



## Visit Tucson Partners

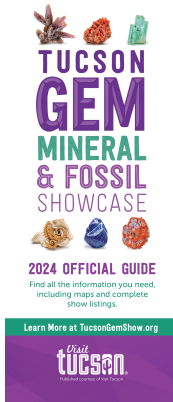
# ADVERTISING OPPORTUNITY:

## Tucson Gem, Mineral & Fossil Showcase February 1 - February 16, 2025

Reach more than **35,000** potential customers at dozens of gem shows around Tucson for two weeks in February. Advertise in the official gem guide and map of the Tucson Gem, Mineral & Fossil Showcase, produced by Visit Tucson.

### The 2025 Guide:

- Pocket-size format transports easily.
- Full-color images pop off the page.
- Quick-reference map and chart simplify finding shows and vendors.
- Regional distribution includes Tucson International Airport, select hotels, and all gem show locations.



### SPECIFICATIONS FOR DIGITAL AD MATERIALS

#### ACCEPTABLE FILE FORMATS

- Adobe Products CS6 or CC18
- PDF, if the native (working) files conform to mechanical specifications and if the PDF is created with Acrobat Distiller 4.05 or higher.
- Standard graphic file formats: TIFF, EPS (Convert all type to outlines, embed or include all linked images, flatten transparencies, convert colors to CMYK), JPG (Mac or PC). A finalized PDF or EPS must include the native files with images and fonts collected for output.

### MAP COVER\*

Placement	Width x Height	4/C
Premium Positions	3.375" x 8" (Non-bleed)	\$2,205

### INSIDE PAGES\*\*

Placement	Width x Height	4/C or B/W
Full panel	3" x 7.75" (Non-bleed)	\$1,995
1/2 panel (new size)	3" x 3.75" (Non-bleed)	\$1,050

### SPACE IS LIMITED.

Payment Must Be Received by November 1, 2024  
 Ad Production Materials Due by November 1, 2024  
 Digital Artwork Due by November 8, 2024

\*Due to high demand, map cover spaces will be reserved for the first business to supply payment. If you are interested in one of these spaces you must contact Madden as soon as possible. \*\*Placement of ads on inside pages and map will be at the discretion of Madden.

#### IMAGE RESOLUTION & COLOR MODE

- 266 dpi (300 dpi preferred). All colors and images must be CMYK.

#### FONTS

- Acceptable fonts postscript or open type.

#### TERMS

- Ads must be sized to exact dimensions. Resizing and mechanical changes made by Madden may incur additional charges.
- All efforts are made to preserve advertising materials in original condition. However, Madden is not responsible for lost or damaged advertising materials.
- All advertising materials are subject to approval\*\*\*by Madden. \*\*\*Advertising content of an adult nature or connotation will be subject to editor's approval.

### ADVERTISING RESERVATIONS:

Contact Tamah Donaldson, [tdonaldson@maddenmedia.com](mailto:tdonaldson@maddenmedia.com), 520-906-2354  
 Space will only be guaranteed upon payment.

