Food Truck Chautauqua Institution** during their annual food festival week to a wide array of food trucks from around the region all in one place.

**Did You Know...**  
Many local artists use beach glass collected from Lake Erie for their handmade crafts and art. Visit art galleries and shops in the Chautauqua Lake Erie Region for your chance to take home a truly one-of-a-kind souvenir. Learn more at [TourChautauqua.com/arts](http://TourChautauqua.com/arts).

## BUY A WEBSITE AD OR PREMIUM BUSINESS LISTING ON TOURCHAUTAUQUA.COM:

(Discount Available if bundled with certain Travel Guide Ads)

**Southern Tier Brewing Co. The Empty Pint Pub & The Empty Bottle**

Southern Tier Brewing Company, located outside of the village of Lakewood, is the maker of more than 30 varieties of beer. This wide array of carefully hand-crafted beers includes ales, stouts, lagers and porters. The Empty Pint is open daily!

**Roger Tory Peterson INSTITUTE**

ART THAT MATTERS TO THE PLANET

311 Curtis Street, Jamestown, NY  
716.665.2473 • Plan your visit at [RTPI.org](http://RTPI.org)

- TourChautauqua.com is the highest ranking website result for searches about Chautauqua County experiences and visits
- 400,000 website sessions per year
- Ad and Premium Listings will link to your website

**For advertising questions: [meetings@tourchautauqua.com](mailto:meetings@tourchautauqua.com)**

# 2025 TRAVEL GUIDE & TOURCHAUTAUQUA.COM RATES

## KEY DATES FOR THE 2025 CHAUTAUQUA COUNTY TRAVEL GUIDE

- AD RESERVATION AND FULL PAYMENT, OR 50% DEPOSIT, DUE BY SEPTEMBER 16, 2024
- 10% Discount for ads paid in full due by September 16, 2024\*
- All ad materials due by October 7, 2024
- 1st right of refusal for existing advertisers until August 25, 2024
- Publication Date - February 17, 2025

## 2025 TRAVEL GUIDE AD RATES AND SIZES - NO RATE INCREASE

Ad Size	Base Rate	With Discount*	Ad Size	Annual Cost	With Discount
Restaurant Listings	Free with Ad	<b>Free with Ad</b>	1/4 page	\$1315	<b>\$1183</b>
Fishing & Other Listings	\$60	<b>\$54</b>	1/2 page	\$2445	<b>\$2200.50</b>
Farms/Markets Listing	\$115	<b>\$103</b>	Full Page	\$3615	<b>\$3253.50</b>
1/16 page	\$300	<b>\$270</b>	Inside Back Covers	\$3855	<b>\$3469.50</b>
1/12 page	\$405	<b>\$364</b>	Inside Front Covers	\$3965	<b>\$3568.50</b>
1/8 page	\$655	<b>\$589</b>	Back Cover	\$4620	<b>\$4158</b>

## 2025 TOURCHAUTAUQUA.COM - WEBSITE ADVERTISING RATES

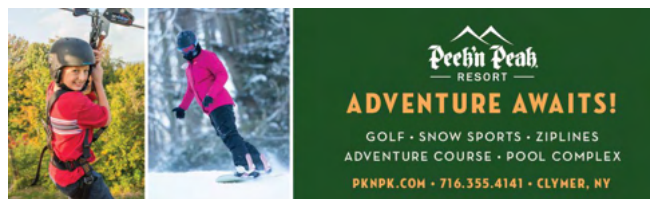
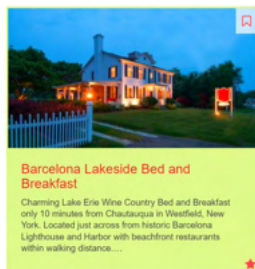
Basic Rate	Discounted Rates for Website Ad <i>in Combination with</i> a Travel Guide Ad						Amount shown is the rate you pay for a web ad when bundled with a Travel Guide ad at the indicated size
	Full Page	1/2 Page	1/4 Page	1/8 Page	1/12 Page	1/16 Page	
<b>Home Page Banner Ad</b>	\$800	\$500	\$600	\$700	\$750	\$800	\$800
<b>Section Page Ad In</b> (Explore, Stay & Play)	\$600	\$300	\$400	\$500	\$550	\$600	\$600
<b>Section Page Ad In</b> (Shop, Dine & Group)	\$450	\$250	\$300	\$350	\$400	\$450	\$450
<b>Premium Position Listing</b> (Per Website Category)	\$350	\$225	\$250	\$275	\$300	\$325	\$325

## ASK US ABOUT AN ADVERTISING AND I-86 BROCHURE DISTRIBUTION COMBO

CCVB members who advertise in the Travel Guide save 50% or more on I-86 brochure distribution.

## WEB BANNER AD EXAMPLES

### WEBSITE PREMIUM POSITION LISTING EXAMPLES



**Chautauqua County Visitors Bureau**  
**One Massey Avenue,**  
**P.O. Box 1441 Chautauqua, NY 14722**

**www.TourChautauqua.com**  
**716.357.4569**  
**meetings@TourChautauqua.com**



# AD DESIGN ORDER FORM

**Free Service:** Have CCVB create my Travel Guide ad  
My Designer will Provide an Ad

No Changes from 2024 Ad  
Proof Required (max 2 per Ad)

## ADVERTISER INFORMATION

Contact name for ad proof: \_\_\_\_\_

Email for ad proof: \_\_\_\_\_

## AD SIZE \_\_\_\_\_

TEXT

Business Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Website \_\_\_\_\_

Email: \_\_\_\_\_

## IS CCVB DESIGNING YOUR AD?

Please remember these tips when submitting your ad materials (text, images and/or logos)

- ***We recommend limiting text in 1/16 and 1/12 page ads in order to increase font size and improve readability***
- Please provide high resolution (300 dpi) photos. Always send the largest photo file size available.
- Please provide logos as vector art (with fonts outlined) or send 300 dpi file at largest size available.
- Email files to [communications@tourchautauqua.com](mailto:communications@tourchautauqua.com)

**[www.TourChautauqua.com](http://www.TourChautauqua.com)**

**716.357.4569**

**One Massey Avenue, PO Box 1441, Chautauqua, NY 14722**

**Sunset Bay Beach**  
ON THE SHORES OF LAKE ERIE

**Cabana Sam's**  
SUNSET BAY GRILL

Lunch, Dinner,  
Happy Hour, Live Music

1028 South Shore Dr. Irving, NY  
(716)934-9953  
[sunsetbayusa.com](http://sunsetbayusa.com)

M2 | Lake Erie Grape Belt

# AD SIZES AND SPECIFICATIONS

## DESIGNING YOUR OWN TRAVEL GUIDE AD?

Please review these specifications before designing and submitting your ad. Submit finished ads to [communications@tourchautauqua.com](mailto:communications@tourchautauqua.com).

### ACCEPTABLE FILE FORMATS:

- EPS with fonts converted to outlines/paths (suggest minimum 8 pt. fonts)
- TIFF
- PDF - press quality with fonts embedded. (suggest minimum 8 pt. fonts)

(We reserve the right to recreate ads sent as pdfs that are not saved correctly, using the closest font match possible)

### SPECIFICATION CHECKLIST:

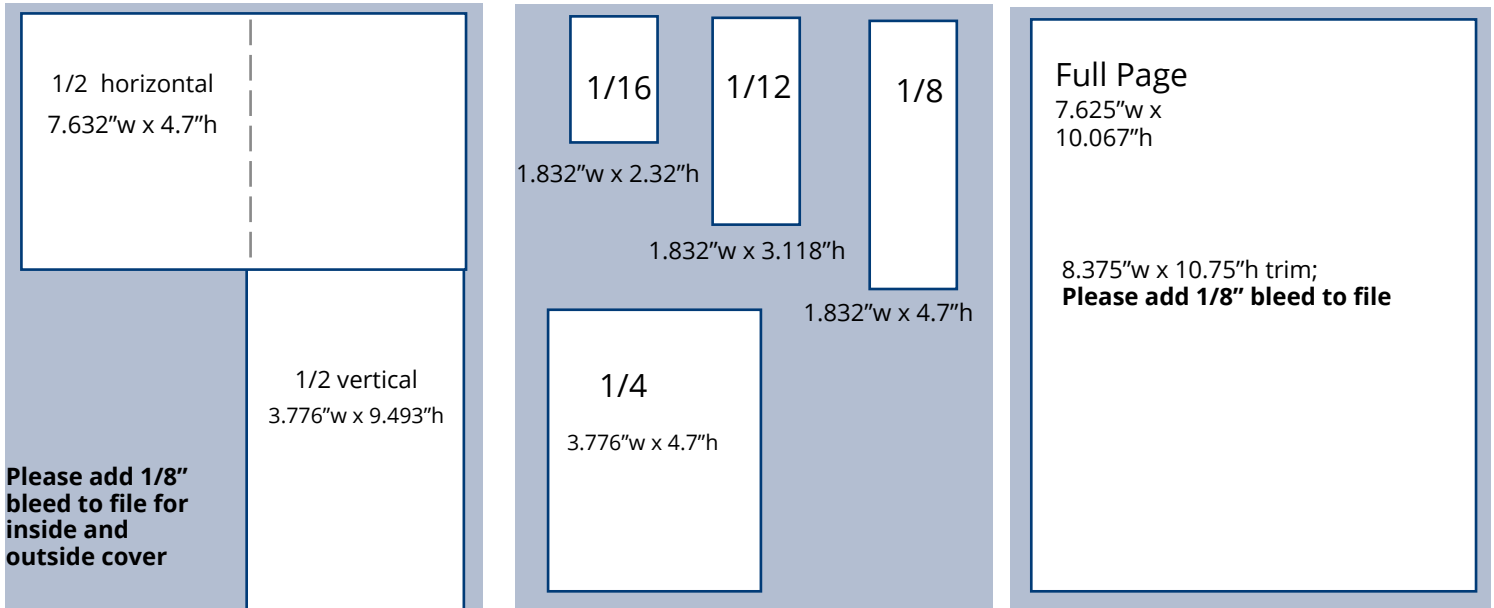
These items are required. Review this list to prevent possible re-submission of files, causing production delays.

- Double check your files for color, size, fonts and **resolution**
- NO RGB: Convert all images to CMYK or grayscale
- Resolution: Images and files should be 300 DPI.
- Proofread: You are responsible for your text.
- Elements closer than .125" from the edge may be trimmed off.
- Do not use JPEG compression on images

## TOURCHAUTAUQUA.COM BANNER ADS

- File must be PNG, JPG or GIF
- Dimensions are 930 PX wide x 280 PX high

## ALL TRAVEL GUIDE ADS/MATERIALS ARE DUE NO LATER THAN OCTOBER 7, 2024



## By submitting or requesting publication of any advertisement, the customer agrees to the following Publisher's Regulations:

1. CCVB shall not be liable for errors or omissions in advertisements APPROVED by advertisers. It is the advertiser's responsibility to notify CCVB of changes or corrections required in ad copy and materials.
2. Advertiser and/or advertising agency will indemnify and hold harmless CCVB, its officers, agents, employees and contractors, for all contents supplied to publisher, including text, representations, and illustrations of advertisements printed, and for defamation, invasion of privacy, copyright infringement and plagiarism.
3. Cancellations and/or changes in copy will not be accepted by publisher after closing deadlines.
4. CCVB shall not be liable for failure to print, publish or circulate all or any part of any issue in which an advertisement accepted by the publisher is contained if failure is due to acts of God or government, strikes, accidents, lack of newsprint or other circumstances beyond the control of CCVB.
5. Chautauqua County Visitors Bureau (hereafter CCVB) reserves the right to reject or cancel any advertisement at any time. All advertising is subject to final approval by management before publication will be considered. Ads considered inappropriate, unsightly and/or not in keeping with the intent and format of the publication may be rejected by management.
6. Position cannot be guaranteed in non-premium ad spaces. No credit or allowance will be given for position. Specific page(s) or other provisions will be considered as requests only.
7. Unless advertiser makes written objection within 30 days from the rendering of any bill, statement, or invoice for advertising published, such a bill, statement, or invoice shall be conclusive as to the correctness of the items therein and shall constitute an account stated.
8. Customer agrees to "Terms of Sale" as published including a 1.5% per month service charge on all amounts over 30 days past due.