

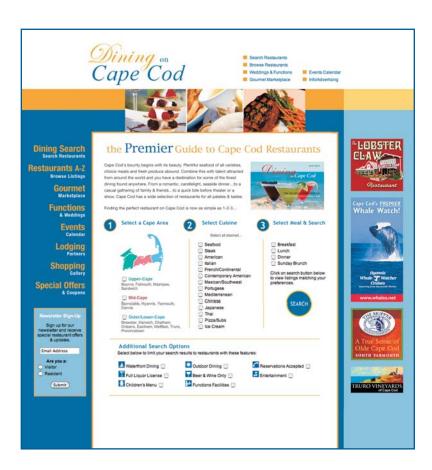
Publishing Update #800 April 2011

## www.CapeCodDiningGuide.com

#### Check it out!

With more than five full years of exposure behind us, **CapeCodDiningGuide.com** continues to exhibit a leading presence on both the Google and Yahoo Search engines.

In addition, many participating advertisers receive first page search engine rankings for their businesses as a direct result of being listed on **CapeCodDiningGuide.com**. We fully expect that this targeted exposure will continue to grow in 2011, and in the years ahead.





Publishing Update #801

April 2011

## Dining on Cape Cod 2011 Information Up-Date

### MINIMUM PRINT RUN: 150M Copies

#### **DISTRIBUTION**

- Cape Cod Chamber of Commerce Meeting and Convention Info Packs
- Select Trade Shows and Expos
- Year-round Residents and Seasonal Homeowners
- Real Estate and Rental Agencies included with "check-in" Info Packs
- Bed & Breakfasts & Inns permanent placement of copies in guest rooms
- Hotels, Motels, Resorts copies at front desk & brochure/information displays
- Cape Cod Chamber of Commerce Tourist Information Centers (Rtes 3, 6, and 25)
- Local Chamber of Commerce Offices & Visitor Information Centers
- Tourist Attractions and Transportation Centers
- Time share properties and other select lodging venues permanent placement of copies in guest rooms

#### ADVERTISING/PUBLICITY

- Chamber Guidebooks & Newsletters
- Route 6 Information Board (between Exits 6 & 7 East)

#### **INTERNET**

- Website: www.capecoddiningguide.com
- Direct access or link through www.capecodchamber.org and www.capecodtravelguide.org
- Links from website to full menus of each restaurant
- Statistics available (see enclosed)
- Strategic website alliances with local chambers of commerce and individual businesses



Publishing Update #803 April 2011

## Photography Needed

for the 2011/2012 Edition of Dining on Cape Cod



Dining on Cape Cod is actively seeking photographic images for use in the 2011/2012 edition. Submissions may be in the form of slides/transparencies, prints or hi-res digital images (preferred), large enough for use in the full page format of the publication, 8" x 5 1/4" at 300 dpi.

We are seeking a compelling image for the **front cover** as well as images of **menu items** and **interiors/exteriors** for use throughout the book.

If you have photography which you think would be applicable please call Marty Summerfield at 508-362-7472.





Publishing Update #804 April 2011

# Some Comments About *Dining* on Cape Cod

"It is with pleasure that the *Cape and Islands Concierge Association* endorse *Dining on Cape Cod*. It is an excellent publication. Information is current and the guide is well-designed. The members of the *Cape and Islands Concierge Association* meet once a month and at every meeting there are favorable comments about *Dining on Cape Cod*. It is a very useful tool for the concierge and front desk staffs at properties around the *Cape*, as well as a great reference for all members, visitors and residents.

Thank you for providing this very special publication. We look forward to future editions."

Missy Stanton, President Cape and Islands Concierge Association

"Thank you for your prompt attention in delivering more copies of *Dining on Cape Cod...*We have found them to be extremely popular with our guests and have had to restock them nearly every day on our brochure rack! Besides our individual guests, we distribute them in welcome packets for our wedding and reunion guests as well as for group tours and meeting planners. Our concierge has also been very pleased with them, particularly when guests are looking for dining options in more than one area of the Cape."

Dorie D. Ketterer, Innkeeper Shoreway Acres Resort Inn

"Dining on Cape Cod is a fine, comprehensive publication and is extremely helpful to our guests."

Debbie Christensen, Chief Concierge Ocean Edge Resort and Golf Club "When visitors come into the Visitor Centers and ask about restaurants, I have found that *Dining on Cape Cod* is the perfect publication to give them... Its index is easy to use and its quality makes it worth keeping."

Judy Silverman, Information Specialist The Yarmouth Area Chamber of Commerce

"... the *Dining on Cape Cod* has given our guests valuable information regarding their choices for great Cape Cod meals. The choices are many and varied and reflect the eclectic mix that is Cape Cod dining. With sample menus, my job as innkeeper/maven of eateries is made simple. So far our guests have done nothing but rave about the guide when they arrive at breakfast with tales of the night before."

Peter Bach, Innkeeper Joy House, Inc., B and B

"Let me take this opportunity to thank you for recommending *Dining on Cape Cod* be distributed through the Resort this year. A copy was placed in all two hundred and twenty-nine guest rooms and was a welcome addition to our guest's in-room directory services...Management and guests alike were duly impressed with the comprehensive listings and the quality of the publication itself."

Michael J. Edwards, General Manager The Cove at Yarmouth

"About time! A great assist to the busy innkeeper!"

Ken Traugot, Owner/Manager

The Beechwood Inn