

Visitors Guide, Web & Tourism Times Advertising

Visitors Guide Advertising Sizes & Rates* (100,000+ printed annually)

1/8 page vertical 1.75" wide x 4.75" high	\$ 850
1/3 square 5.625" wide x 4.75" high	\$ 1,600
1/4 vertical 1.75" wide x 9.75" high	\$ 1,700
1/2 page vertical 3.625" wide x 9.75" high	\$ 2,350
1/2 page horizontal 7.5" wide x 4.75" high	\$ 2,750
3/4 page 5.625" wide x 9.75" high	\$ 3,250
Full page Full bleed*: 8.75" wide x 11.25" high or boxed: 7.5" wide x 9.75" high	\$ 4,750
Two page spread	\$ 7,900
Special placement: Inside covers: \$5,250; Back cover: \$8,250	
* Rates include full color	

*Keep "live area" of full bleed ads at least .25" away from page edges and add .125" bleed.

Space deadline: September 15, 2010 Materials deadline: October 15, 2010

Publication date: January, 2011

Discounts: Member benefit credit will be applied per paid level

Distribution: 100,000+ Guides are distributed through Tourist Information Centers, hotels, trade shows, attractions, communities, World Shooting & Recreational Complex, SAFB, sports/family groups and by mail.

Tourism Times Advertising (50,000+ printed 4 times/year)

1/8 page vertical (full color) 2.375" wide x 7.785" high	\$ 650	1/2 page horizontal (full color) 10.157" wide x 7.85" high	\$ 2,500
1/4 vertical (full color) 5.0" wide x 7.785" high	\$ 1,050	Back cover (full color) 7.5" wide x 7.5" high	\$ 2,200

Materials deadline: February 15 (Spring), April 15 (Summer), July 15 (Fall), September 15 (Holiday)

Distribution: Mail, Tourist Information Centers, Scott Air Force Base, hotels, motels & area attractions, St. Louis businesses and attractions

Website Banner Advertising (Avg. monthly 10,000 visits & 75,000 page views)

** Files must be provided as .jpg or .gif format at 72 dpi ~ ads are run of site

Tile ad	185px wide x 250px high	\$ 500/yr.	\$350/6 mo.	\$200/3 mo.
Banner ad	370px wide x 250 high	\$ 900/yr.	\$500/6 mo.	\$350/3 mo.

Print Ad Copy Requirements

*** We prefer receiving your ad as a high resolution PDF or your original files including graphics and fonts.

Software: Quark Xpress 7.0 or later; Adobe Illustrator 7.0 or later; Adobe Photoshop 6.5 or later.

We do not accept files created in Publisher, Word, Paint Shop or Corel Draw.

Graphics: Scan or save graphics at 300dpi, using CMYK colors or grayscale.

Fonts: Include graphics and all fonts, including fonts in EPS files, or convert fonts to outlines.

Submission: Send file by email or disk. Include a hard copy of the ad.

Ad copy production: \$50/hour (fee waived for Platinum, Diamond and Gold memberships)

Questions about ad copy? Pat White, Editor - 618-397-1488 or pwhite@thetourismbureau.org