

Trails & Sails

Program Overview

Essex Heritage
10 Federal Street, Suite 12
Salem, MA 01970
www.essexheritage.org
www.trailsandsails.org
heatherg@essexheritage.org
(978) 225-3471



Trails & Sails is an annual 16-day event series which takes place every September featuring hundreds of free programs that guide participants through unique places on both land and sea.

With over two decades of success under its belt, Trails & Sails has an established track record of raising awareness of and appreciation for the historic, natural, and culturally significant resources found across the 34 cities and towns of Essex County, Massachusetts.

Since its establishment in 2002, more than 100,000 attendees have participated in Trails & Sails, with now more than 20,000 participants reported annually.



Trails & Sails not only strengthens local pride but also fuels cultural tourism, driving new audiences to historic sites, outdoor recreation areas, and art centers – ultimately stimulating business and contributing to the long-term sustainability of our local economy.

“Your own “Voyage of Discovery” can be done each year in Essex County during Trails & Sails. Learn something new and have fun while you find unknown gems in each town!” - Trails & Sails Participant

Last year, over 130 organizations varying in size and mission participated. This demonstrates the significant value that Trails & Sails offers our partners.
Trails & Sails will take place from Sept. 13-28, 2025.
We hope you will consider supporting us this year!



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Ad Benefits and Pricing

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Saturday, Sept. 14th – Sunday, Sept. 29th, 2024
200+ free events across Essex County!

TRAILS & SAILS

ESSEX NATIONAL HERITAGE AREA



SPONSORED BY EASTERN BANK, SALEM FIVE, M&T BANK, & INSTITUTION FOR SAVINGS

We are now offering the unique opportunity for local businesses to advertise in our popular Trails & Sails guidebook. This full-color printed guide is the primary marketing piece for the event series. A digital version of the guidebook is available for download through our website which saw **100K page views** in 2024 and **20K unique users**.

Each year, more than **8,000** copies are distributed throughout Essex County, Massachusetts. We work with a regional network of public libraries, Visitor Centers, and Chambers of Commerce to ensure they are widely disseminated to a local audience.

Trails & Sails is a series designed to help residents discover hidden gems in their own backyards, so let them discover your business while they're at it!

Advertisement Pricing

Half-page Advertisement in Printed and Digital Guidebook - \$600

- One half-page advertisement printed in full-color (CMYK)
- Dimensions: 7.25 inches (w) X 4.75 inches (h)

Quarter-page Advertisement in Printed and Digital Guidebook - \$300

- One quarter-page advertisement printed in full-color (CMYK)
- Dimensions: 3.5 inches (w) X 4.75 inches (h)

Important Information

- Ads must be submitted to Essex Heritage no later than June 1, 2025 via email to Heather Goss at HeatherG@EssexHeritage.org.
- Trails & Sails 2025 will run from September 13th-28th, and guidebooks will be distributed starting August 1st.
- Advertisers will also be recognized on a slide at the Essex Heritage Annual Meeting so we ask that logos be provided as applicable.

Trails & Sails 2025

Printed Guide Advertisement

Specifications

Resolution 300 pixels/inch (dpi)

Accepted formats: .jpg,.gif,.tiff,.eps,.psd,.ai

Trails & Sails Guide will be printed in full-color (CMYK).

Half Page

7.25 inches (w) X 4.75 inches (h)

Trails & Sails 2025

Printed Guide Advertisement

Specifications

Quarter Page Ad

3.5 inches (w) X 4.75 inches (h)

Resolution 300 pixels/inch (dpi)

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