

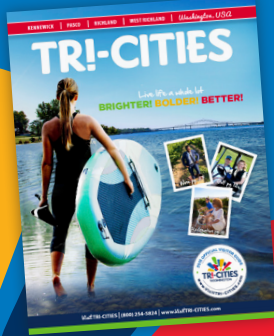


2019

**TRI-CITIES OFFICIAL
VISITOR GUIDE
RATE CARD &
RESERVATION FORM**

THE TRI-CITIES OFFICIAL VISITOR GUIDE

is the premier publication for the Tri-Cities region and is viewed by leisure travelers, new residents, meeting and sports planners, and convention and sports delegates!



The 2019 Tri-Cities Official Visitor Guide will feature information on...

- Wine Country
- Golf & Recreation
- Museums & Wildlife
- Festivals & Events
- Performing Arts
- Lodging
- Shopping
- Dining
- Relocation
- Business Directory
- Area Maps
- History
- STEM

The guide is a high-quality, magazine-style publication showcasing the Tri-Cities!

DEADLINES

- Space Reservation: **October 30, 2018**
- Artwork: **November 26, 2018**

PUBLICATION INFORMATION

- Quantity Printed: 60,000
- Release Date: February 2019
- Interactive page-turning version on www.VisitTri-Cities.com with links to advertiser's websites. The Visit Tri-Cities website had nearly 300,000 visitors in 2017!

DISTRIBUTION

- 60,000 Printed Copies
- Visit Tri-Cities Visitor Centers
- Hotels, Motels, & Inns
- Tri-Cities Airport
- Statewide Visitor Centers
- Local & Statewide Chambers of Commerce
- Wineries
- Real Estate Offices
- Apartment Complexes
- Relocation & Visitor Mailings
- Convention & Sports Groups
- Major Employer New Hire Packets
- National & Regional Tradeshows

GENERAL ADVERTISING INFORMATION

- All ads are subject to review and approval by Visit Tri-Cities. Visit Tri-Cities reserves the right to refuse any ad for any reason.
- The positioning of ads is at the discretion of the Visit Tri-Cities, except where specific positions incurring a premium are agreed by contract.
- Visit Tri-Cities 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.
- Charges for corrections or changes will be billed to the advertiser.
- 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 Visit Tri-Cities 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.

PRODUCTION MECHANICAL REQUIREMENTS

- The Visitor Guide will be produced using Adobe Creative Suite.
- Digital files are required for all ads. Press Quality (or uncompressed) PDFs are recommended. Adobe InDesign, Photoshop or Illustrator files are also acceptable. All linked graphics and all fonts (screen & printer) are required. EPS, TIF or JPEG files are also acceptable at a resolution no less than 300 dpi saved in CMYK color space. **All other file types (including Word, PowerPoint, Publisher, etc.) will not be accepted.**
- All ad files and all artwork within ad must be at a **resolution of no less than 300 dpi**. Line art should be saved at 1200 dpi for optimal quality.
- The Tri-Cities Visitor Guide is printed in four-color process and colors will be matched to the best of our ability, but we do not guarantee exact color matches.

PAYMENT

- **50% of total due by October 30, 2018**; the remainder will be billed and due **no later than Monday, December 17, 2018**.
- Advertising rates are net and non-commissionable.
- All advertisers must be members of Visit Tri-Cities.
- In the event of non-payment, all legal fees and collection costs are the responsibility of the advertiser or agency placing the advertisement. Visit Tri-Cities reserves the right to hold the advertiser and/or agency jointly liable for monies due and payable.
- Rates are for space only and are based on receipt of required materials as specified.
- Any production costs are additional and are the responsibility of the advertiser.

CANCELLATION POLICY

Requests for cancellations or changes must be in writing and are not accepted until confirmed in writing by Visit Tri-Cities. No cancellations will be accepted after November 30, 2018.

VISITOR GUIDE AD SIZES

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

VISITOR GUIDE AD RATES

Location	Rate
Inside Front Cover	\$4,200
Inside Right Page	\$4,200
Inside Back Cover	\$3,900
Inside Back Left Page	\$3,900
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

All ads must be submitted digitally at the indicated size and all artwork must be at a resolution of no less than 300 dpi. Full resolution PDF files are preferred.

**RESERVE
YOUR
SPACE
TODAY!**

Yes, I would like to commit to an advertisement in the 2019 Tri-Cities Official Visitor Guide.

Advertisement Size _____ Total Ad Cost \$ _____

Orientation (if applicable) Horizontal Vertical

Mail to: 7130 W. Grandridge Blvd., Ste. B, Kennewick, WA 99336

Please Reserve My Space

Business Name: _____

Contact Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

Contact

Michelle Chunn, **Community Relations Director**, Visit Tri-Cities
PO Box 2241 / Tri-Cities, WA 99302
(509) 735-8486 / (800) 254-5824 • (509) 783-9005 fax
Michelle@VisitTri-Cities.com
www.VisitTri-Cities.com

Authorized By: _____
(Signature)

Title: _____

Date: _____

I understand that half payment is due no later than October 30, 2018, the remaining balance is due no later than December 21, 2018 and that all artwork is due no later than November 26, 2018.