

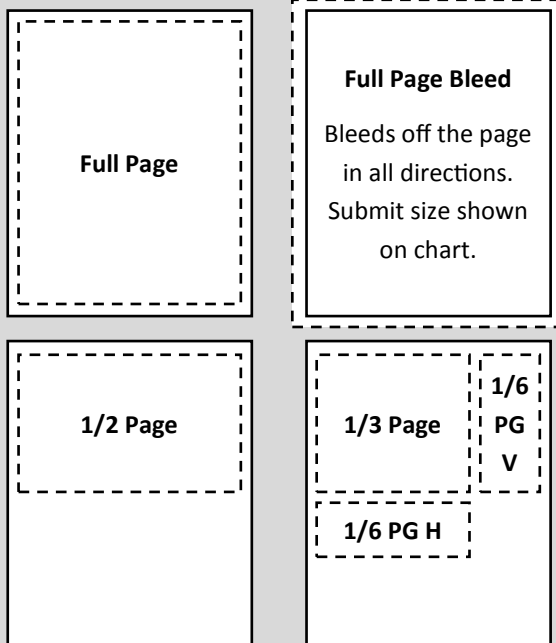
2018 OFFICIAL YUMA VISITORS GUIDE AD RATES & SPECIFICATIONS



AD SIZES	WIDTH	HEIGHT
Full Page Bleed	8.875"	11.375"
Full Page	7.375"	9.875"
1/2 Page	7.375"	4.8"
1/3 Page	4.85"	4.8"
1/6 Page Horizontal	4.85"	2.25"
1/6 Page Vertical	2.3"	4.8"

* Full Page Bleed Ads: Submit the ad size listed above. Bleed area is .25" on all sides. Trim size is 8.375" X 10.875"

Whether your ad bleeds or not, vital advertising matter should be kept at least 3/8 inches from each trim edge.



DELIVER MATERIALS TO:

Yuma Visitors Bureau | Mark Briones
Mark@VisitYuma.com · 928-376-0100

Please include "Yuma Visitors Guide" in email subject lines.

STANDARD ADVERTISING RATES

MEMBER RATES*

Back cover of Guide	\$9,200
Page 2, 3 or back inside cover	\$5,750
Double Truck (2 page spread)	\$8,050
Full Page	\$4,600
1/2 Page	\$2,875
1/3 Page	\$2,100
1/6 Page	\$1,150
Dining Advertorial (Photo + 50 words)	\$980

NON-MEMBER RATES*

Back cover of Guide	\$10,350
Page 2, 3 or back inside cover	\$6,300
Double Truck (2 page spread)	\$9,200
Full Page	\$5,400
1/2 Page	\$3,680
1/3 Page	\$2,875
1/6 Page	\$2,300
Dining Advertorial (Photo + 50 word description)	\$1,350

*10% premium will be added for specific ad placement

3 WAYS TO SAVE

- Save up to 50% by being a YVB Member
- Save 10% when you pay in full by March 1, 2017
- Save 10% by submitting production-ready artwork

PRODUCTION REQUIREMENTS

- All images must have a resolution equal to 300dpi or greater at the actual size to be used.
- Artwork must be in CMYK color format. Images in RGB color format cannot be used.
- All images and fonts need to be embedded in the final artwork.
- All files must include a high-resolution printout/proof or PDF.
- Digital files only.

All client-supplied ads must be "production ready" according to the 2018 specifications. Any additional work required to bring the ad to production standards, including but not limited to scanning, photography, illustration, layout or design will be charged separately at the rate of \$90 per hour.

ACCEPTABLE FILE FORMATS INCLUDE:

Adobe Illustrator files: all fonts must be outlined/embedded; Adobe Acrobat 'Press Quality' PDF; Adobe Photoshop files with all fonts/text flattened; TIFF files; EPS files

IMPORTANT DEADLINES Space Reservation: June 15, 2017
Ad Materials Deadline: August 1, 2017