

# 2026 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)	\$8,100	\$9,720
<b>Premium: Inside Back Cover**</b> (full page bleed)	\$7,800	\$9,360
<b>Full Page Bleed</b>	\$7,000	\$8,400
<b>One-Half Page</b> (vertical or horizontal)	\$4,900	\$5,880
<b>One-Fourth Page</b>	\$3,700	\$4,400
<b>Page Header</b> (limited availability)	\$2,800	\$3,330
<b>One-Eighth Page</b>	\$2,100	\$2,520

If you are not a Visit Albuquerque Partner, please send an email to [Partner@VisitABQ.org](mailto:Partner@VisitABQ.org) 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.

Ad placement preference will be considered but not guaranteed.

**NEW! Bundle and Save.** Purchase an ad in the 2025 City Guide and the 2026 Visitors Guide before July 22, 2025, and receive a 10% discount on both.

Partner Listing Type and Options	Visit Albuquerque Partner Net Cost*
<b>Listing for Visit Albuquerque Partners in Eligible Categories</b>	FREE
<b>Listing for Lodging Properties in the "Places to Stay" Category</b> On-site operations located at the lodging property such as restaurants and lounges will also receive a listing in the appropriate category	\$500 plus GRT
<b>Additional Category</b> (price is per category) List your business in multiple categories	\$200 plus GRT



## TO ADVERTISE, CONTACT:

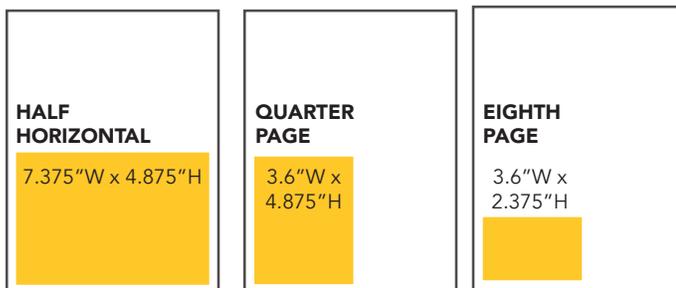
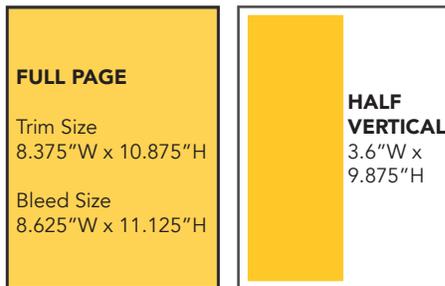
Alisha Zierden  
505-222-4310  
[zierden@visitabq.org](mailto:zierden@visitabq.org)

**PRINT CIRCULATION:** 150,000 copies  
**DISTRIBUTED:** January-December 2026  
**PLACES TO STAY LISTINGS DEADLINE:** October 3, 2025  
**DISPLAY ADS DEADLINE:** November 3, 2025  
**MATERIALS DEADLINE:** November 11, 2025

## 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>One-Half Page (v)</b>	3.6"	9.875"
<b>One-Half Page (h)</b>	7.375"	4.875"
<b>One-Fourth Page</b>	3.6"	4.875"
<b>One-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 provided the advertising contract is signed by **September 30, 2025**. After that date, the rate is \$100/hour. Design requests must be submitted at the time of space reservation.

## AD REQUIREMENTS CHECKLIST

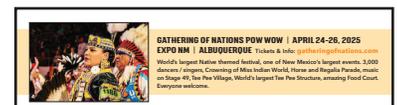
- **File Format:** Your file should be PDF format. Crop marks must be included. Art created in Photoshop should be flattened.
  - **Resolution:** Your file should be high resolution at 300dpi.
  - **Fonts:** All fonts should be outlined or embedded.
  - **Color:** Use 4-color process (CMYK). RGB files cannot be guaranteed to print as shown on screen.
  - **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 9pt. cannot be guaranteed. Publisher accepts no responsibility for errors on materials supplied by advertiser.

## AD ARTWORK DELIVERY

Ads can be submitted to [diaz@visitabq.org](mailto:diaz@visitabq.org) by **November 11, 2025**. High resolution ads that cannot be emailed can be sent via Dropbox, Google Drive, Hightail or similar link to [diaz@visitabq.org](mailto:diaz@visitabq.org). Call Rachelle Diaz, Graphic Design Manager, at 505-222-4309 with questions.

## PAGE HEADER (Limited Availability)

Visit Albuquerque partners can 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.



PHOTO

45-WORD  
AD COPY

**PAGE HEADER SPECS:** Submit one photo at 300 dpi that does not contain any text or logos plus 45 words of copy and website.

**FOR ARTWORK QUESTIONS, CONTACT:** Rachelle Diaz, Graphic Design Manager, at 505-222-4309 | email: [diaz@visitabq.org](mailto:diaz@visitabq.org)