



## GILBERT VISITOR & RELOCATION GUIDE



Visitor Media Group, a division of ROX Media Group, is pleased to announce we will once again produce a comprehensive Gilbert Visitor & Relocation Guide for 2018.

The guide will be an advertising supported publication representing Gilbert and the surrounding areas. The publication will be distributed at Phoenix Sky Harbor International Airport, Phoenix-Mesa Gateway Airport and Visitor Centers throughout Arizona. The Gilbert Visitor & Relocation Guide will continue to offer significantly more content than currently available in any printed form.

Visitor spending in Gilbert remains strong

year-over-year with a reported \$215 million spent in 2016\*, continuing a positive trend over the past several years.

Boasting a current population of over 247,000 people, Gilbert continues to grow quickly while remaining young, vibrant and active. The community has a median age of 32.7 with 77% of the population under the age of 45\*\*. The Visitor & Relocation Guide will be a key resource in reaching new residents and visitors each year.

Statistics Sources

\*[https://tourism.az.gov/sites/default/files/AZLegDist\\_Final.pdf](https://tourism.az.gov/sites/default/files/AZLegDist_Final.pdf)

\*\*<http://www.gilbertedi.com/demographics-income/>

The 2018 Gilbert Visitor & Relocation Guide serves the town of Gilbert and neighboring cities. The print edition will be a glossy, full color, full-size 4"x 9" magazine format.

### 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:

- Several terminals, multiple kiosks, and rental car terminal at Phoenix Sky Harbor International Airport and Phoenix-Mesa Gateway Airport.
- Distributed to local Official Visitor Centers and Chambers of Commerce throughout the State of Arizona.

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