

Mesa Official Visitors Guide & Mesa Gateway Map

DISTRIBUTION - 75,000 GUIDES / 125,000 MAPS

- Direct-mailed in response to inquiries generated by advertising, public relations, sales efforts and the Internet
- Mailed upon request at no charge to consumers, tour operators, travel agents, meeting planners, tournament hosts and travel writers

Distributed at:

- More than 25 trade shows and sales blitzes
- Mesa CVB Visitor Information Center
- Shopping Centers – Arizona Mills, Superstition Springs, Fiesta Mall
- Airports – Phoenix-Mesa Gateway, Falcon Field, Phoenix Sky Harbor
- In-Room at Area Hotels and RV Parks
- Statewide Tourism Offices, Chambers of Commerce, and Visitor Centers
- Cubs Spring Training Games

2011 MESA OFFICIAL VISITORS GUIDE

QUANTITY – 75,000

The Mesa Visitors Guide is the official publication of the Mesa Convention & Visitors Bureau and serves as their primary fulfillment piece. The entire 2011 issue will also be available on www.VisitMesa.com, the official website of the Mesa CVB.

This 68-page magazine includes comprehensive Mesa information, including Spring Training, accommodations & RV guides, dining & entertainment, shopping, sports & recreation, attractions & activities, museums & cultural activities, plus a calendar of events and detailed maps.

ADDED VALUE

Website – More than 700,000 people annually visit www.VisitMesa.com where ads can be viewed on-line. From this site, approximately 4,000 requests for advertiser information are processed annually. Advertisers then receive an e-mail with that person's contact information.

Editorial & Photography – Whenever appropriate, every effort is made to include information on advertisers through the use of editorial and photography.

Enhanced Listing – All advertisers receive up to 25 words of copy in the Mesa Visitor's Guide with their listing in the appropriate section.

RATES

Save 10% - Sign up for Guide & Map (below)

\$ 920	1/6 Page 2.1875" w x 4.875" h
\$ 1,725	1/3 Page V 2.1875" w x 10" h
\$ 1,725	1/3 Page H 4.5625" w x 4.875" h
\$ 2,200	1/2 Page 7" w x 4.875" h
\$ 4,150	Full Page 8.375" w x 10.875" h add .125" on each side for bleed
\$ 4,650	Inside Front or Inside Back Cover
\$ 5,350	Back Cover

2011 MESA GATEWAY MAP

QUANTITY – 125,000

The Mesa Gateway Map is an official publication of the Mesa Convention & Visitors Bureau. It is also the primary fulfillment piece for Phoenix-Mesa Gateway Airport.

This 28-panel fold-out Map features a detailed, large-format map of the city of Mesa, extending into Gilbert, Queen Creek and Chandler. Highlighted locations on Map include: Downtown, Gateway Airport Campus, Cubs Spring Training facility, primary hotels, shopping centers, attractions and golf clubs.

ADDED VALUE

Map Call-out – All Advertisers will be included on the Map with location shown on the Map along with their name and logo.

Bonus Distribution – The 21 cities with direct flights from Mesa on Allegiant Air will distribute the Mesa Gateway Map.

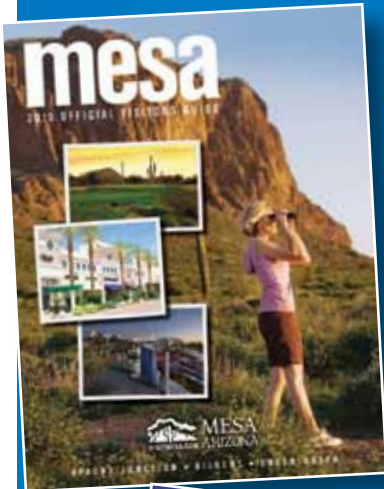
RATES

Save 10% - Sign up for Map & Guide (above)

\$ 900	1/2 Page 4" w x 4.375" h
\$1,600	Full Page 4" w x 9" h add .125" on each side for bleed

SPACE RESERVATIONS

To secure your space, contact Hennen Publishing & Marketing Group at Tel: (480) 664-0541, Fax: (480) 664-0591 or e-mail: info@hennenpmg.com.



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