

Seattle Official VISITORS GUIDE



Publication size: 5.25" x 8.375"

Virtual EDITION

A virtual edition of the *Seattle Official Visitors Guide* is available at VisitSeattle.org, where your ad is hot-linked to your website.

Ad Sales Close

Spring/Summer issue:
February 2009

Fall/Winter issue:
July 2009

Publication Dates

Spring/Summer issue:
April 2009

Fall/Winter issue:
October 2009

AUDIENCE:

Domestic and
International Leisure Visitors

Backed by Seattle's Convention & Visitors Bureau's \$10 million marketing budget, the *Official Visitors Guide* (OVG) places your message directly into the hands of travelers who spend nearly \$5 billion each year.

Fulfillment

Thousands of guides are mailed directly to visitors' doorsteps during the critical pre-planning stage of their trip. Guide requests are made from toll-free numbers and VisitSeattle.org.

Distribution

Available at visitors centers, major hotels and key attraction sites including: Sea-Tac Airport, hotel concierge desks and Seattle Visitor Center & Concierge Services and located in the Washington State Convention & Trade Center.

Annual Circulation/Readership: **350,000/770,000[†]**

Reader Stats[†]

90% of readers find Weaver official guides useful

88% of readers find the advertisements useful

87% of readers bring the guide with them on their visit

84% of readers say the guide influenced their decision to visit

Rates

DISPLAY ADS	1X	2X
Full Page	\$8,415	\$8,020
1/2 Page	\$5,070	\$4,825
1/4 Page	\$3,075	\$2,895
1/8 Page	\$1,820	\$1,735
FORMATTED ADS		
1/2 Page (Dining Guide)	\$2,165	\$2,065
Logo Listing	\$610	\$580
Highlighted Listing	\$295	\$275
Additional Category Listing	\$275	\$260
Expanded Listing	\$140	\$135
PREMIUM PLACEMENT		
Inside Front Cover	\$10,315	N/A
Inside Back Cover	\$9,825	N/A
Back Cover	\$10,715	N/A
Full-Page Rollfold	\$10,715	N/A
Other	\$10,095	N/A

[†] Source: A.J. Lerner Market Research, Inc.