

Deadlines:

- Fall/Winter 2009
- Space Deadline: August 1, 2009
 - In Circulation: September 15, 2009 – January 14, 2010
- Spring 2010
- Space Deadline: November 20, 2009
 - In Circulation: January 15, 2010 – May 14, 2010
- Summer 2010
- Space Deadline: March 26, 2010
 - In Circulation: May 15, 2010 – September 14, 2010

Visitors Guide Monthly Advertising Rates:

Ad Price Per Month	Ad Size	General Ad Section	Dining Section	Shopping Section	Relocation Section	Great S.W. Section
\$1350 per month	Full Page	✓	✓	✓	✓	✓
\$930 per month	2/3 Page	✓			✓	✓
\$790 per month	1/2 Page	✓	✓	✓	✓	✓
\$570 per month	1/3 Page	✓			✓	✓
\$445 per month	1/4 Page		✓	✓		
\$365 per month	1/6 Page	✓			✓	✓
\$310 per month	1/8 Page		✓	✓		

All prices listed are per month. **Each issue is in circulation for four months, so ad commitments cover four-month increments.** Average monthly distribution is 25,000 copies, with 100,000 copies of the Official El Paso Visitors Guide printed every four months (January, May, September).

Lodging Showcase:

- Special hotel advertising section located near the back of the guide. There are ten ad spaces per page, each with room for a photo or logo and approximately 75 words.

Cost: Single \$140.00/month
Double \$250.00/month

Reader Response Card:

- A two-sided card bound in the magazine designed for anyone with a printed piece (catalog, brochure, etc.) to mail to prospects. The advertiser receives:
 - Listing on card and web site
 - Names/addresses received from card and web requests transmitted to each participant via email.
- Cost: \$50.00/month**

Ad Design Assistance:

- We can assist in designing your spectacular ad for the Visitors Guide for a small one-time fee.
Cost: \$250.00 for 1/3-page ads and smaller.
\$400.00 for 1/2-page ads and larger
Photography extra.

Ad Specifications:

General Ad Sizes

1/6 page (vertical)
2 ³/₁₆" wide x 4 ³/₄" tall
1/6 page (horizontal)
4 ¹/₂" wide x 2 ¹/₄" tall
1/3 page (vertical)
2 ³/₁₆" wide x 8 ³/₄" tall
1/3 page (horizontal)
4 ¹/₂" wide x 4 ³/₄" tall
1/2 page (vertical)
4 ¹/₂" wide x 7 ¹/₈" tall
1/2 page (horizontal)
6 ⁷/₈" wide x 4 ³/₄" tall
2/3 page (vertical)
4 ¹/₂" wide x 8 ³/₄" tall

Full Page Ad (no bleed)

7" wide x 9 ⁵/₈" tall

Full Page (with bleeds)

Full –page ad w/bleeds 8 ⁵/₈" x 11 ¹/₈" tall. (Includes ¹/₈" all the way around to accommodate for trim). Ad will then trim to 8 ³/₈" by 10 ⁷/₈". Live type & graphics must be a minimum of from the trim edge for both width and length.

Dining Ad Sizes

1/8 page
3 ³/₈" wide x 2 ¹/₄" tall
1/4 page (horizontal)
7" wide x 2 ¹/₄" tall
1/2 page (horizontal)
7" wide x 4 ⁵/₈" tall
Full Page Ad (no bleed)
7" wide x 9 ⁵/₈" tall

Shopping Section Ad Sizes

1/8 page
3 ³/₈" wide x 2 ¹/₄" tall
1/4 page
3 ³/₈" wide x 4 ³/₄" tall
1/2 page (vertical)
3 ³/₈" wide x 9 ⁵/₈" tall
1/2 page (horizontal)
7" wide x 4 ⁵/₈" tall
Full Page Ad (no bleed)
7" wide x 9 ⁵/₈" tall

Great Southwest Ad Sizes

1/6 page
3 ³/₈" wide x 3 ¹/₈" tall
1/3 page (vertical)
3 ³/₈" wide x 6 ¹/₂" tall
1/3 page (horizontal)
7" wide x 3 ¹/₈" tall
1/2 page (horizontal)
7" wide x 4 ³/₄" tall
1/2 page (vertical)
3 ³/₈" wide x 9 ³/₄" tall
2/3 page
7" wide x 6 ¹/₂" tall
Full page (no bleed)
7" wide x 9 ⁵/₈" tall

Prepared Ad Requirements:

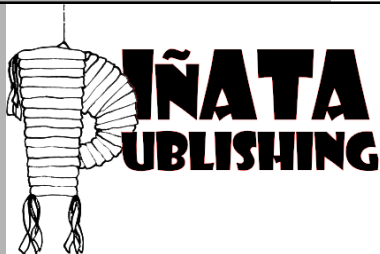
Provide all files on CD's or send via email.
Provide a color laser / inject proof of ad.
Mac is the preferred format.
Optimal file for finished ads is Adobe PDF (Save CMYK file at 300 dpi with fonts outlined prior or embedded into file.)

Also Accepted:

Adobe InDesign v 2.0 or newer (Include all links and create outlines for all fonts).
Adobe Photoshop v 7.0 or newer (TIFF, EPS, or PDF formats).
QuarkXPress V. 6.1 or older (Convert to PDF with fonts embedded if possible, otherwise include all necessary files such as linked images, screen and printer fonts).
Adobe Illustrator v. 10 or newer (Embed raster art into file and create outlines for all fonts).

Additional Formats:

For any other applications used please save files as TIFF, EPS, or PDF



Telling people where to go since 1999.