

arizona AVENUES

THE WEST VALLEY 2010 OFFICIAL VISITORS GUIDE

AVONDALE

BUCKEYE

EL MIRAGE

GLENDALE

GOODYEAR

LITCHFIELD PARK

PEORIA

SUN CITY

SUN CITY WEST

SURPRISE

TOLLESON

WICKENBURG

YOUNGTOWN



Space Due July 2, 2009
Materials Due July 9, 2009
Publication Date September 2009

DISTRIBUTION – 50,000 REACH – 300,000

- 20,000 copies distributed via West Valley tourism offices, chambers of commerce and visitor centers.
- 25,000 copies distributed via statewide tourism offices, chambers of commerce and visitor centers.
- 5,000 copies mailed FREE to qualified consumers requesting information on the West Valley.

THE MAGAZINE

...is the only regional publication to feature comprehensive West Valley visitor information. Editorial and photography cover all 13 West Valley communities – Avondale, Buckeye, El Mirage, Glendale, Goodyear, Litchfield Park, Peoria, Sun City, Sun City West, Surprise, Tolleson, Wickenburg, and Youngtown

...is the best way to reach the West Valley's own high value travelers, including Spring Training attendees, winter visitors, families and residents.

...is filled with editorial and listings for Accommodations, Dining & Entertainment, Activities & Adventures, Museums & Attractions, Shopping, Performing Arts, Sightseeing, Spectator Sports, Event Venues, Spas, Relocation, Vacation Packages, as well as detailed maps of Arizona, and the West Valley.

...is informative, well written, user-friendly and beautifully illustrated with photography and high quality, 4-color design.

THE WEBSITE

The complete publication will be accessible online at www.ArizonaAvenues.com. All advertisers receive a free listing and link on the website.

ADVERTISING RATES

Display Advertisers receive a free Mini Ad.

Size	Rate	Width x Height
Mini Ad	\$ 375	up to 50 words
1/4 Page	\$ 1,675	3.375" x 4.875"
1/2 Page	\$ 2,950	7" x 4.875"
Full Page	\$ 4,100	8.375" x 10.875"
Inside Front Cover	\$ 4,700	
Inside Back Cover	\$ 4,200	
Back Cover	\$ 5,750	

All full page ads need .125" bleed on all four sides.

AD MATERIALS & SHIPPING

Our preference is that advertisers provide a high resolution PDF file on a CD. We also accept high resolution PDF files via e-mail (info@hennenpmg.com) if less than 5MB. For our FTP site, send a request for FTP site instructions 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, Suite 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.

Hennen Publishing & Marketing Group

3645 N. Marshall Way, Suite 3, Scottsdale, AZ 85251

Tel: (480) 664-0541, Fax: (480) 664-0591 • e-mail: info@hennenpmg.com



advertising agreement

Space Close Date July 2, 2009
 Materials Close July 9, 2009
 Publication Date September 2009

Business Name _____
 Address _____ City _____ State _____ Zip Code _____
 Phone _____ Fax _____ Email _____
Authorized Signature Must Be Present To Be Accepted
 Authorized Signature _____ Printed Name _____
 Billing Address (if different than above) _____

Size of ad – Please check appropriate line below

- _____ \$ 375 Mini Ad - A Descriptive paragraph up to 50 words (including contact info)
- _____ \$1,675 1/4 Page 3.375" w x 4.875" h
- _____ \$2,950 1/2 Page 7" w x 4.875" h
- _____ \$4,100 Full Page 8.375" w x 10.875" h
(All full page ads need .125" bleed on all four sides)

- _____ \$4,700 Inside Front Cover
- _____ \$4,200 Inside Back Cover
- _____ \$5,750 Back Cover

_____ **Pick Up Ad from Previous Issue – OR –** _____ **New materials will be sent by July 9, 2009**

Mini Ad Text (all display advertisers receive a free mini ad):

Billing Terms: 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. All 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.

Artwork Shipping Information: Please send all materials to Hennen Publishing, 3645 N. Marshall Way, Ste. 3, Scottsdale, AZ 85251, or e-mail: info@hennenpmg.com if less than 5MB. For FTP site, send a request for FTP site instructions to info@hennenpmg.com.

Please sign and fax back to 480.664.0591. Thank you.

