

# 2020 OFFICIAL VISITORS GUIDE RATE CARD

Ad Size	Discounted Rate for Visit Albuquerque Partners*	Regular Rate for Non-Partners*
<b>Premium: Inside Front Cover**</b> (full page bleed)	<b>\$8,000</b>	\$9,600
<b>Premium: Inside Back Cover**</b> (full page bleed)	<b>\$7,750</b>	\$9,300
<b>Full Page Bleed</b>	<b>\$6,900</b>	\$8,280
<b>One-Half Page</b> (vertical & horizontal)	<b>\$4,880</b>	\$5,856
<b>One-Fourth Page</b>	<b>\$3,670</b>	\$4,404
<b>Page Header</b> (limited availability)	<b>\$2,780***</b>	\$3,336
<b>One-Eighth Page</b>	<b>\$2,100</b>	\$2,600

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.

eGuide ad creation 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 October 15 to receive a Page Header for 50% off (\$1,390).

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



**TO ADVERTISE, CONTACT:**  
Mary Brown | 505.222.4310  
800-733-9918, ext. 3310  
Advertise@VisitABQ.org

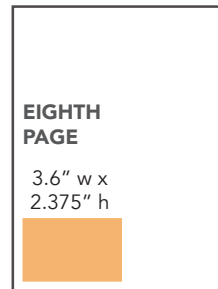
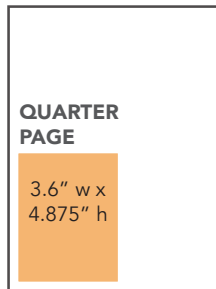
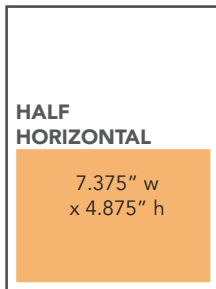
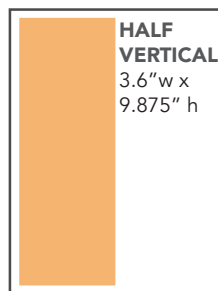
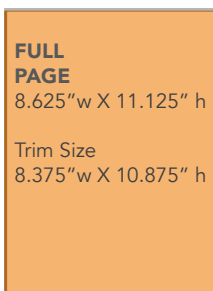
**PRINT CIRCULATION:** 250,000 copies  
**DISTRIBUTED:** January 2020  
**SPACE DEADLINE:** October 28, 2019  
**MATERIALS DEADLINE:** November 1, 2019

**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
<b>Full Page</b>	8.625"	11.125"
Trim Size	8.375"	10.875"
Live Area	8"	10"
<b>Half Page (v)</b>	3.6"	9.875"
<b>Half Page (h)</b>	7.375"	4.875"
<b>Quarter Page</b>	3.6"	4.875"
<b>Eighth Page</b>	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 design assistance is available through Visit Albuquerque's Visitors Guide contractor provided the advertising contract is signed by October 1. 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 [linda@swelldesign.net](mailto:linda@swelldesign.net). Questions, call Linda Peters at 505-670-7127. High resolution ads that cannot be emailed can be sent via Dropbox, Hightail, or Yousendit link to [linda@swelldesign.net](mailto:linda@swelldesign.net)

## 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.