

CHANDLER

OFFICIAL VISITORS GUIDE 2012

AD SPACE DUE **OCTOBER 27, 2011** AD MATERIALS DUE **NOVEMBER 3, 2011** PUBLICATION DATE **JANUARY, 2012**

CONTENT

The Chandler Official Visitors Guide is the official publication for the City of Chandler featuring comprehensive visitor information in a user-friendly, high-quality design. The magazine is the most effective and efficient way of reaching Chandler's unique high-value travelers as well as attracting area winter visitors and Chandler residents. This annual publication includes a profile of Chandler as well as listings for area accommodations, attractions, local dining, entertainment venues, shopping, spas, performing arts, area maps of Chandler and Arizona, and family travel.

DISTRIBUTION 65,000

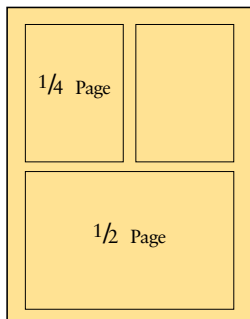
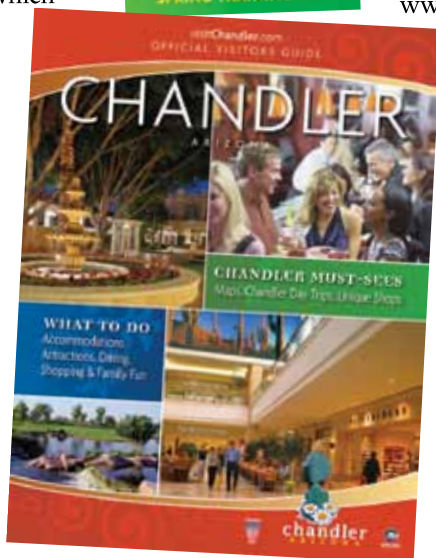
- Mailed free to qualified consumers responding to Chandler's marketing campaign which includes print and on-line advertising
- Statewide tourism offices, chambers of commerce and area visitor centers
- Trade shows and sales missions throughout the United States, Mexico and Canada
- In-room at area hotels and attractions, Phoenix Sky Harbor International Airport and Chandler Fashion Center Mall
- Mailed to travel agencies, meeting professionals, tour operators, and travel writers requesting information about Chandler
- The entire publication is also available on www.visitChandler.com and www.tripadvisor.com.

ADVERTISING RATES

All Advertisers receive Added Value.

Size	Rate	Width x Height
1/4 Page	\$1,095	3.375" w x 4.6" h
1/2 Page	\$1,895	7" w x 4.6" h
Full Page	\$3,295	8" w x 10.5" h
	\$3,495	Inside Front Cover
	\$3,395	Inside Back Cover
	\$3,595	Back Cover

Full page ads need .125" bleed on all four sides. Rates are quoted net.



ADDED VALUE

All ads will have a featured listing in the following publications at no additional charge. This collateral will be distributed during sales missions, trade shows and direct mail. See Detail Sheet for more information.

- **Chandler Spring Training Guide**, a formatted ad with photo and 25 words of copy.
- **Chandler Summer Specials Brochure**, a formatted ad with photo and 25 words of copy.

VISITCHANDLER.COM & TRIPADVISOR.COM

More than 100,000 people annually visit www.visitChandler.com where the entire publication is available for download and ads can be viewed on-line. In addition, the entire publication is available on www.tripadvisor.com.

EDITORIAL & PHOTOGRAPHY

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

AD MATERIALS & SHIPPING

Please provide high resolution pdf files via email to 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, Ste. 3, Scottsdale, AZ 85251. Ad sales are 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.

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.