

THE OFFICIAL 2010 VISITORS GUIDE RATE CARD



## SALEM AREA VISITOR GUIDE

*Including Marion and Polk Counties*

ADVERTISING DEADLINE: NOVEMBER 20, 2009

PUBLISH DATE: JANUARY 2010



## Tap into the lucrative visitor market

Travelers to Marion & Polk County spent \$511.8 million dollars in 2007. The Salem Area Visitor Guide was ranked as one of the top 3 information sources mentioned in planning a trip to the area, and is one of the top 5 promotional pieces picked up at Oregon rest areas. This guide serves visitors as they plan their trip, and is also an excellent resource upon their arrival. Consumers are looking for things to do, places to go and have money to spend! Tap into one of the most effective ways to reach the rapidly growing travel, recreation, business, relocation, dining and entertainment market with just one media buy.

## Distribution

Travel Salem will distribute Visitor Guides to:

- Hotels, Motels, Bed & Breakfasts, RV Parks and Campgrounds in the Salem area
- Inquirers requesting information on the Salem area
- Visitor information centers, welcome centers, and rest areas throughout Oregon
- Now the response piece for Travel Oregon when people select “more information on the Willamette Valley” (averaging 2000 inquiring per month)
- Meeting, convention and sports groups
- Tour operators, travel agents and AAA offices throughout the United States
- Attractions and points of interest throughout the Willamette Valley
- Trade shows and exhibitions
- Large employers and area realtors for use in relocation packets

## Discounts

### *Pre-paid Discount*

A five percent (5%) discount will be given when display ad is pre-paid in full by December 31, 2009.

### *Non-profit Discount*

An additional five percent (5%) discount will be given to bona fide non-profit organizations.

## Deadlines

Advertising deadline ..... November 20, 2009

Publication date ..... January 2010

## Added Values

- Layout/design services are available at no charge to advertisers.
- Ads with websites are automatically linked back to advertisers' websites in the “digi-magazine” version of the guide online.



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# DISPLAY ADVERTISING RATES

## Premium Positions

■ Back Cover	\$6,000
■ Page 3, 4,or 5	\$5,000
■ Inside Front Cover	\$5,000
■ Inside Back Cover	\$4,750

## Inside Pages

■ Full Page	\$4,400
■ 2/3 Page	\$3,200
■ 1/2 Page	\$2,350
■ 1/3 Page	\$1,650
■ 1/6 Page	\$ 935
■ 1/12 Page	\$ 525
■ Full Color	\$ 200

Creative services available as an added value to advertisers.

**Space and materials deadline: November 20, 2009**

**Publication Date: January 2010**

## Policies:

### *Guaranteed Position*

Preferred positions will be accepted as space is available.  
Add 15% to space price.

### *Copy Acceptance*

All copy subject to publisher's approval. Acceptance of advertising does not imply endorsement or approval by Blodgett Marketing Group or Travel Salem of the advertisement, the advertiser or any claims made.

### *Terms*

A 5% discount is available if ad is paid on or before December 31, 2009. Failure to prepay will result in the loss of the "Prepayment Discount" and the advertiser will be invoiced for the full amount of the ad.

Balances owing 30 days after publication will be subject to 1.5% per month (18% per annum) service charge.

Blodgett Marketing Group reserves the right to refuse advertisements on the basis of content or quality of production, and assumes no liability of statements or claims made in advertising copy. Blodgett Marketing Group also reserves the right to refuse advertisements that contain what is considered to be false, illegal or libelous information or material that gratuitously offends members of the general public.

Ad services are provided to the advertisers free of charge. Ads created by Blodgett Marketing Group are copyrighted by, and remain the property of Blodgett Marketing Group.

# AD SIZES

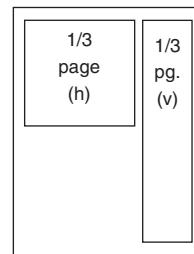
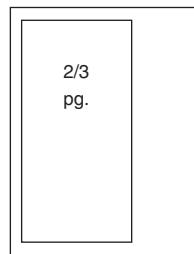
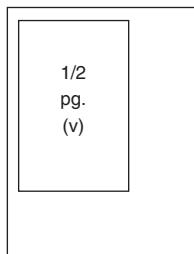
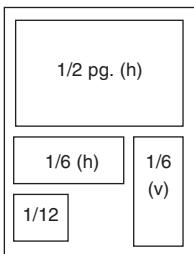
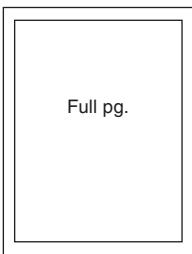
## Full Page

	WIDTH	HEIGHT
■ Live area	7.375"	9.875"
■ Trim size	8.375"	10.875"
■ Bleed size	8.625"	11.125"

## Inside Pages

2/3 Vertical	4.861"	9.75"
1/2 Horizontal	7.375"	4.75"
1/2 Vertical	4.861"	7.25"
1/3 Horizontal	4.861"	4.75"
1/3 Vertical	2.347"	9.75"
1/6 Horizontal	4.861"	2.25"
1/6 Vertical	2.347"	4.75"
1/12 Square	2.313"	2.25"

2-page spread trim size and bleed size available upon request.



## MECHANICAL REQUIREMENTS

- Bleed available only on full page ads.
- Allow .125" trim on all bleed edges.
- Publication trim size 8.375" x 10.875"
- Printing process: Web offset
- Bindery: Saddle Stitch
- All type and other live matter not intended to bleed must be held .5" from trim. Live area is 7.375" x 9.875".
- Pagemaker and Publisher files NOT ACCEPTED. Quark XPress will be accepted. Adobe Indesign Preferred. Include all EPS/TIFF support files and Adobe Type 1 Postscript fonts. Macintosh format only.
- PDF files must be high resolution (300 dpi), CMYK and built to the exact ad dimensions (no crop marks, info slugs or other extraneous non-ad material) PDF documents may be converted to Photoshop TIFF or EPS files.
- Inquire about other file formats (i.e. Illustrator, etc.)
- Color ads must be accompanied by a hi-resolution color printout.
- File names MUST contain advertiser name or abbreviation. No generic file names (ie. visitors\_guide\_ad.pdf)
- Please use three-letter extensions on all file names.

## DISK-READY MATERIALS

- Adobe InDesign CS files preferred with EPS/ TIFF support files and Adobe Type 1 Postscript fonts. Macintosh format preferred.
- NO nested files, such as separations placed in Illustrator.
- File names MUST contain advertiser name or abbreviation. No generic file names (ie. visitors\_guide\_ad.pdf)
- Please use three-letter extensions on all file names.

## ACCEPTABLE MEDIA

Please provide electronic materials (with hard copy printouts) on:

- DVD(s)
- CD-ROM(s)

