



VISIT GLENDALE - ARIZONA'S WEST VALLEY TRAVEL GUIDE



Visit Glendale - Arizona's West Valley Travel Guide is designed to reach leisure and business travelers, meeting planners, and tour operators. It's distributed exclusively by Visit Glendale and is the only out of state fulfillment collateral in the West Valley region.

FEATURES

- Highlights accommodations, shopping, attractions, dining, activities, adventures, golf, sports, spa, and relocation information with new sections covering arts and professional sports to illustrate the diversity of opportunities available.
- Includes special event calendar listings, essential visitor information, colorful photos, and various state and city maps.
- All advertisers will receive a live ad in the online version hosted exclusively on VisitGlendale.com - The website averages 280,000 unique visitors to the site annually
- Members with services to the visitor and meeting planners will receive a basic listing. Members will be given discounted rates for display advertising in the *Visit Glendale - Arizona's West Valley Travel Guide*.

READERSHIP PROFILE

- Average Visitor Age: **47**
- Average Length of Stay: **5.1 nights**
- Top activities include shopping, dining, outdoor activities (golf, hiking, & more), gambling, nightlife, visiting museums/art galleries, and attending sporting events

SOURCE: Arizona Office of Tourism, 2016

HOW VISITORS SPEND IN GLENDALE

- **31%** Shopping
- **31%** Dining
- **27%** Lodging
- **11%** Attractions

2018 Advertising Rates:

DISPLAY ADS:

Ad Size	Member	Non-Member
Premium Full - 7.875 w x 10.5 h (+.125 bleed)	\$3,600	\$4,100
Full Page - 7.875 w x 10.5 h (+.125 bleed)	\$3,000	\$3,500
2/3 - 4.94 w x 9.90 h	\$2,500	\$3,000
1/2 horizontal - 7.5 w x 4.88 h	\$2,065	\$2,571
1/2 vertical - 3.68 w x 9.9 h	\$2,065	\$2,571
1/3 horizontal - 7.5 w x 3.2 h	\$1,550	\$2,065
1/3 vertical - 3.68 w x 6.55 h	\$1,550	\$2,065
1/3 square - 4.94 w x 4.94 h	\$1,550	\$2,065
1/6 - 3.68 w x 3.2 h	\$1,135	\$1,485

*Rates quoted gross. Rates listed do not include 2.9% applicable tax. Rates subject to change.

MARKET PLACE:

Ad Size	Member	Non-Member
1/4 - 3.68 w x 4.88 h	\$765	\$1,124
1/8 - 3.68 w x 2.05 h	\$610	\$928
Historic Downtown 1/4 - 3.68 w x 4.88 h	\$500	—

*Rates quoted gross. Rates listed do not include 2.9% applicable tax. Rates subject to change.

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