



AD SPACE DUE **JULY 7, 2011** AD MATERIALS DUE **JULY 14, 2011** PUBLICATION DATE **AUGUST 2011**

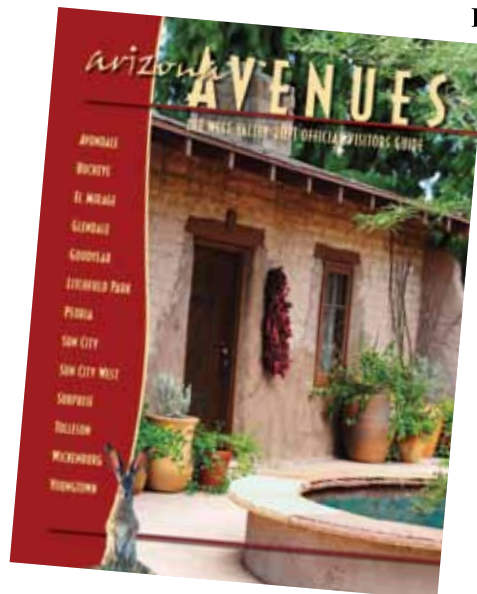
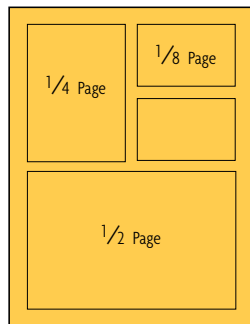
Visitors to the West Valley have come to this oasis in the desert for a multitude of professional and college sports, national tennis tournaments, one of the top-rated concert venues, more than 10,000 hotel rooms, NASCAR, the most Spring Training Teams in the Cactus League, world-class golf, and some of the most talked about shopping & entertainment districts in the State.

DISTRIBUTION – 25,000

- West Valley tourism offices, chambers of commerce, area hotels & resorts and visitor centers.
- Statewide tourism offices, chambers of commerce and visitor centers.
- Direct mailed **FREE** to qualified consumers requesting information on the West Valley.

CONTENT

- Arizona Avenues is the only regional publication to feature comprehensive West Valley visitor information. Editorial and photography cover the entire West Valley
- Truly the best way to reach the West Valley's own high value travelers, Spring Training attendees, winter visitors, families and residents
- Filled with editorial and listings for Accommodations, Dining & Entertainment, Activities & Adventures, Museums & Attractions, Shopping, Performing Arts, Sightseeing, Spectator Sports, Event Venues, Spas, Relocation and Vacation Packages
- Detailed maps of Arizona, and the West Valley
- The most complete and extensive West Valley Events Calendar and Arts Events
- Informative, well written, user-friendly and beautifully illustrated with photography and high quality, 4-color design.



ADDED VALUE

The complete publication will be available online at www.ArizonaAvenues.com. All advertisers receive a free listing and link on the website.

ADVERTISING RATES

Size	Rate	Width x Height
Mini Ad	\$ 195	logo and 50 words
1/8 Page	\$ 650	3.375" x 2.4375"
1/4 Page	\$ 1,150	3.375" x 4.875"
1/2 Page	\$ 1,750	7" x 4.875"
Full Page	\$ 2,750	8.375" x 10.875"
	\$ 3,500	Inside Front Cover
	\$ 3,250	Inside Back Cover
	\$ 3,750	Back Cover

All full page ads need .125" bleed on all four sides.

WEBSITE AND E-NEWSLETTER RATES

Block Ad \$195 125 pixels x 125 pixels

Description: Block Ads are positioned on the main content area of ArizonaAvenues.com and the Arizona Avenues E-Newsletter

AD MATERIALS & SHIPPING

Please provide a high resolution PDF file via e-mail (info@hennenpmg.com).

BILLING INFORMATION

50% due with signed contract, 50% due upon publication. Make checks payable to Hennen Publishing and mail to 3645 N. Marshall Way, Suite 3, Scottsdale, AZ 85251. Ad sales subject to 1.65% sales tax. For all invoices payment is due net 10 days from date of invoice. Delinquent accounts are subject to a \$10 late fee per month, plus daily interest accrued at a rate of 18% per annum or 1.5% per month.