

THE TRAVEL GUIDE BEST of the PECOS.

Advertising Descriptions

2010 Advertising Rates

	Standard
Covers	
Cover II	\$5,850
Cover III	\$5,620
Cover IV	\$6,110
Display Ads	
Full Page	\$4,875
1/2 Page	\$3,030
1/3 Page	\$2,005
1/4 Page	\$1,796
1/6 Page	\$1,313
1/9 Page	\$950
1/12 Page	\$700
Listings	
Directory	\$140
Events Calendar	\$30
Experience Maps	
Where to Play Where to Stay Treats & Eats	\$997

Rates apply to camera ready or pick-up ads only. Ad design service is available at an additional cost. See the Advertising Specifications information sheet for further details.

Customer Loyalty Discount

Advertisers from *Best of the Pecos Travel Guide* 2009 will receive a 5% discount.

Covers

The purchase of a cover includes one directory listing in the printed guide and in the online guide. *The purchase of additional listings is required for each additional category listing beyond the single category listing included with purchase of a cover.*

Display Ads

The purchase of each display ad includes one directory listing in the printed guide and in the online guide. *Additional listings may be purchased if you would like to have your business listed in multiple categories.*

Directory Listing

The purchase of a directory listing includes one directory listing in the printed guide and in the online guide. *Additional listings may be purchased if you would like to have your business listed in multiple categories.*

Each directory listing will include:

- ◇ Business Name
- ◇ Physical Address
- ◇ Phone Number
- ◇ Web Address (*this is an active hyperlink*)
- ◇ Service Code or 5-word Description

The following Guide categories are now available:

- ◇ Accommodations
- ◇ Attractions
- ◇ Dining
- ◇ Outdoor Recreation
- ◇ RV & Camping
- ◇ Shopping & Services

Experience Maps

Placement on an experience map includes a photograph and a short description of your business. One directory listing in the printed guide and in the online guide is included with each purchase. *Additional listings may be purchased if you would like to have your business listed in multiple categories.*

There will be three experience maps and the number of spots available on each map will be limited to five (5). The three experience maps are:

- ◇ Where to Play
- ◇ Where to Stay
- ◇ Treats & Eats

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