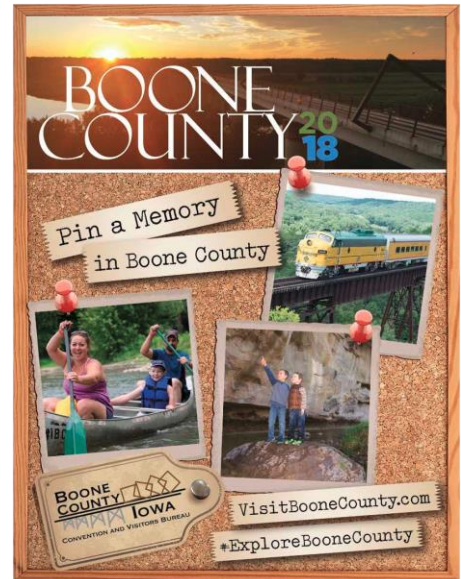




Dear CVB & Chamber Members,

We have great news to share! First, due to unrivaled popularity, we re-printed 2,500 extra 2018 Boone County Visitors Guide when our first ten thousand were exhausted shortly after the state fair. There is no question, the 2018 Guide has been the most popular promotional piece for Boone County in our history, and this extra run of guides means your advertising dollar *went even farther than promised at the time you purchased your space*. Secondly, we have plans to expand the 2019 Visitors Guide a few extra pages to better cover anything and everything that is great about spending time in Boone County, including a new restaurant directory feature – BUT, our 2019 advertising rates will remain the same as 2018!

Your ad reaches a highly targeted and interested market at numerous travel shows that is looking to spend money at businesses. 12,500 copies of the guide were distributed throughout the area at the best locations to reach visitors. Your ad will be circulated for an entire year! And will receive exposure through the online version of our Visitors Guide which will be available to over 75,000 annual visitors on the Boone County CVB and Chamber of Commerce websites: booneiowa.us and visitboonecounty.com.



Enclosed are the 2019 advertising rates which show all the options for participation. If you have any questions, please don't hesitate to contact me to take advantage of this great opportunity to promote your business.

We look forward to seeing you in the official 2019 Boone County Visitors Guide. #ExploreBooneCounty

Sincerely,

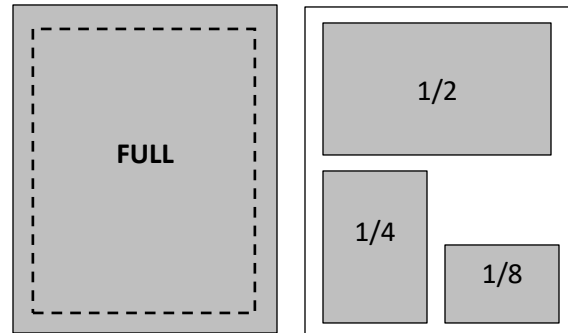
Kris Blocker

Kris Blocker
Manager Member Services/Convention & Visitors Bureau
office@booneiowa.us
(515) 432-3342

AD SPEC SHEET OPTIONS

Boone County Visitors Guide

Visitors guide Ad Size	Width	Height
FULL PAGE (with bleeds)		
Live Area	7.875"	10.375"
Ad Size	8.625"	11.125"
ADDITIONAL SIZES		
½ Page	7.375"	4.875"
¼ Page	3.625"	4.875"
⅙ Page	3.625"	2.375"



Publication trim size is 8 3/8" x 10 7/8"

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

--- Live Area (Your text must live within a .375" margin from each edge of the ad to avoid getting cut off)

— Full Ad Size listed above includes .125" bleed

PRESS-READY ART & MECHANICAL REQUIREMENTS

- Macintosh format preferred
- Press Ready PDF files preferred, with all type outlined and artwork embedded. 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)
- Bleed available only on full page ads
- On full page ads, all type and other live matter not intended to bleed, must be held within live area. Allow .125" trim on all bleed edges
- Additional Acceptable formats include:
 - In Design with EPS/TIFF support files
 - High resolution (300 dpi) Illustrator and Photoshop files
- No nested files, such as separations placed in Illustrator
- No spot colors, all colors must be CMYK
- Files names MUST contain advertiser name or abbreviation
- Please use proper three-letter extension on all file names
- Microsoft Publisher or Word files are NOT accepted for professional print
- DO NOT provide images pulled from client's websites, Google images, etc.

DEADLINES

Advertising Agreement & Money: **November 2, 2018**

***Mail ad materials to**

OR email to:

Ad Design: **November 16, 2018**

Boone County CVB

office@booneiowa.us

Publication Date: **January 2, 2019**

903 Story Street

Boone, IA 50036

TERMS & CONDITIONS

Payment will be due on or before November 2, 2018. **Ads NOT PAID IN FULL before November 2, 2018 will NOT be included in the Visitors guide. Ad placement not guaranteed.**

Boone County CVB & Chamber of Commerce reserve the right to refuse advertisement based on content or quality of production and assume no liability for statements or claims made in advertising copy. We also reserve 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.

ADVERTISING AGREEMENT

Boone County Visitors Guide



Date _____

Company Name: _____ Contact Name: _____

Address: _____ City: _____

State: _____ Zip: _____ Email: _____

Phone: _____ Website: _____

Return signed ad agreement to office@booneiowa.us

VISITORS GUIDE AD RATES		
INSIDE PAGES	Member	Non-Member
<input type="checkbox"/> Full Page	<input type="checkbox"/> \$700	<input type="checkbox"/> \$900
<input type="checkbox"/> ½ Page	<input type="checkbox"/> \$450	<input type="checkbox"/> \$650
<input type="checkbox"/> ¼ Page	<input type="checkbox"/> \$325	<input type="checkbox"/> \$525
<input type="checkbox"/> ⅛ Page	<input type="checkbox"/> \$275	<input type="checkbox"/> \$475
PREMIUM PAGES	Member	Non-Member
<input type="checkbox"/> Back Cover	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$1200
<input type="checkbox"/> Inside Front Cover	<input type="checkbox"/> \$900	<input type="checkbox"/> \$1100
<input type="checkbox"/> Inside Facing Front	<input type="checkbox"/> \$900	<input type="checkbox"/> \$1100
<input type="checkbox"/> Inside Back Cover	<input type="checkbox"/> \$900	<input type="checkbox"/> \$1100
<input type="checkbox"/> Inside Facing Back	<input type="checkbox"/> \$850	<input type="checkbox"/> \$1050

AD PLACEMENT NOT GUARANTEED.

**FILL OUT AND RETURN TO
BOONE COUNTY CVB:**

903 Story Street
Boone, IA 50036
or email to office@booneiowa.us

**SEND PAYMENT & MAKE
CHECKS PAYABLE TO:**

Boone County CVB
903 Story Street
Boone, IA 50036

I will submit my completed ad within 15 days of the signed agreement.

BOONE COUNTY CVB PROVIDES THE FOLLOWING AD DESIGN SERVICES:

Ad Design/Redesign - \$35: All new ad design, resizing of an existing ad or significant revisions to an existing ad.

Minor Ad Update - \$25: Minor changes to an existing ad that is available in an editable format. Minor revisions would include simple text changes to an editable copy. Boone CVB changes are often not minor and will be treated on a case by case basis. Boone CVB will decide if requested edit is possible based on provided art.

PAYMENT TYPE

Cash Check Credit Card
 Mastercard Visa Discover

Name on Card _____

Credit Card Number _____

Expiration _____ CVS 3 Digit _____

PAYMENT TYPE

Base Ad Rate:	+\$ _____
Ad Design Cost (if any)	+\$ _____
TOTAL:	=\$ _____

Additional Instructions: _____

Authorized By: _____ Title: _____

Signature: _____ Sales Rep: Kris Blocker, CVB Manager