



Tourism Reinvestment in Promotion and Product (TRIPP)

Tourism Advertising Funding

Detailed Attraction Information Capture

Please fill out the chart below to accurately capture the information for the exhibits, sites, activities or events you want to promote through the TRIPP Cooperative Tourism Advertising program. Keep in mind the information you submit will be used in any ads TCFC designs.

Category Descriptions/Directions

1. Date – The date advertising will run (Thursday prior 1st and 3rd Saturday each month).
2. Attraction Name – this is the name of the event, exhibit or attraction – NOT your organization name
3. Attraction logo, photo, or graphic
4. Your name or logo
5. Text Description of attraction (Max 30 words) – This will be the text that actually appears in the advertising, so please be concise, clear, and direct.
6. Attraction Address/Location – This is where people should go to visit your site, event, or attraction. Can be general, like “Downtown Frederick” or “Corner of Maple and Maryland Avenues” but specific enough for people to find.
7. Attraction Dates and Times-please be specific
8. Phone – List the phone number where people can call to find out more about the event
9. Web Address of Attraction – This should direct people to more information online about your site, event, or attraction. Direct link to the event is preferred, in lieu of organization website.
10. Optional Sponsor – If you have sponsorship for this event, you can include one sponsor logo into the ad

Spring Regional Cooperative Advertising Placement Schedule

| Date | Attraction Name | Attraction logo, photo, or graphic | Your Logo or name of organization | Text description of attraction – less than 30 words | Attraction Address/Location | Attraction Dates and Times | Phone contact | Web Address of Attraction | Optional: 1 additional sponsor logo |
|----------------|-----------------|------------------------------------|-----------------------------------|---|-----------------------------|----------------------------|---------------|---------------------------|-------------------------------------|
| April 4, 2013 | | | | | | | | | |
| April 18, 2013 | | | | | | | | | |
| May 2, 2013 | | | | | | | | | |
| May 16, 2013 | | | | | | | | | |
| May 30, 2013 | | | | | | | | | |
| June 13, 2013 | | | | | | | | | |