



PRESCOTT VISITOR GUIDE



The City of Prescott Tourism Office, in partnership with Visitor Media Group, is pleased to announce that we will continue our relationship with ROX Media Group and again publish the Prescott Visitor Guide for 2018.

The Visitor Guide will be an advertising supported publication that will represent the Greater Prescott region and will be the Tourism Office's primary fulfillment piece for visitor guide requests. In addition, the publication will be distributed at Phoenix Sky Harbor International Airport, Visitor Centers

throughout Arizona and at travel and trade shows. The new Visitor Guide will offer significantly more content than currently available in any printed form.

Lodging-related tourism revenue in Prescott was up nearly 14% in fiscal year 2015, continuing a positive trend over the past five years with Bed Tax collections up 56% over that same period.

John Heiney,
City of Prescott, Outreach Manager

The 2018 Greater Prescott Area Visitor Guide serves as the city's primary informational and fulfillment product. It will encompass the Prescott area including the neighboring cities. The print edition will be a glossy, full color, full-size 4"x 9" magazine format. It will also be available online at visit-prescott.com

2018 Advertising Rates:

DISPLAY ADS:

Size	Price	Width x Height
Directory Listing	\$150	
Enhanced Listing	\$250	
1/4 Page	\$545	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*	\$2,570
Full, back cover (2 pages)*	\$2,875
Premium Center Fold	\$3,995

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

Distribution:

Distributed by the City of Prescott Tourism Office throughout the year:

- Several terminals and multiple kiosks at Phoenix Sky Harbor International Airport.
- Mailed to visitors registered on the visit-prescott.com website.
- Distributed to local Official Visitor Centers and Chambers of Commerce throughout the State of Arizona.
- Handed out at tourism and other trade shows.
- An online version of the guide will be included on Official Tourism Website Directory, visit-prescott.com.

AD SPACE DUE **9.30.2017**
AD MATERIALS DUE **10.31.2017**
PUBLICATION DATE **1.1.2018**