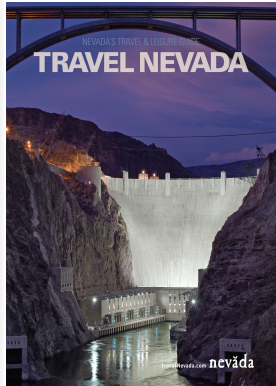


2012 Nevada Visitor's Guide ADVERTISING INFORMATION



NEVADA
COMMISSION
ON TOURISM



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

Publication Facts

Trim Size: 8" x 10.5"
Insertion Deadline: January 5, 2012
Ad Materials Deadline: January 12, 2012
Anticipated Release Date: February 15, 2012
Publication Life: February 2012 - February 2013

Rates

Spread \$23,000 Full page \$12,000
1/2 page \$8,500 1/4 page \$5,500

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 vertical	3.375" x 9.75"
Half page horizontal	7.25" x 4.625"
Quarter page	3.375" x 4.625"

DELIVERY OPTIONS:

Mail ads to:

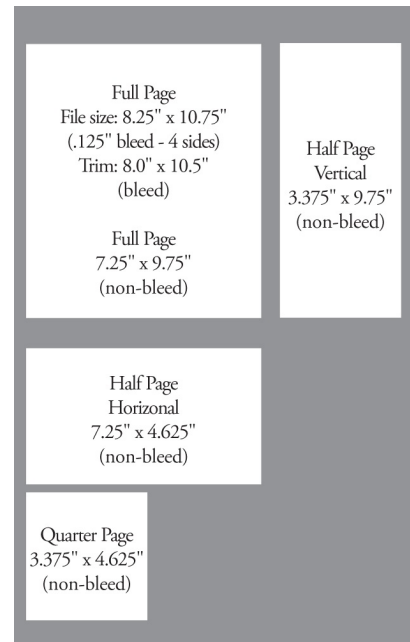
Nevada Visitor's Guide
Attn: Carrie Roussel
401 N. Carson St.
Carson City, NV 89701
Phone: (775) 687-0610 Fax: (775) 687-6159

Email ads (under 6 MB) to:

carrie@nevadamagazine.com
AND
snebeker@nevadamagazine.com

Upload ads to FTP Site:

[ftp.anonymous.state.nv.us](ftp://anonymous.state.nv.us)
username: ftp.anonymous
password: stateftp
directory: 2012 Nevada Visitor's Guide



The Nevada Visitor's Guide is produced for the Nevada Commission on Tourism's fulfillment needs. Distribution for the Nevada Visitor's Guide is mailed to travelers requesting information on Nevada. The Visitor's Guide is also available at the Nevada Commission on Tourism office and at chamber and visitors authority 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 February 2012 and will be available through February 2013.