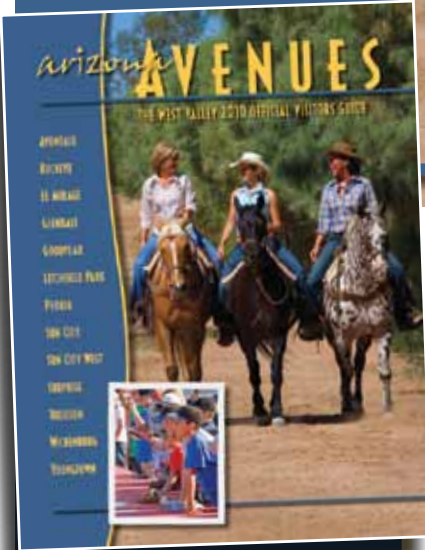


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THE WEST VALLEY 2011 OFFICIAL VISITORS GUIDE

DISTRIBUTION – 50,000
REACH – 300,000

- West Valley tourism offices, chambers of commerce, area hotels & resorts and visitor centers.
- Statewide tourism offices, chambers of commerce and visitor centers.
- Direct mailed FREE to qualified consumers requesting information on the West Valley.

THE MAGAZINE

- Arizona Avenues is the only regional publication to feature comprehensive West Valley visitor information. Editorial and photography cover the entire West Valley
- Truly the best way to reach the West Valley's own high value travelers, Spring Training attendees, winter visitors, families and residents
- Filled with editorial and listings for Accommodations, Dining & Entertainment, Activities & Adventures, Museums & Attractions, Shopping, Performing Arts, Sightseeing, Spectator Sports, Event Venues, Spas, Relocation and Vacation Packages
- Detailed maps of Arizona, and the West Valley
- The most complete and extensive West Valley Events Calendar and Arts Events
- Informative, well written, user-friendly and beautifully illustrated with photography and high quality, 4-color design.

THE WEBSITE

The complete publication will be available 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
1/8 Page	\$ 600	3.375" x 2.4375"
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	

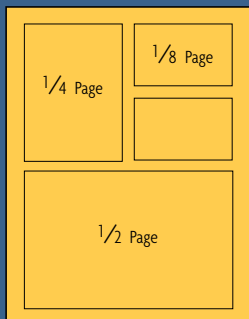
All full page ads need .125" bleed on all four sides.

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.



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3645 N. Marshall Way, Suite 3, Scottsdale, AZ 85251
Tel: (480) 664-0541 • Fax: (480) 664-0591 • e-mail: info@hennenpmg.com