

2010 EXPERIENCE SCOTTSDALE DESTINATION GUIDE

ADVERTISING RATES & OPTIONS

The *Experience Scottsdale* destination guide, the official visitors guide to Scottsdale, is packed with detailed information about area resorts, spas, golf, nightlife, attractions, special events, arts and cultural activities, and retail and restaurant listings – everything the leisure visitor needs to know to plan the ultimate Scottsdale vacation.

135,000 TOTAL PRINT CIRCULATION

- Visitor Inquiries: 12,000
- Special Events: 14,000
- SCVB Visitors Centers: 20,000
- Hotel Concierge: 41,000
- Meeting Attendees: 14,000
- Retail Centers/Airport: 34,000

11,000 DOWNLOADS FROM WEB SITE ANNUALLY

SCOTTSDALE VISITOR PROFILE

- Total number of visitors: 8.4 million
- Median household income: \$107,700
- Average length of stay: 5.4 nights
- Average daily expenditures: \$455 (party) / \$256 (individual)
- Visitor nights spent in Scottsdale hotels: 6.7 million
- More than 71% of visitors who received *Experience Scottsdale* visited or plan to visit within twelve months.
- 74% of visitors receive printed materials from the Scottsdale CVB when planning their visit.
- Economic Impact: \$3.7 billion
- Median age: 54 years

Source: *Scottsdale/Paradise Valley Tourism Study, Part II: Visitor Statistics, Sept. 2008; City of Scottsdale Visitor Inquiry Study, Aug. 2008*

FORMATTED ADS

Available in the following sections: Spa, Dining & Nightlife, Arts & Culture, Activities & Adventures, Shopping, Transportation, and Golf.

Specifications:

Photo/logos: Digital files required (saved as TIFF or EPS, 300 dpi, CMYK). Composite photos or collages are not acceptable.

Copy: Word or other Mac compatible text document. Publisher may edit for length, grammar, punctuation and clarity.

Contact Info: Provide address, phone number and Web site address exactly as you would like it to appear in the publication.

Ad Proofs: Advertisers will receive one proof via e-mail for approval prior to print publication. The publisher cannot guarantee proofs for corrections on materials received or approved after July 22, 2009.



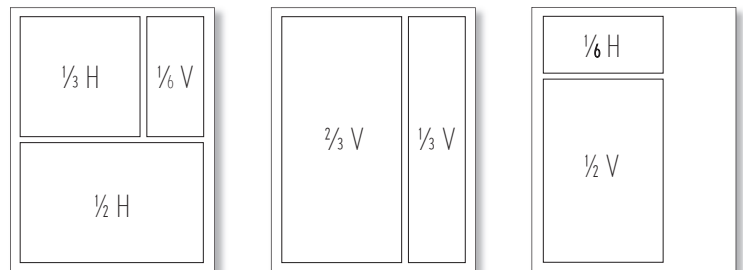
FORMATTED ADS	MEMBER RATES*	PHOTO	COPY	LOGO
Full page	\$5,005	7.25" × 4.75"	Up to 225 words	.eps
½ Page	\$2,660	3.5" × 4"	Up to 125 words	.eps
¼ Page	\$1,565	3.5" × 2"	Up to 50 words	.eps

DISPLAY ADS

Specifications:

Digital Files Required: We prefer high resolution CMYK pdf files on CD. The publisher cannot guarantee the reproduction quality of ads submitted without a SWOP-certified proof.

Printing/Mechanical Specifications: Web-offset; perfect bound; trim size 8.375" × 10.875". Live matter cannot be less than .375" from trim or gutter. Full-page ads require .125" bleed on all four sides.



DISPLAY ADS	DIMENSIONS	MEMBER RATES*
Premium Placement Full Page	8.375" × 10.875"	Starting at \$8,375 (contact ad rep for details)
Full Page	8.375" × 10.875"	\$7,620
¾ Page V	4.75" × 9.625"	\$6,820
½ Page V	4.75" × 7.25"	\$5,660
½ Page H	7.25" × 4.25"	\$5,660
⅓ Page V	2.25" × 9.625"	\$3,895
⅓ Page H	4.75" × 4.75"	\$3,895
¼ Page V	2.25" × 4.75"	\$2,430
¼ Page H	4.75" × 2.25"	\$2,430

*Non-members add 15% premium
Rates are quoted gross to recognized agencies and apply to camera-ready art.
Guaranteed position: Subject to availability on ½ page or larger at 10% premium.
Resorts/Hotels: Ask about package rates for on-site spa, dining/nightlife and golf course formatted ads!

DEADLINES

Space reservations: June 4, 2009 Ad materials: July 17, 2009

WHERE TO SEND YOUR AD MATERIALS

Email: Files 3MB or less via e-mail at admaterials@scottsdalecvb.com

CD: Scottsdale Convention & Visitors Bureau, attn: Charity Snyder
4343 N. Scottsdale Rd., Ste. 140, Scottsdale, AZ 85251

Advertising Information:
Hennen Publishing
480-664-0541 info@hennenpmg.com

Production Information:
Charity Snyder
480-949-2179 csnyder@scottsdalecvb.com

Scottsdale CVB Membership Information:
Karin Mayes
480-889-2713 kmayes@scottsdalecvb.com

