

## Visitor Guide Ad Sizes

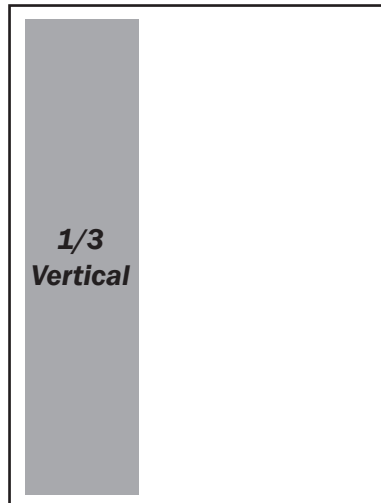
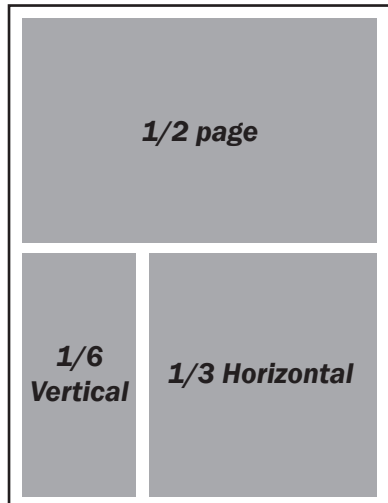
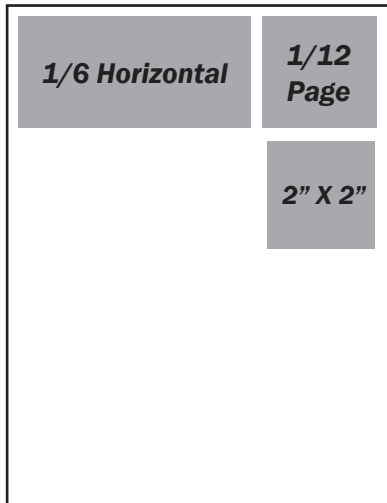
- Page Trim Size ..... 8.375" wide x 10.875" high  
Please add 1/4" each side for bleed
- Full Page (no bleed) ..... 7.5" wide x 10" high
- 1/2 Page.....7.5" wide x 4.875" high
- 1/3 Page Vertical ..... 2.375" wide x 10" high
- 1/3 Page Horizontal..... 4.9375" wide x 4.875" high
- 1/6 Page Vertical .....2.375" wide x 4.875" high
- 1/6 Page Horizontal..... 4.9375" wide x 2.375" high
- 1/12 Page .....2.375" wide x 2.375" high
- 2" X 2" Ad ..... 2" wide x 2" high



The Tri-Cities Official Visitor Guide is a premier publication for the Tri-Cities area... seen by leisure travelers, new residents, meeting and sports planners, and more than 140,000 convention and sports delegates!

- The 2012 Tri-Cities Official Visitor Guide will feature information on...
- Relocation
  - Wine Country
  - Golf & Recreation
  - Museums & Wildlife
  - Festivals & Events
  - Performing Arts
  - Lodging
  - Shopping
  - Dining
  - Business Directory
  - ...and area maps

A high-quality, magazine-style publication showcasing the Tri-Cities!



## Visitor Guide Ad Rates

Location	Rate
Back Cover	\$4,350
Inside Front Cover	\$4,200
Inside Right Page	\$4,200
Inside Back Cover	\$3,800
Inside Back Left Page	\$3,800
Full Page	\$3,600
1/2 Page (horizontal only)	\$2,300
1/3 Page	\$1,900
1/6 Page	\$1,300
1/12 Page	\$850
2" X 2" Ad	\$525
Additional Listings	\$80

Yes, I would like to commit to an advertisement in the 2012 Tri-Cities Official Visitor Guide.

Advertisement Size \_\_\_\_\_

Total Ad Cost \$ \_\_\_\_\_

Orientation (if applicable)

Horizontal

Vertical

## Please Reserve My Space

PLEASE PRINT

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

**I understand that half payment is due no later than September 30, 2011, the remaining balance is due no later than December 29, 2011, and that all artwork is due no later than October 27, 2011.**

Authorized by (signature): \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_



## Publication Information

Quantity Printed: 70,000

Release Date: January 2012

Visitor Guide Design & Printing:  
**Esprit Graphic Communications, Inc.**

## Deadlines

**Ad Space Reservation: September 30, 2011**

**Artwork: October 27, 2011**

## Distribution

Relocation Packets

Hotels

Airport Kiosks

Visitor Mailings

Trade Shows

Statewide Visitor Centers

Convention & Sports Delegate Packets

Real Estate Offices

Tri-Cities Visitor Center

Business Recruitment Packets

Wineries

Chambers of Commerce

*Thank you - we appreciate your participation  
in the 2012 Tri-Cities Official Visitor Guide!*

### Billing Policy

- **50% of total due by September 30, 2011;** the remainder will be billed and due no later than Friday, December 29, 2011. Accounts outstanding 30 days from the date of invoice will be subject to a 1.5% per month service charge, not to exceed 18% per annum.
- Rates are net and non-commissionable.
- Advertising rates apply to current TCVCB members. Non-TCVCB members, contact Michelle Chunn at 509.735.8486, ext. 231, for information on membership.
- In the event of non-payment, all legal fees and collection costs are the responsibility of the advertiser or agency placing the advertisement. TCVCB reserves the right to hold the advertiser and/or agency jointly liable for monies due and payable.

### Production

- Rates are for space only and are based on receipt of required materials as specified.
- No guarantees can be made concerning ad placement, unless otherwise noted.
- **Any production costs are additional** and are the responsibility of the advertiser.

### Mechanical Requirements

- The Visitor Guide will be produced using Adobe InDesign CS2.
- Digital files are preferred for all ads. Mac format InDesign CS2, Photoshop or Illustrator. Please include all linked graphics and all fonts (screen & printer). Ads prepared using PC, PageMaker, InDesign, or any other professionally recognized graphic software must be saved as a composite at a resolution no less than 300 dpi, CMYK as "eps" or "tif" files. "Pdf" or "jpg" files must be press ready. **All other file types (including Word, PowerPoint, Publisher, etc.) will not be accepted.**
- Fonts should be changed to artwork when possible, otherwise all type styles must be included.
- All ad files and all artwork within ad must be at a **resolution of no less than 300 dpi.**
- For ID purposes and for proper color matching, advertiser must provide **two accurate color proofs** of the ad, along with **digitally-ready artwork** on CD/DVD.
- The Tri-Cities Visitor Guide is printed in four-color process and colors will be matched to the best of our ability, but we cannot guarantee exact color matches.

### General Advertising Information

- Charges for corrections or changes will be billed to the advertiser.
- All ads are subject to review and approval by TCVCB staff. TCVCB reserves the right to refuse any ad for any reason.
- The positioning of ads is at the discretion of the TCVCB except where specific positions incurring a premium are agreed by contract. TCVCB will use reasonable precaution to protect all printing materials, but will not be liable for loss or damage.
- TCVCB is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency or for changes made after the closing date.
- All advertisements are accepted and published in the Tri-Cities Visitor Guide upon the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof and that such publication will not violate any law or infringe upon any right of any party.
- Advertiser and agency will indemnify, defend and hold the TCVCB harmless from and against all losses and expenses arising because of publication of such advertisements in the Guide, including, without limitation, those arising from claims or suits of defamation, copyright or trademark infringement, misappropriation, or from any and all similar claims now known or hereafter devised or created.

### Cancellation Policy

Space cancellations must be received by the space reservation deadline (September 30, 2011). Requests for cancellations or changes must be in writing and are not accepted until confirmed in writing by the TCVCB.

# 2012 Tri-Cities Official VISITOR GUIDE Rate Card & Reservation Form



Contact:

**Michelle Chunn**

**Community Relations Director**

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