



## TEMPE VISITOR'S GUIDE

*The Tempe Visitor's Guide* serves as the primary fulfillment piece for the Tempe Tourism Office and is designed to promote Tempe as a desirable visitor destination. The entire 2012 issue will be available on-line at [www.TempeTourism.com](http://www.TempeTourism.com), the official website of the Tempe Tourism Office.

### CONTENT

Comprehensive Tempe information, including accommodations, dining, nightlife, shopping, sports and recreation and attractions, plus detailed listings about Tempe Tourism Office members.

### MARKET

Distributed free of charge to tourists, travel agents, tour operators, convention groups and incoming ASU students and their parents in a convenient pocket-sized 4" by 9" booklet, perfect for those on the go.

### QUANTITY/DISTRIBUTION

65,000 Tempe Visitors Guides are printed annually. Half of these are distributed pre-arrival in response to inquiries generated by advertising, PR efforts, trade shows (25+ annually), and the Internet. It is mailed upon request at no charge to consumers and the travel industry; 68% of these recipients visit Tempe within 12 months.

Approximately 50% are distributed at Tempe Tourism Office Visitor Information Centers; Tempe Tourism Office (51 W. Third St., Ste. 105), Tempe Chamber of Commerce (909 E. Apache Blvd.), Arizona Mills (5000 Arizona Mills Cir.), and Arizona State University.

### BONUS DISTRIBUTION

The 2012 Tempe Official Visitor's Guide will be available on [www.TempeTourism.com](http://www.TempeTourism.com), where ads can be viewed on-line with links to advertiser's websites. The Tempe Tourism Office's websites generate over 800,000 visits per year.

### ADVERTISING RATES

Size	Rate	Width x Height
Quarter Page Formatted	\$675	(photo, logo, & 20 words)
Third Page	\$1,300	3.25"w x 2.625"h
Half Page	\$1,950	3.25"w x 4"h
Full Page	\$3,900	4"w x 9"h trim size
	\$4,500	Inside Front Cover or Page 1
	\$4,200	Inside Back Cover
	\$4,800	Back Cover

Bleed size add .125" on all four sides.  
3.25"w x 8.25"h live

\*Rates quoted apply to Tempe Tourism Office members.



## TEMPE GROUP & SPORTS PLANNING GUIDE

*The Tempe Group & Sports Planning Guide* is used by sports organizers and meeting and event planners as a tool to find appropriate venues in Tempe. Again for 2012, the entire publication will be in digital format only.

### CONTENT

Specific information on meeting space options at all member properties will be included in a matrix/grid format in the publication.

### MARKET

Meeting planners, destination management companies and key sports right holders.

### QUANTITY/DISTRIBUTION

The entire publication will be available online at [www.TempeTourism.com](http://www.TempeTourism.com), the official website of the Tempe Tourism Office. Additionally more than 500 copies will be distributed via flash drives in meeting planner sales kits, at convention trade shows and sports marketing shows.

### ADVERTISING RATES

Size	Rate	Width x Height
Half Page	\$575	7.5"w x 4.875"h
Full Page	\$975	8.375"w x 10.875"h trim size.

Full page ads need .125" bleed on all four sides.

### AD MATERIALS & SHIPPING

Please provide high resolution PDF files via e-mail ([info@hennenpmg.com](mailto:info@hennenpmg.com))



### BILLING INFORMATION

50% due with signed contract, 50% due upon publication. Invoicing will be handled by the Tempe Tourism Office. If you need special billing terms, please contact Ginger at the Tempe Tourism Office at (480) 894-8158.

### MEMBERSHIP INFORMATION

To become a member of the Tempe Tourism Office or for membership information please contact Sofia Preston (480) 305-1390 or [sofia@tempetourism.com](mailto:sofia@tempetourism.com).