

2011 Utah Valley Visitors Guide Rate Card



The Utah Valley Visitors Guide is used by both visitors and locals to discover and enjoy all that Utah Valley has to offer.

The guide is distributed to hotel guests, convention attendees, requests, chamber of commerce, city offices and visitor centers throughout the state of Utah.

In 2011 we will continue the same format with leisure information and the Meeting / Event Planner section.

Additional Information:

- 2011 – Meeting Planner Section will be a reverse print starting on the back cover
- Full size publication (8.5" x 11")
- Approximately 80 pages length
- Long shelf life
- Distributed (~30,000 print and several views online)



To Advertise:

Contact the Utah Valley CVB – 801-851-2100 – visitors@utahvalley.com

Over for Ad Specs & Pricing

Ad Specs:

Display Advertising	
Ad Size	Price
2-page spread	\$2,500
Full page	\$1,550
2/3 page	\$1,100
1/2 page	\$900
1/3 page	\$650
1/4 page	\$500
Restaurant 1/6 page	\$350

Premium Display Advertising	
Ad Size	Price
Inside front cover (leisure)	\$1,850
Inside front cover (meeting planner)	\$1,850

Ad Sizes	Width x Height
Full page (bleed)	8.625" x 11.125"
trim size	8.375" x 10.875"
live area	7.375" x 9.875"
Full page	7.375" x 9.875"
2/3 page (vertical)	4.5" x 9.625"
1/2 page (horizontal)	6.875" x 4.625"
1/2 page (vertical)	4.5" x 7.125"
1/3 page (vertical)	2.125" x 9.625"
1/3 page (square)	4.5" x 4.625"
1/4 page (horizontal)	4.5" x 3.5"

