



**MARYLAND  
OFFICE  
OF TOURISM  
DEVELOPMENT**

**COOPERATIVE  
ADVERTISING  
TOOL KIT**

1/2019



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**THERE'S ONLY ONE PLACE IN THIS GREAT NATION** that so perfectly combines all that's authentically great about America.

A place that packs so much beautiful nature and so many cultural, culinary, and water-related experiences into one unique place: Maryland. And we want to share our friendly state with all who are open for it. This campaign is meant to be a call, a wish, an invitation -- to open hearts and minds to Maryland, and to be open for an incredible vacation here -- because we're open for you.



# MARYLAND TOURISM LOGOS

## MAIN LOGO



**FILE**

Maryland Tourism Logo\_O4IT-4C.eps

**DESCRIPTION**

Maryland Open For It logo with URL

## ALTERNATE LOGOS



**FILE**

Maryland Tourism Logo\_OOT\_4C.eps

**DESCRIPTION**

Maryland Office of Tourism logo



**FILE**

Maryland Tourism Logo\_URL\_4C.eps

**DESCRIPTION**

Maryland logo with URL

## COUNTY LOGOS

Each county + Ocean City has their own logo.



**FILE**

Maryland Tourism Logo\_[County Name]\_4C.eps

**DESCRIPTION**

Maryland/County name logo



# AD ANATOMY

MD FLAG GRAPHIC  
See guidelines  
on page 9.

HEADLINE

**OPEN FOR  
ARCHITECTS**

CAMPAIGN IMAGE



MD FLAG GRAPHIC

## TYPOGRAPHY

Montserrat Bold - headlines

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

Montserrat Medium - subheads

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Montserrat Regular - body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Fonts will need to be purchased individually by the participant, and are available at [www.fontsquirrel.com](http://www.fontsquirrel.com) and <https://fonts.google.com/specimen/Montserrat>. Avenir Book may be used as an alternate for Montserrat.

## COLORS

PMS swatches are not exact matches for the campaign gold and red and should only be used in applications where the CMYK or RGB values are not possible.

C0 / M0 / Y0 / K0 r255 / g255 / b255

C8 / M34 / Y100 / K0 r234 / g171 / b0

PMS 124C

C26 / M99 / Y78 / K23 r152 / g30 / b50

PMS 7622C

C0 / M0 / Y0 / K100 r0 / g0 / b0

BODY COPY

Vacations are more memorable here in Maryland, from our monuments to monumental waterscapes. Plan your trip today and be open for exploring more than 3,100 miles of shoreline. We're open for you. As long as you're

CALL TO ACTION

**OPEN FOR IT**  
visitmaryland.org



MARYLAND STATE LOGO



# COOPERATIVE PROGRAM OVERVIEW

A partnership between OTD and its tourism partners offers a unique opportunity for a cohesive promotional campaign. By being part of the Open For It Campaign, each co-op-participant benefits from leveraging the brand, thus reaching and connecting with a larger number of potential visitors.

# COUNTY GRANT ELIGIBLE CO-OP ADVERTISING

Using templates provided by OTD's ad agency, Marriner, each county will have the freedom to develop their own ads to specifically showcase their destination's attributes within the space provided. Adobe InDesign (CC) formatted templates will be provided to develop print ads and for static online banners. These templates were designed to specifications that should scale easily to a variety of media outlet dimensions.

The county will be responsible for providing its own imagery and deciding on the appropriate orientation and cropping of it within the picture box. Body copy will be written by the county and set within the ad file's copy block. Counties will also need to import additional visual elements, including their eligible county logo, into the layout file. The county may NOT alter the design or composition of the templates in any way.

For the Open For It campaign, we use misdirection and unexpectedness in the headlines. For example if the image is someone eating crabs, we don't want to simply say "open for crab eating." We explore the benefit of that, considering what is special about crab eating. It's fun and you get to smash crabs with a hammer. The benefit of that is you can live out the idea of being a demolitionist, creating the idea of "Open for Demolitionists."

The key to finding the best copy lines, is to explore what it is. Consider the benefit of that. Then ask, what's the benefit of that benefit?  
What interesting idea and concept could this represent? If it's someone smelling the sunflowers, can it be tied to another feature of Maryland, like the beach?  
Could the line be sunflowers, to add that unexpectedness?

These are the things that will create the compelling, unexpected and relatable concept of Open For It.

Prior to submitting materials to the publication, the completed ad will need to be submitted to Brian Lawrence, [brian.lawrence@maryland.gov](mailto:brian.lawrence@maryland.gov).  
The approval process takes seven business days. If the ads are not pre-approved, these media purchases are not eligible for 100 percent reimbursement.

Contact Setuch Adih at [setucha@marriner.com](mailto:setucha@marriner.com) for additional questions about files.



## CO-OP PARTICIPANT CHECKLIST

Please electronically submit the following,  
along with proper files, to OTD,  
Brian Lawrence: [brian.lawrence@maryland.gov](mailto:brian.lawrence@maryland.gov)

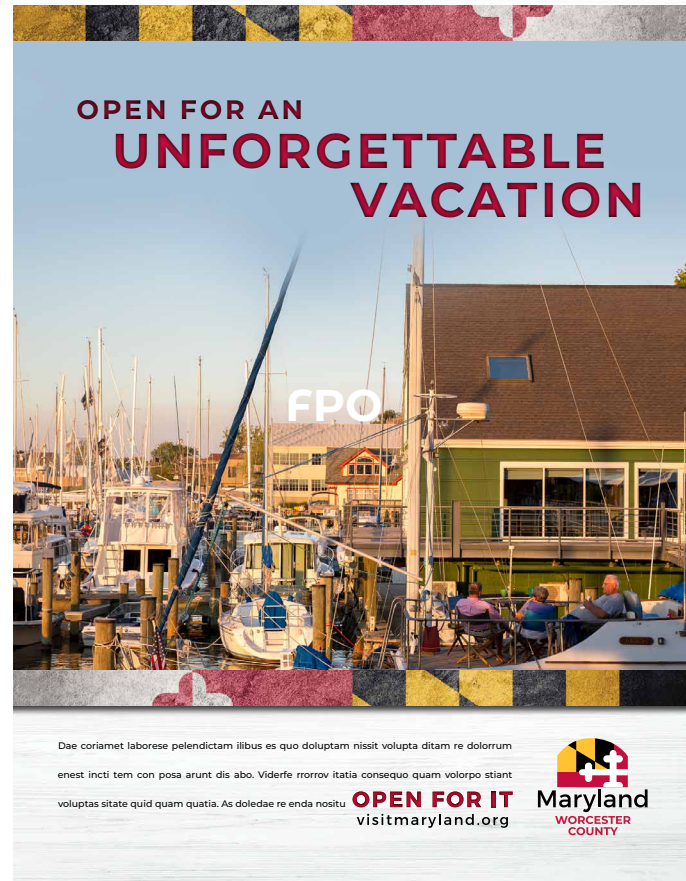
- ❑ Indicate type of ad (file name)
- ❑ Eligible logo
- ❑ Body copy
- ❑ High-resolution photography  
(must be at least 100 percent of size used in ad,  
at a minimum of 300 dpi)





# COUNTY GRANT ELIGIBLE CO-OP ADVERTISING

## MODULAR TEMPLATES | FULL-PAGE | PRINT



### FILE

OTD18-064G\_OpenForUnforgettableVacation ad\_8.5x11\_V2.indd

OTD18-064G\_OpenForAdventure ad\_8.5x11\_V2.indd

OTD18-064G\_OpenForDiscovery ad\_8.5x11\_V2.indd

### DESCRIPTION

Full-Page Commerce ad with participant's copy + logo

### DETAILS

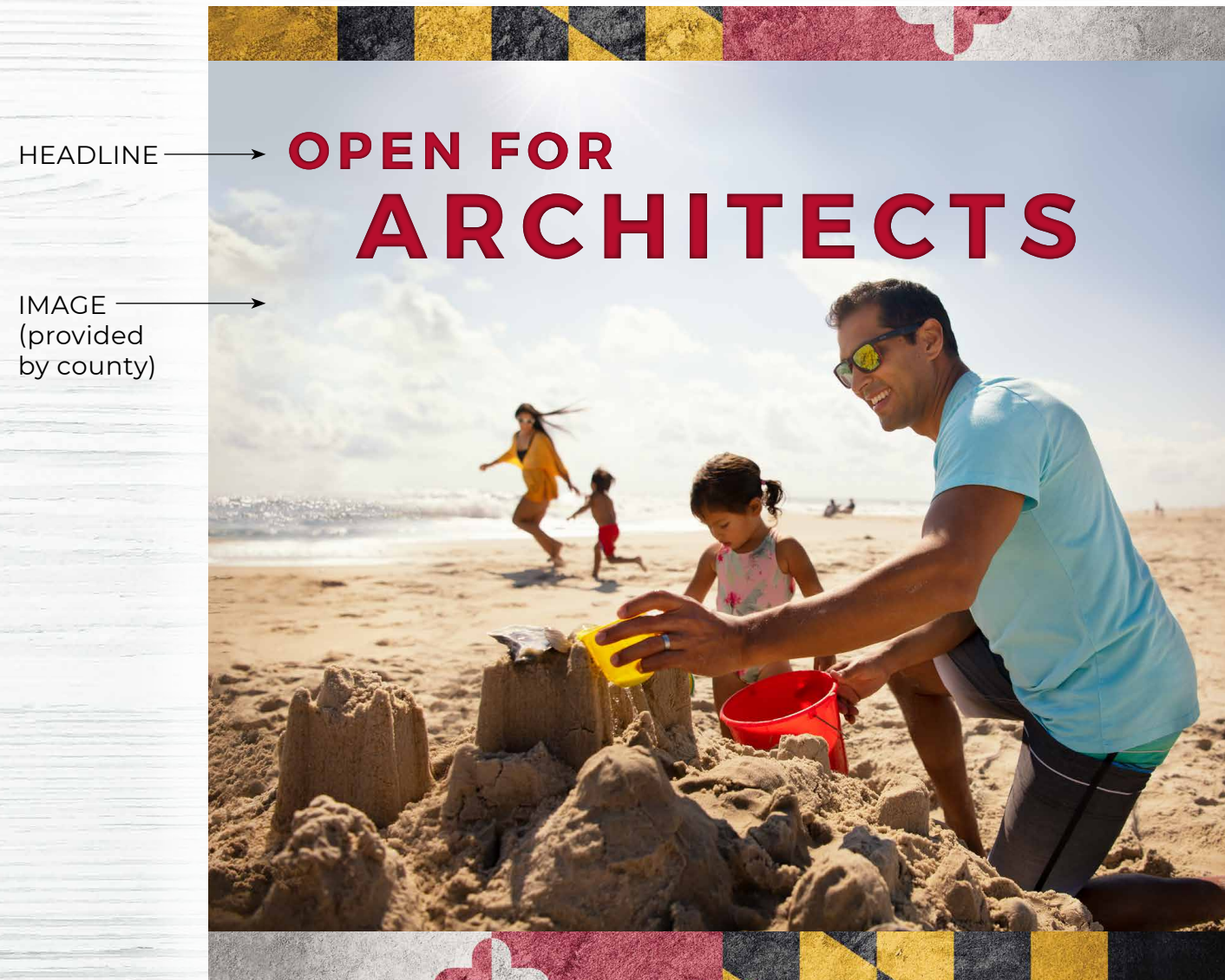
- Please refer to page 7 for headline development guidelines
- County participant will need to include—
  1. Eligible logo
  2. Copy (approx. 60 words)
  3. High-resolution photography (min. 300dpi)

### FLAG GRAPHIC:

- Do not rotate or flip
- Do not distort
- Size proportionately with ad size

# COUNTY GRANT ELIGIBLE CO-OP ADVERTISING

## MODULAR TEMPLATES | HALF-PAGE | PRINT



HEADLINE →

IMAGE →  
(provided by county)

COPY  
(provided by county)

Vacations are more memorable here  
in Maryland, from our monuments to  
monumental waterscapes. Plan your  
trip today and be open for exploring  
more than 3,100 miles of shoreline.  
We're open for you. As long as you're

**OPEN FOR IT**  
[visitmaryland.org](http://visitmaryland.org)



### FILE

OTD18-064G\_DMO\_HalfPage\_M1.indd

### DESCRIPTION

Half-page Commerce ad with participant's copy + logo

### DETAILS

- OTD's ad agency, Marriner, will provide template files. County partner is to customize and send final files to publication once approved by Brian Lawrence.
- County participant will need to include—
  1. Headline
  2. Eligible logo
  3. Copy (approx. 60 words)
  4. URL/800#
  5. High-resolution photography (min. 300dpi)

CTA (provided by county)

ELIGIBLE LOGO

# COUNTY GRANT ELIGIBLE CO-OP ADVERTISING

MODULAR TEMPLATES | 300X250 PX STATIC ONLINE BANNER UNIT | DIGITAL

HEADLINE

**OPEN FOR  
ARCHITECTS**

IMAGE  
(provided by county)



**OPEN FOR IT**  
visitmaryland.org



ELIGIBLE LOGO

**PLAN A TRIP**

CTA (provided by county)

## FILE

OTD18-064G\_DMO\_BannerAds.indd

## DESCRIPTION

300x250 px Static Online Banner Ad

## DETAILS

- OTD's ad agency, Marriner, will provide template files. County partner is to customize and send final files to publication once approved by Brian Lawrence.
- Refer to page 7 for headline guidelines
- County participant will need to include—
  1. Eligible logo
  2. Web-ready photography

# COUNTY GRANT ELIGIBLE CO-OP ADVERTISING

MODULAR TEMPLATES | 728X90 PX STATIC ONLINE BANNER UNIT | DIGITAL



ELIGIBLE LOGO

HEADLINE

CTA (provided by county)

## FILE

OTD18-064G\_ DMO\_BannerAds.indd

## DESCRIPTION

728x90 px Static Online Banner Ad

## DETAILS

- OTD's ad agency, Marriner, will provide template files. County partner is to customize and send final files to publication once approved by Brian Lawrence.
- Refer to page 7 for headline guidelines
- County participant will need to include—
  1. Eligible logo
  2. Web-ready photography





**THANK YOU**  
**FOR YOUR**  
**PARTICIPATION**