

2023 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)	\$8,000	\$9,600
Premium: Inside Back Cover** (full page bleed)	\$7,750	\$9,300
Full Page Bleed	\$6,900	\$8,280
One-Half Page (vertical or horizontal)	\$4,880	\$5,856
One-Fourth Page	\$3,670	\$4,404
Page Header (limited availability)	\$2,780	\$3,336
One-Eighth Page	\$2,100	\$2,520

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.

Ad placement preference will be considered but not guaranteed.

Partner Listing Type and Options	Visit Albuquerque Partner Net Cost*
Listing for Visit Albuquerque Partners in Eligible Categories Name, address, web address, phone, 10-word description	FREE
Extended Listing Name, address, web address, phone, 40-word description	\$200 plus GRT
Listing for Lodging Properties in the "Places to Stay" Category Property name, address, website, phone and list of property amenities offered. 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
Additional Category (price is per category) List your business in multiple categories	\$200 plus GRT



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

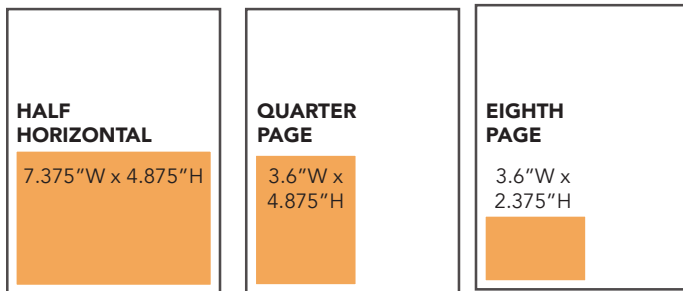
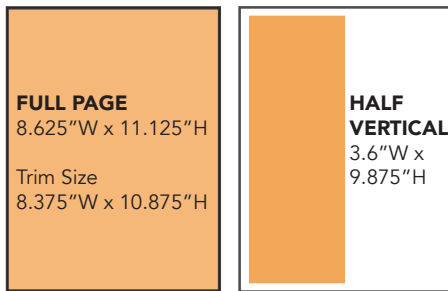
PRINT CIRCULATION: 200,000 copies
DISTRIBUTED: January 2023
SPACE DEADLINE: October 31, 2022
MATERIALS DEADLINE: November 10, 2022

FOR ARTWORK SPECIFICATIONS AND QUESTIONS, CONTACT:
Rachelle Diaz at 505-222-4309 | email: Diaz@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"
One-Half Page (v)	3.6"	9.875"
One-Half Page (h)	7.375"	4.875"
One-Fourth Page	3.6"	4.875"
One-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 design assistance is available through Visit Albuquerque's Visitors Guide contractor provided the advertising contract is signed by **September 30, 2022**. After that date, the rate is \$100/hour. Design requests must be submitted at the time of space reservation.

AD REQUIREMENTS CHECKLIST

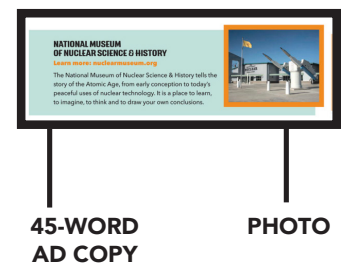
- **File Format:** Your file should be PDF format. Crop marks must be included.
 - **Resolution:** Your file should be high resolution at 300dpi.
 - **Fonts:** All fonts should be outlined or embedded.
 - **Color:** Use only 4-color process (CMYK). No RGB files will be accepted.
 - **Size:** Make sure 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 Diaz@VisitABQ.org by **November 10, 2022**. High resolution ads that cannot be emailed can be sent via Dropbox, Hightail or similar link to Diaz@VisitABQ.org. Call Rachelle Diaz 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.



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.