

2018



Visitor Magazine & Business Guide

Guaranteed Printing of 15,000 Copies

## **DESTINATION GUIDE**

This new innovative Visitor Guide will be the first ever number one destination guide highlighting everything there is to do and where to go and where to stay on Treasure Island & Madeira Beach. It will be a true guide about our awesome destination including a dedicated section about Day Trips for all of our members.

## **PROMOTIONS & DISTRIBUTION**

The new destination guide will be promoted and distributed at all local Information Centers and Chambers, to the concierges and front desk associates, and many high volume businesses and restaurants. The Treasure Island & Madeira Beach Chamber will continue to mail the Visitor Guide around the globe to all requests. It will be featured at Special Events, Trade Shows, Large Group Parties and Airports.

## **EDITORIAL**

The editorial content in the new destination guide will be specifically geared towards the history of our area and what there is to do. Much of it will be enhanced by current and fresh photography and fun facts. We have done our research and know what people find useful in a guide. The outcome is to exceed their expectations, resulting in a win-win for everyone!

[WWW.IslandNeighborsCHAMBER.ORG](http://WWW.IslandNeighborsCHAMBER.ORG)

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**POPULAR SIZES**

**1/4 Page  
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**PREMIUM REQUEST**

Inside Front.....	\$1600
Page One.....	\$1600
Opposite Table of Contents .....	\$1500
<i>NEW</i> Map Back Full Page.....	\$1500
<i>NEW</i> Map Back Half Page.....	\$1000
<i>NEW</i> Map Front Half Page .....	\$1200
Inside Back .....	\$1600
Back Cover .....	\$2000

**Non-Member Rate Additional \$500**

**AD SIZES**

<b>FULL PAGE</b> Color.....	\$1300
<b>HALF PAGE</b> Color.....	\$800
<b>FOURTH PAGE</b> Color.....	\$520
<b>EIGHTH PAGE</b> Color .....	\$300

Size	Live Area	Trim Area	Bleed
Full Page	5 x 8	5.5 x 8.5	5.75 x 8.75
Half Page V	2.4375 x 8	N/A	N/A
Half Page H	5 x 3.9375	N/A	N/A
Fourth Page V	2.4375 x 3.9375	N/A	N/A
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Eighth Page	2.4375 x 1.85	N/A	N/A

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**AD REQUIREMENTS**

**ACCEPTABLE FILE FORMATS:** PDF, TIFF, EPS, PSD, AI Note: PDF is preferred. Please supply all fonts and links used to create the art.

**IMAGE RESOLUTION:** No less than 300 dpi, CMYK mode.

**LIVE AREA:** Keep all art including type inside the "live area."

**TRIM SIZE:** Actual size of the ad without bleeds.

**BLEED:** All full page ads must include .125" bleeds on all sides.

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 (actual size)**



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