

2012  
**Cottonwood  
 Verde & Valley**  
 VISITOR'S GUIDE



The *Cottonwood/Verde Valley Visitors Guide* is the official publication of the Cottonwood/Verde Valley Tourism Council and serves as their primary fulfillment/informational piece. The 2012 issue will be brochure size (4" x 9"), making it user-friendly and easy to mail. It will also be available on [www.visitcottonwoodaz.org](http://www.visitcottonwoodaz.org), the official website of the Cottonwood/Verde Valley Tourism Council.

**VISITCOTTONWOODAZ.ORG**

COTTONWOOD JEROME  
 CLARKDALE CAMP VERDE CORNVILLE  
 SEDONA PRESCOTT

**CONTENT**

Comprehensive Cottonwood/Verde Valley information, including communities, accommodations & RV guides, dining & entertainment, shopping, sports & recreation, attractions & activities, museums & cultural activities, plus a calendar of events and detailed maps.

**QUANTITY – 30,000 REACH – 125,000**

30,000 publications are distributed throughout the year, plus [www.visitcottonwoodaz.org](http://www.visitcottonwoodaz.org) has over 150,000 visitors annually, where the publication can be downloaded.

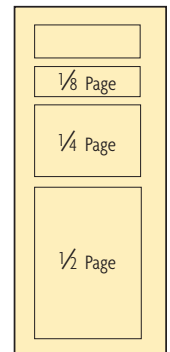
**DISTRIBUTION**

Direct-mailed in response to inquiries generated by advertising, PR efforts, trade shows, sales blitzes, and the Internet. It is mailed upon request to consumers, tour operators, travel agents, meeting planners and travel writers. Distributed at Cottonwood Chamber of Commerce, local attractions, RV Parks, statewide tourism offices, visitor centers and in-room at area hotels and resorts. The entire publication is available online at [www.visitcottonwoodaz.org](http://www.visitcottonwoodaz.org).

**ADVERTISING RATES**

All display advertisers receive an enhanced listing in the publication. This includes contact information and up to 20 words of copy.

- \$275 – 1/8 Page Formatted (Includes photo or logo, and 10 words)
- \$475 – Quarter Page (3.25" x 1.875")
- \$975 – Half Page (3.25" x 4")
- \$1,725 – Full Page (4"x 9" trim size. For bleed, add 1/8" on all four sides 4.25" x 9.25.")
- \$1,825 – Inside Front Cover, Page 1 or Inside Back Cover
- \$2,350 – Back Cover



**RESERVATIONS & ADVERTISING INFORMATION**

To secure your space, contact Hennen Publishing at (480) 664-0541. Invoicing will be done through Hennen Publishing.

**MATERIALS AND FILE FORMAT**

Please send all materials and direct production questions to:  
 Hennen Publishing  
 3645 North Marshall Way, Suite 3, Scottsdale, AZ 85251  
 Phone: (480) 664-0541, Fax: (480) 664-0591 or  
 e-mail: [info@hennenpmg.com](mailto:info@hennenpmg.com)

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**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 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.

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