

2009-10 Advertising for Quartzsite Businesses & Show Vendors



The Town of Quartzsite and Xpo Press are offering two local publications in which to promote your business — the annual Quartzsite Visitors Guide and Quartzsite EZ-Guide.

AD RATES FULL COLOR ONLY	QUARTZSITE VISITOR'S GUIDE 15,000 CIRCULATION	QUARTZSITE EZ-GUIDE 25,000 CIRCULATION
Full Page - Back Cover*	\$1,532	\$2,375
Full Page - F/B Inside Covers & p. 3*	\$1,225	\$1,900
Full Page - No Special Placement	\$908	\$1,407
1/2 Page	\$586	\$908
1/4 Page	\$366	\$567
1/8 Page	\$222	\$344
Classified Ad**	49¢/character	76¢/character

Rates include **AD DESIGN BY XPO PRESS**, if needed, and **FULL COLOR**. Ad design is limited to advertiser's logo, company name, address, all contact numbers, one graphic or photo, and up to 40 words of text (four or more letters per word). Additional graphics or photos \$25.00 each. Additional typesetting 25¢ per word.

You may receive up to **19% OFF** your ad rates. What discounts do you qualify for?
10% off for ads provided camera ready. (Please read "Camera Ready Specifications" below.)
6% off for reserving same size ad in both publications.
3% off for early payment made within 14 days after receiving Ad Agreement.

* **Special Placement advertisers** — back cover, front and back inside covers, and page 3 — receive first-right-of-refusal privileges next year. In other words, they are given the first opportunity to renew their special placement ad for as long as they purchase this space.

* **Classified ad rates** are per character not per word. 100 character minimum. A character is a letter, number, punctuation mark or space. Go to www.xpopress.com/classifieds.html to quickly calculate your character count. You may order your classified ad from this website, and an Xpo Press representative will contact you to confirm your ad reservation.

CHOOSE FROM 5 DISPLAY AD SIZES

FULL PAGE	1/2 PAGE		1/4 PAGE	1/8 PAGE
Bleed or Non-Bleed 4 1/2" wide X 7 1/2" tall	Horizontal 4 1/2" wide X 3 5/8" tall	Vertical 2 1/8" wide X 7 1/2" tall	One Size 2 1/8" wide X 3 5/8" tall	One Size 2 1/8" wide X 1 3/4" tall

Magazine trim size is 5 1/2" wide X 8 1/2" tall.
 Bleeds are 5 3/4" wide X 8 3/4" tall.

CAMERA-READY SPECIFICATIONS

Camera-ready art must be provided electronically (via e-mail to Tammy Hemingway at design@xpopress.com or mailed on disk) in TIFF, EPS, PDF, JPG or native Adobe Illustrator files. All fonts must be embedded. Minimum 300 dpi images in CMYK color mode are the only acceptable formats, no RGB or LAB. Full camera-ready discount may not apply if Xpo Press needs to re-size or manipulate your ad file in any way.

WHAT ARE THE ANNUAL QUARTZSITE VISITOR GUIDE AND QUARTZSITE "EZ-GUIDE"?

The annual 15,000-circulation **Quartzsite Visitors Guide** is distributed September through August the next year. It is available free in the Quartzsite area at dozens of business locations as well as at bordering towns' chambers of commerce, visitors and tourism bureaus, and town halls. The Visitors Guide is also a membership directory for all companies licensed to do business in Quartzsite. The purpose of the Visitors Guide is twofold: 1. To provide an attractive full-color publication to promote Quartzsite and its business community, and 2. To be used by Quartzsite's permanent residents as a helpful business directory.

The 25,000-circulation **Quartzsite EZ-Guide** for Quartzsite's annual show and swapmeet is distributed in January and February to winter visitors attending the Quartzsite's famous shows and outdoor swap meet. The EZ-Guide is distributed free on racks at many local businesses and at the various show venues and swapmeet locations. It is a valuable tool for visitors attending the show as it includes show schedules, an alphabetical list of show vendors and exhibitors, show floorplans and maps, a local business directory, and color advertising.

Both Guides provide a highly visible and effective print advertising opportunity to promote your company's image, merchandise and services, to set yourself apart from the competition, and to increase your chance of gaining tourist and visitor customers as well as new local business.

WHAT ARE THE SIZE AND SPECIFICATIONS OF THE QUARTZSITE GUIDES?

Both Guides will be printed full-color on 60 lb. text-weight gloss paper, and the covers will be printed on 80 lb. cover-weight gloss paper. Page count will depend on ad sales. Trim size is 5 1/2" wide X 8 1/2" tall.

AD RESERVATION DEADLINES

Visitors Guide JULY 31, 2009
EZ-Guide NOVEMBER 13, 2009

TO RESERVE YOUR AD CONTACT:



Mail P. O. Box 740864 • Arvada, CO 80006
 Toll Free (877) 621-6143
 Denver Area (720) 946-2808
 Fax (303) 428-5592
 E-mail xsupport@xpopress.com
 Online www.xpopress.com