

2010 Nevada Visitors Guide ADVERTISING INFORMATION



NEVADA
COMMISSION
ON TOURISM



401 N. Carson, Suite 100 • Carson City, NV 89701
Ph: (775) 687-0610 Fax: (775) 687-6159

Publication Facts

Trim Size: 8" x 10.5"

Number of Pages:

112-144 pages + cover

Insertion Agreement Deadline:

September 4, 2009

Ad Materials Deadline:

October 2, 2009

Anticipated Release Date:

January 2010

Publication Life:

January-December 2010

Total distribution: 300,000

Rates

Spread \$27,060 Full page \$14,000

1/2 page \$8,750 1/4 page \$5,475

Surcharge will be added for premium positioning.

Production services available for a fee of \$150 per ad.

Placement requests will be honored whenever possible but cannot be guaranteed.

Mechanical Information

To ensure uniform quality throughout the publication, the following ad sizes must be strictly adhered to:

Full page bleed	8.25" x 10.75"
Full page non-bleed	7.25" x 9.75"
Half page horizontal	7.25" x 4.625"
Half page vertical	3.375" x 9.75"
Quarter page	3.375" x 4.625"

DELIVERY OPTIONS:

Mail ads to:

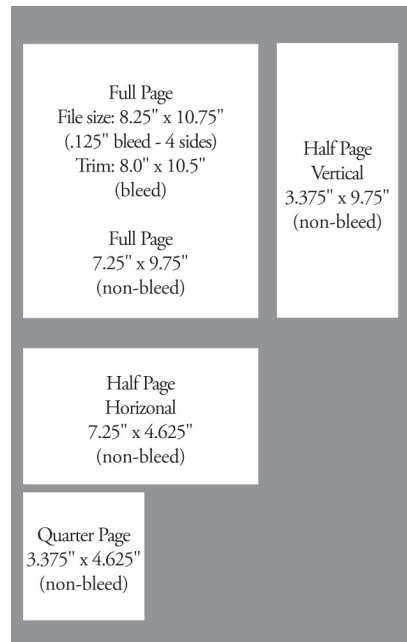
Nevada Visitors Guide
Attn: Carrie Roussel
401 N. Carson St.
Carson City, NV 89701
Phone: (775) 687-0610 Fax: (775) 687-6159

Email ads (under 6 MB) to:

carrie@nevadamagazine.com

Upload ads to FTP Site:

<ftp.anonymous.state.nv.us>
username: ftp.anonymous
password: stateftp
directory: 0.NV Visitors Guide 2010



The Nevada Visitors Guide is produced for the Nevada Commission on Tourism's fulfillment needs. The total distribution for The Nevada Visitors Guide is 300,000 and is mailed nationally and internationally to travelers requesting information on Nevada. The Visitors Guide is also available at the Nevada Commission on Tourism office and at chambers, visitors authorities, welcome centers and AAA offices throughout Nevada and the Western states. In addition, it is distributed at numerous trade shows and tourism promotions. This guide will be printed in January 2010 and will be available through December 2010.