



OFFICIAL SURPRISE VISITORS GUIDE



The Surprise Tourism Office, in partnership with Visitor Media Group, is pleased to announce that we will publish and distribute a pocket size Visitors Guide for 2018.

The Pocket Guide for the Surprise, AZ Visitor (Guide) is an advertising supported publication that will represent the tourism assets in the Surprise, AZ area. The Official Surprise Visitors Guide will be distributed at Phoenix Sky Harbor International Airport (9 kiosk locations within all 3 airport terminals), Chamber Offices and Official Visitor Centers throughout Arizona. It will be handed out at 2018 spring training games in the Surprise

stadium, home of the Kansas City Royals and Texas Rangers, and viewable and downloadable online at both the Official Surprise Tourism website and the Arizona Office of Tourism Official Spring Training website.

Lodging-related tourism revenue in Surprise 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.

Raoul Sada
President/CEO

The 2018 Surprise Visitors Guide is the official publication of Surprise and serves as the city's primary informational and fulfillment product. It will encompass the Surprise 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 VisitSurpriseAZ.com

2018 Advertising Rates:

DISPLAY ADS:

Size	Price	Width x Height
Directory Listing	\$125	
Enhanced Listing	\$250	
1/4 Page	\$595	3.25"w x 1.95"h
1/2 Page	\$1,195	3.25"w x 4.05"h
Full Page*	\$1,995	4" x 9"
2 Page Spread*	\$3,495	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 Surprise Tourism Office throughout the year:
- Several terminals and multiple kiosks at Phoenix Sky Harbor International Airport.
- Distributed to local Official Visitor Centers and Chambers of Commerce throughout the State of Arizona.
- Handed out at select Kansas City Royals and Texas Rangers Spring Training games by the Surprise Tourism Office staff.
- An online version of the guide will be included on Official Tourism Website, VisitSurpriseAZ.com.
- An online version of the guide will be included on Official Arizona Office of Tourism (AOT) Spring Training Website, www.DiscoverAZSpringTraining.com.

AD SPACE DUE **12.15.2017**
AD MATERIALS DUE **12.30.2017**
PUBLICATION DATE **2.1.2018**