

OFFICIAL VISITORS GUIDE RATE CARD



Ad Size	Discounted Rate for Visit Albuquerque Partners*	Regular Rate for Non-Partners*
Premium: Inside Front Cover** (full page bleed)	\$6,750	\$8,650
Premium: Inside Back Cover** (full page bleed)	\$6,500	\$8,370
Full Page Bleed	\$5,800	\$7,500
One-Half Page (vertical or horizontal)	\$4,100	\$5,250
One-Fourth Page	\$3,000	\$3,900
Page Header (limited availability)	\$2,250***	\$3,000
One-Eighth Page	\$1,750	\$2,340

If you are not a Visit Albuquerque Partner, please call 505-222-4310 to learn about joining Visit Albuquerque. Upon joining, you will receive the discounted advertising rate.

Bonus advertisement in the online version of the Visitors Guide is included in the pricing.

*Net rates do not include applicable New Mexico gross receipts tax.

**First right of refusal for premium pages is reserved for Albuquerque-based partners.

***Purchase your ad at full price by May 31, 2021, to receive a Page Header for 50% off (\$1,125).

Ad placement preference will be considered but not guaranteed.

Advertisers outside a 30-mile radius of Albuquerque will be grouped into a special section.

Listing Options	Visit Albuquerque Partner Net Cost*
Standard Listings for most current eligible Visit Albuquerque Partners Name, address, web address, phone, 10-word description	FREE
Extended Listing Name, address, web address, phone, 40-word description	\$200
Additional Category (price is per category) List your business in multiple categories	\$200



TO ADVERTISE, CONTACT:
Mary Brown | 505-222-4310
800-733-9918, ext. 3310
Advertise@VisitABQ.org

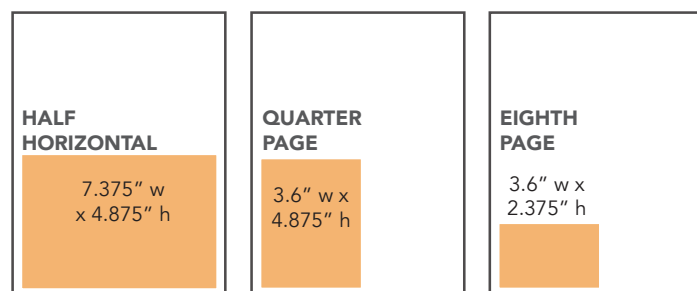
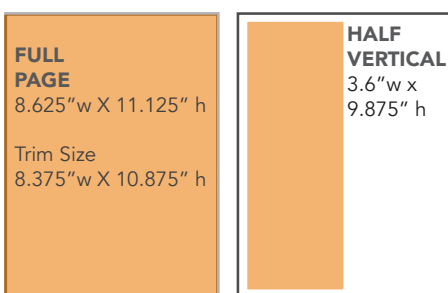
PRINT CIRCULATION: 150,000 copies
DISTRIBUTED: September 2021
SPACE DEADLINE: June 1, 2021
MATERIALS DEADLINE: June 11, 2021

FOR ARTWORK SPECIFICATIONS AND QUESTIONS, CONTACT:
Brittney Flores at 505-222-4309 | email: Flores@VisitABQ.org

AD SPECIFICATIONS

Trim Size of publication is 8.375" w x 10.875" h

Ad Size	Width	Height
Full Page	8.625"	11.125"
Trim Size	8.375"	10.875"
Live Area	8"	10"
Half Page (v)	3.6"	9.875"
Half Page (h)	7.375"	4.875"
Quarter Page	3.6"	4.875"
Eighth Page	3.6"	2.375"



AD DESIGN AND VERBIAGE TIPS

Here are some suggestions for creating a successful ad:

- Include a clear call-to-action
- If possible, include a coupon, discount or special offer
- Include an image — preferably a photo
- Keep your message simple
- Share what makes your business unique
- Include the basics: website, phone number, address

AD DESIGN ASSISTANCE

Advertisers are required to submit digital artwork per our ad specifications above. Complimentary ad design assistance is available if the advertising contract is signed by May 31, 2021. After that date, the rate is \$75/hour. Design requests must be submitted at the time of space reservation.

AD REQUIREMENTS CHECKLIST

- ☐ **File Format:** Your file should be PDF/X-1a format. Crop marks must be included.
 - ☐ **Resolution:** Your file should be high resolution at 300dpi.
 - ☐ **Fonts:** All fonts should be outlined or embedded.
 - ☐ **Color:** Use only 4-color process (CMYK). No RGB files will be accepted.
 - ☐ **Size:** Make sure that the size of your ad exactly matches the corresponding specifications to the left.
 - ☐ **Bleeds:** Build all full page bleed ads to the bleed specs listed to the left, and keep all images and elements that you do not want cut off within the live area specs.
- Take Note:**
Registration of hairline rules or type smaller than 10pt. cannot be guaranteed. Publisher accepts no responsibility for errors on materials supplied by advertiser.

AD ARTWORK DELIVERY

Ads can be submitted to flores@visitabq.org. Questions, call Brittney Flores at 505-222-4309. High resolution ads that cannot be emailed can be sent via a Dropbox, Hightail, or Yousendit link to flores@visitabq.org.

PAGE HEADER

(Limited Availability)

Visit Albuquerque partners can now purchase the header image and a short description at the beginning of their listings section (Things to Do, Golf, Shopping, Dining, Visitor/Relocation Services and Places to Stay). This will go next to a paragraph introducing the section.



45-WORD
AD COPY

PHOTO

PAGE HEADER SPECS: Submit 3 photos at 300 dpi that do not contain any text or logos plus 45 words of copy and website.

Visit Albuquerque reserves the right to select the photo which best represents your business and the listings category.