



## KINGMAN AND GRAND CANYON WEST OFFICIAL VISITOR GUIDE



The City of Kingman Tourism Department, in partnership with Grand Canyon Resort Corporation and Visitor Media Group, is pleased to announce that we will launch an all new comprehensive Official Visitor Guide in 2018!

The new guide will be supported by the Kingman Tourism Department, Grand Canyon Resort Corporation, and by participating advertisers. Content will cover more than just Kingman, and will have an extended focus on Arizona's Route 66 and the Grand Canyon. It will serve as the fulfillment piece for all visitor inquiries through the City of Kingman Visitor Center, which mails information packets in response to 8,000 to 10,000 leads and requests annually. Another 58,000 guides will

be dedicated for distribution with Certified Folder Display at over 750 sites frequented by travelers along Interstate 40 from Gallup, NM to Barstow, CA; in Las Vegas, NV; along the Colorado River from Laughlin, NV to Parker, AZ as well as Page, AZ.

Kingman is Arizona's entry point for travelers arriving from California on Interstate 40 and from Las Vegas on Hwy 93. The new guide will be an appealing resource for visitors looking to make the most of their Arizona Route 66 and Grand Canyon road trips!

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The 2018 Kingman Visitor Guide is the official publication of Kingman and serves as the city's primary informational and fulfillment product. It will encompass the Kingman area including the neighboring Hualapai Tribe / Grand Canyon West area, managed by Grand Canyon Resort Corporation. The print edition will be a glossy, full color, full-size 4"x 9" magazine format. It will also be available online at [www.gokingman.com](http://www.gokingman.com)

### 2018 Advertising Rates:

#### DISPLAY ADS:

Size	Price	Width x Height
Directory Listing	\$125	
Enhanced Listing	\$250	
1/4 Page	\$495	3.25"w x 1.95"h
1/2 Page	\$895	3.25"w x 4.05"h
Full Page*	\$1,495	4" x 9"
2 Page Spread*	\$2,495	8" x 9"

Full page size 4"w x 9"h trim size.  
Bleed size add .125" on all four sides.  
Live area is 3.25"w x 8.25"h.

#### PREMIUM POSITIONS:

##### Ad Sizes (full page only)

Inside front cover, inside back cover and page 3 or 4*	\$1,995
Full, back cover (2 pages)*	\$2,995

\*Includes basic directory listing. Enhanced listing \$125 additional.

### Distribution:

Extensive distribution through Certified Folder in Arizona and Las Vegas, Nevada:

- Distributed by the Kingman Visitor Center throughout the year:
- Colorado River (1-VM-1-SW/CR): 124 sites
- Arizona I-40/Grand Canyon (1-VM-1-SW/F): 240 sites
- Gallup/I-40 (1-VM-1-SW/G): 90 sites
- Barstow Welcome Center (3-BR-11-CWC04): 1 site
- Las Vegas (Super Cities, (1-VM-2-N/LV): 275 sites
- Page (1-VM-1-SW/PA): 34 sites
- Distributed to local Official Visitor Centers and Chambers of Commerce throughout the State of Arizona.
- An online version of the guide will be included on the Kingman Visitor Center website, [www.gokingman.com](http://www.gokingman.com)

AD SPACE DUE **9.30.2017**

AD MATERIALS DUE **10.31.2017**

PUBLICATION DATE **1.1.2018**