

. VISIT .
ALBUQUERQUE
CHANGE YOUR PERSPECTIVE



FOR VISITORS TO
THE 2025
BALLOON FIESTA®

Advertising Rate Card

Hundreds of thousands of people will travel to Albuquerque this October to experience the excitement of the Albuquerque International Balloon Fiesta®, and they will all be looking for ideas for where to stay, shop, dine and play. Visit Albuquerque's City Guide will be an invaluable resource for all of these visitors!

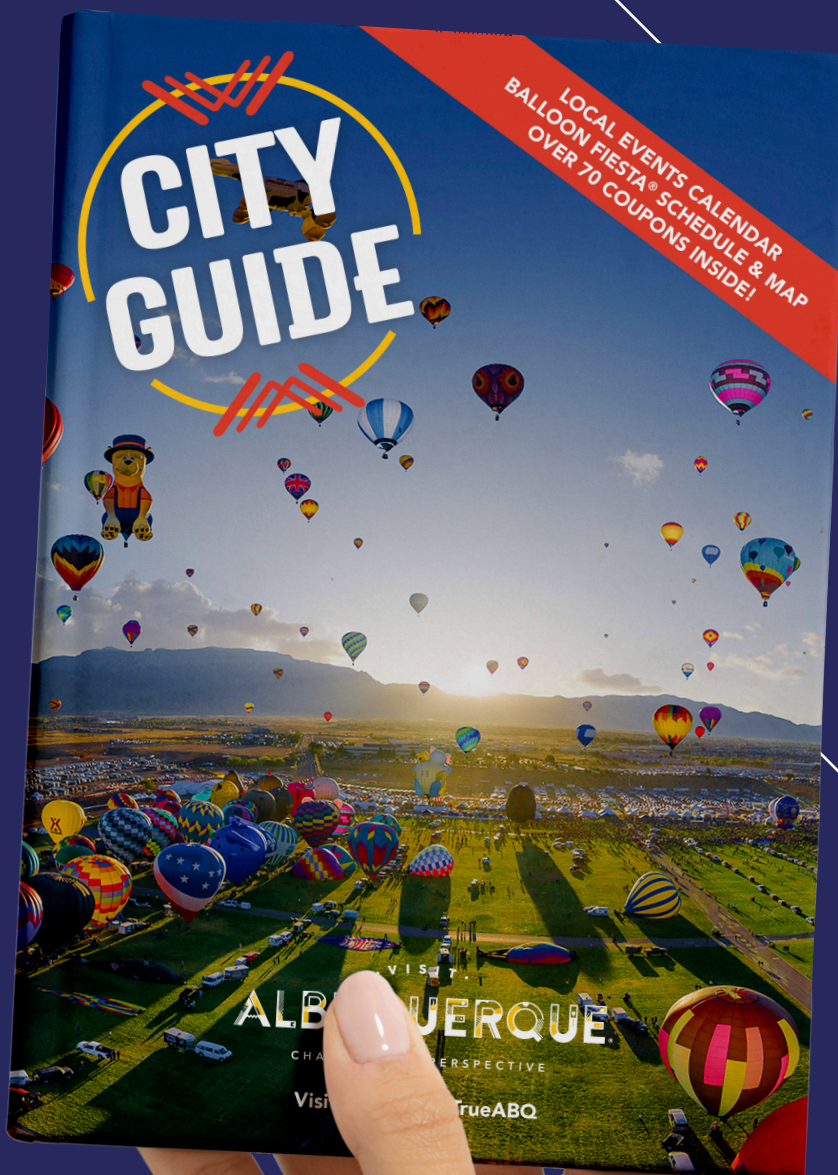
TO ADVERTISE, CONTACT:

Alisha Zierden | 505-222-4310 | zierden@visitabq.org

Reservation Deadline July 22, 2025

Distribution Window September 21 - October 18

FOR ARTWORK SPECIFICATIONS AND QUESTIONS, CONTACT:
Rachelle Diaz, Graphic Design Manager | 505-222-4309 | diaz@visitabq.org





Published
by Visit
Albuquerque

30,000
COPIES

DISTRIBUTION LOCATIONS:

- Visitor Information Centers at the Albuquerque International Sunport and in Historic Old Town
- Local lodging properties
- Visit Albuquerque sponsor booth mid-field at Balloon Fiesta Park
- Official information kiosks at Balloon Fiesta Park
- Amenity bags provided by the Albuquerque International Balloon Fiesta® delivered to each pilot and each RV at the official Fiesta RV Lot

Our City Guide will include a full Events Calendar for the period from late September through mid-October, suggestions for things to do and see while visiting, and helpful guest information such as Balloon Fiesta schedules and maps. It also will include coupons from local retailers, restaurants and attractions, ensuring that people will keep the guide close at hand the entire time they are in town.

The City Guide will be a full-color publication on glossy paper to really make colors pop and photographs shine. It will be a convenient 5.25" x 8.25" digest size, perfect for people to carry with them and refer to throughout their visit.

Advertising in the City Guide is an affordable way to promote your business and attract guests or customers. Don't miss this opportunity to include your ad in this special publication!

**RESERVE YOUR SPACE BY
JULY 22, 2025**

To learn more, contact Alisha Zierden at zierden@visitabq.org.

ADVERTISING RATES*

Ad Size	Visit ABQ Partner Rate	Non-Partner Rate**
Full page, back cover	\$1,250	\$1,750
Full page, inside front cover	\$1,100	\$1,500
Full page, inside back cover	\$1,000	\$1,400
Full page	\$950	\$1,300
Half page	\$550	\$800

NEW! Bundle and Save. Purchase an ad in the 2025 City Guide and the 2026 Official Albuquerque Visitors Guide before July 22, 2025, to receive 10% off both.

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

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

DISPLAY AD SIZES

FULL PAGE AD 5.25" x 8.25" TRIM SIZE 5.5" x 8.5" BLEED SIZE	HALF PAGE AD w/ BLEED 5.25" x 4" TRIM SIZE 5.5" x 4.25" BLEED SIZE	HALF PAGE AD w/o BLEED BUILD AD TO 4.75" x 3.5"
--	---	--

	Trim Size		Bleed Size		Live Area	
	W	H	W	H	W	H
FULL PAGE	5.25"	8.25"	5.5"	8.5"	4.75"	7.75"
• All full page ads must bleed • Build ad to bleed size with crop marks to the trim size						
HALF PAGE w/ BLEED	5.25"	4.0"	5.5"	4.25"	4.75"	3.75"
• Build ad to bleed size with crop marks to the trim size						
HALF PAGE w/o BLEED	n/a	n/a	n/a	n/a	4.75"	3.5"

PRODUCTION DETAILS

- **Submit your file as a PDF to diaz@visitabq.org by July 31, 2025.**
- Files too large to attach to an email can be uploaded to Dropbox, Hightail or another file-sharing service and the link sent to diaz@visitabq.org.
- All images should be 300 dpi or vectorized artwork.
- Use 4-color process (CMYK). No RGB files will be accepted.
- All fonts should be converted to outlines or embedded.
- Printing quality of type smaller than 9 pt. cannot be guaranteed.
- Visit Albuquerque accepts no responsibility for errors on materials supplied by any advertiser.
- Ad design assistance can be provided at the rate of \$75 per hour. Design requests must be submitted at the time of space reservation. Up to two proofs provided.