

Tasty tidbits

Newsorthy Notes About Dining on Cape Cod

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.

The screenshot shows the website's search interface. At the top, it says "Dining on Cape Cod" with a navigation menu including "Search Restaurants", "Browse Restaurants", "Weddings & Functions", "Gourmet Marketplace", "Events Calendar", and "Info/Advertising". Below this is a banner for "the Premier Guide to Cape Cod Restaurants" with a brief description of the area's bounty and a "SEARCH" button. The search process is broken down into three steps: 1. Select a Cape Area (with a map of Cape Cod and checkboxes for Upper-Cape, Mid-Cape, and Outer/Lower-Cape), 2. Select Cuisine (with a list of cuisines like Seafood, Steak, American, Italian, etc.), and 3. Select Meal & Search (with checkboxes for Breakfast, Lunch, Dinner, and Sunday Brunch). There are also "Additional Search Options" for features like Waterfront Dining, Outdoor Dining, Reservations Accepted, etc. On the left sidebar, there are links for "Dining Search", "Restaurants A-Z", "Gourmet Marketplace", "Functions & Weddings", "Events Calendar", "Lodging Partners", "Shopping Gallery", and "Special Offers & Coupons". A "Newsletter Sign-Up" form is also present. On the right sidebar, there are advertisements for "The Lobster Claw Restaurant", "Cape Cod's PREMIER Whale Watch!", and "A True Sense of Olde Cape Cod SOUTH FARMOUTH".

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Newsworthy Notes *About Dining on Cape Cod*

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

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Publishing Update #803

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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/exterior**s for use throughout the book.

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



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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*