

Truckee

2011 | VISITORS GUIDE

THE TRUCKEE DONNER CHAMBER OF COMMERCE is pleased to be partnering again this year with Just Imagine Marketing and Design in the publication of the 2011 Official Truckee Visitors Guide.

The 2011 Official Truckee Visitors Guide is a vacation planning guide that is the primary fulfillment piece for the Truckee Donner Chamber of Commerce, promoting Truckee to visitors throughout the west.

This attractive, magazine-quality publication will provide consumers information about lodging, dining, shopping, recreation, natural scenic beauty, culture, and history that define the amazing authentic experience they can have in Truckee.

CIRCULATION: 50,000 copies of this annual publication, with a year-long shelf life, will be printed with distribution beginning in May 2011.



DISTRIBUTION: The 2011 Official Truckee Visitors Guide will be distributed both in-market, including the Truckee California Welcome Center, and out-of-market through a variety of distribution channels, including consumer shows. In addition, the 2011 Official Truckee Visitors Guide will be available on the www.truckee.com website.



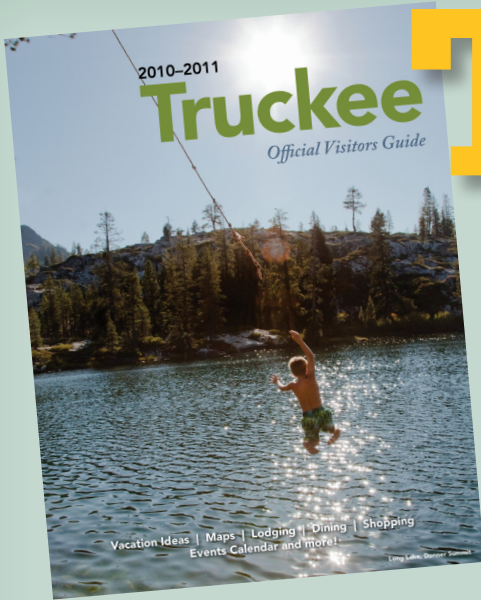
**Advertising placement/artwork deadline:
April 1, 2011**

10% discount for Truckee Chamber members

For more information or to reserve your space contact Kathy Hess with Just Imagine Marketing and Design 530.386.4112 office, 775.846.5656 cell, 775.746.9604 fax, kathy@justimaginemktg.com

This quality publication is published in partnership:





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[ADVERTISING CONTRACT]

10% discount for
Truckee Chamber members



Advertise your business in this year's
Truckee Donner Chamber of Commerce
2011 Official Truckee Visitors Guide

- Inside Front or Back — \$2,200 Back Page — \$2,500
 Yes, count me in! (Circle ad size to the right) and fax to 775.746.9604.

Company Name

Owner

Billing Address

City/State/Zip

Phone

Fax

Email

Signature

Full Page
\$2,050

Bleed: 8.5" x 11"
(add .125" on all sides)

Non-Bleed:
7.5" x 10"

Half Page Hz.
\$1,150
7.5" x 4.875"

Qtr Page
\$850
3.625" x
4.875"

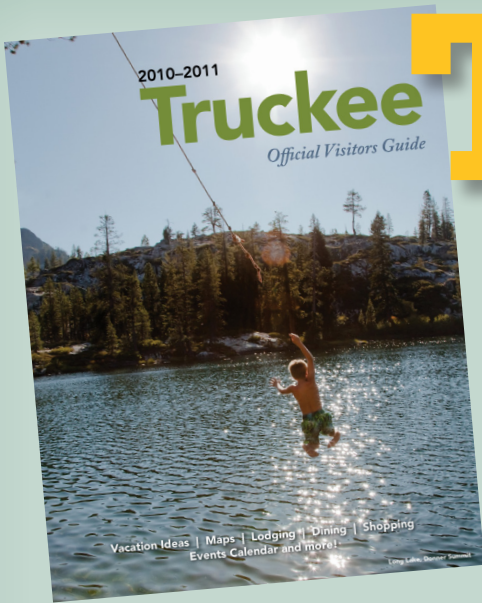
1/8 Page
\$575
3.625" x 2.312"

Half Page Vt.
\$1,150
3.625" x 10"



PLEASE FAX TO:
Kathy Hess
Just Imagine Marketing and Design
530.386.4112 T
775.746.9604 F
kathy@justimaginemktg.com

No, I'm not interested this year, but please contact me next year.



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[PRODUCTION SPECIFICATIONS]

10% discount for
Truckee Chamber members

RATES: (rates include production and full color)

1/8 Page (business card)	\$575
1/4 Page	\$850
1/2 Page (Hz. or Vt.)	\$1,150
Full Page	\$2,050



MECHANICAL INFORMATION:

Full Page Bleed	8.5" x 11" (add .125" on all sides) (Keep all live material .5" from page edge)
Full Page Non-bleed	7.5" x 10"
1/2 Page Horizontal	7.5" x 4.875"
1/2 Page Vertical	3.625" x 10"
1/4 Page	3.625" x 4.875"
1/8 Page (business card)	3.625" x 2.312"

SUBMISSION OF ADS: (deadline April 1, 2011)

Ads will be accepted in the following formats:

Adobe Illustrator (Fonts outlined), Adobe Photoshop (EPS or TIFF at 300 dpi/CMYK) and PDF (Embed all fonts when creating PDF).

No Word documents accepted. If you are using a program not listed, please save as an EPS or TIFF. Photos and artwork should be high resolution (300 dpi or greater). No web-based art (72 dpi). All files should be CMYK. Please include a color proof of your ad.



DELIVER AD MATERIALS TO:

Kathy Hess
Just Imagine Marketing and Design
2390 Hickory Hill Way
Reno, NV 89523

OR EMAIL TO:

kathy@justimaginemktg.com
Please no email attachments over 10 MB.
Fax proof of ad to 775.746.9604
or include a low-res PDF proof.

Full Page

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