

THE OFFICIAL PUBLICATIONS OFFICIAL VISITORS GUIDE



As our main fulfillment piece, the Official Visitors Guide is one of the most widely circulated visitor publications in the area to both leisure and business travelers.

- The Official Visitors Guide is published twice annually
- It is the only guide available both pre-destination and in-market; distributed through more than 100 hotels, airports, regional AAA offices, tradeshow groups, website requests, phone requests, and more.
- Over 35,000 copies are distributed through the Chamber of Commerce for Business Executives moving to the area.

This travel size publication features vibrant imagery and enticing editorial that highlights the beauty of Washington, DC. The overall design and content reflects the energy and excitement of the city.

KEY DATES

Winter / Spring Issue:	500,000
Ad space close:	November 15, 2010
Published:	January 2011
Summer / Fall Issue:	500,000
Ad space close:	May 25, 2010
Published:	July 2010

The publication has clean and clear sections to navigate; including: a detailed calendar of events which features performing and visual arts, shopping, nightlife, and family fun; where to eat; neighborhoods and sports. There is also a foldout map within the guide highlighting attractions along with a special dining section and member listings.

AD SPECS (Inches)

FULL PAGE

Full Bleed	6.25 x 10.75
No Bleed	5.25 x 10

ONE-HALF PAGE

Horizontal (No bleed)	5.25 x 4.75
Vertical (No bleed)	3.45 x 7.125

ONE-THIRD PAGE

Horizontal (No bleed)	3.45 x 4.75
Vertical (No bleed)	1.75 x 9.5

ONE-SIXTH PAGE

Horizontal (No bleed)	3.45 x 2.375
Vertical (No bleed)	1.75 x 4.75

RATES AND SIZES*

ad size	COST	
	1x	2x
Full Page	\$13,630	\$24,205
1/2 Page	\$8,970	\$14,915
1/3 Page	\$5,480	\$8,685
1/6 Page	----	\$4,830

- Special Position add 15%

Back Cover	\$18,175	\$31,350
Inside Front & Back Covers	\$17,030	\$29,370

*Rates provided are NET.

