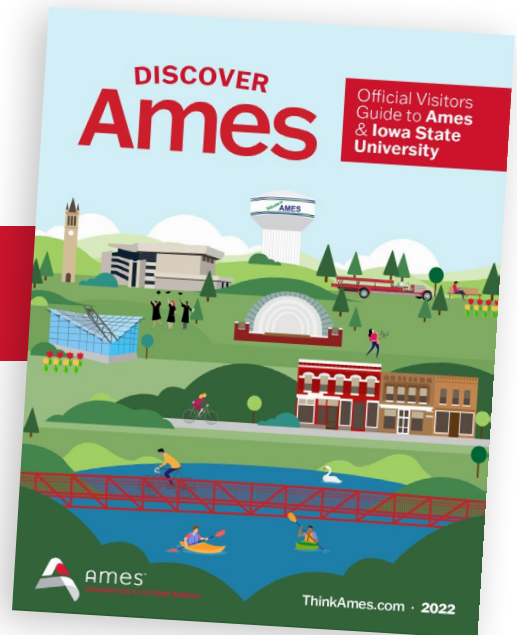




Ames[™]
CONVENTION & VISITORS BUREAU



Advertise in the Official Visitors Guide to **Ames & Iowa State University**

Promote your business in the 2022 edition of the official visitors guide to Ames and Iowa State University!

New for '22:

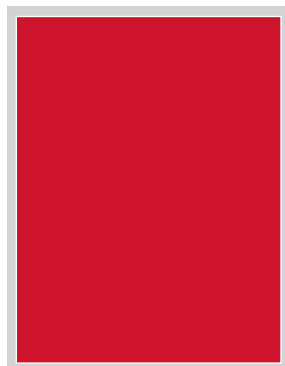
- Smaller (eighth-page) ad size available
- Discounts for Ames CVB members (10% for supporter-level membership; 20% for partner-level membership)

AD RATES

2022 Ad Sizes	Partner Price	Supporter Price	Non-member Price
Full page	\$1,120	\$1,260	\$1,400
Half page	\$800	\$900	\$1,000
Quarter page	\$520	\$585	\$650
Eighth page	\$320	\$360	\$400

Premium Spaces (limited)

Inside front cover (full page)	\$1,280	\$1,440	\$1,600
Inside back cover (full page)	\$1,200	\$1,350	\$1,500
Back cover (7.5" x 8.75")	\$1,360	\$1,530	\$1,700



FULL PAGE

Bleed: 8.5" x 11" + .25" bleed
No bleed: 7.5" x 10"



HALF PAGE

7.5" x 4.9"



QUARTER PAGE

3.65" x 4.9"



EIGHTH PAGE

3.65" x 2.35"

Preferred File Formats

PDF/X-1a files are strongly recommended. We will also accept Packaged InDesign CC files as well as high-resolution JPEG and PNG files.

Image Resolution and Color Format

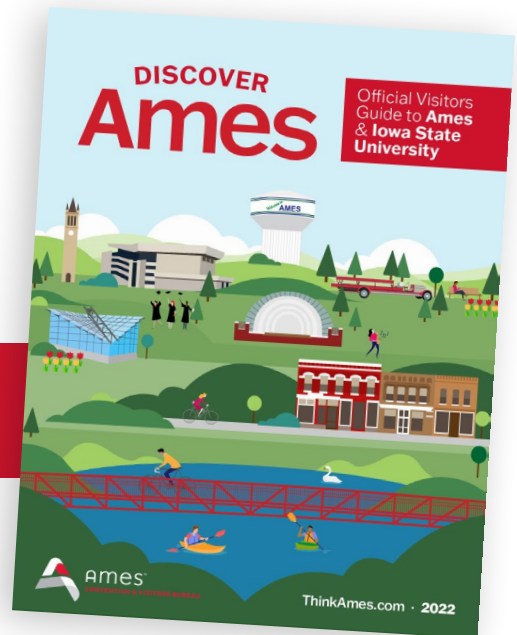
All photos must have a resolution of 300 DPI at 100% of the print size. All color images should be in CMYK format. Any ads with non-compliant colors will be converted to CMYK and color accuracy cannot be guaranteed.

Full Page Bleed Requirements

Keep non-bleed images and text approximately .375" in from the trim edge or they may be cut off. Material intended to bleed must extend a minimum of .125" beyond the trim on all edges (adding .25" total to both the width and height). Anything less than cannot be guaranteed to have a consistent bleed. Please do not use crop marks. Define document bleed settings at 0.125" on all edges.

2022 Advertising Contract

Advertise in the Official Visitors Guide to **Ames & Iowa State University**



Fill out the contract below to reserve your ad today. Space is limited. Thank you!

Advertiser _____

Address _____

City/State/Zip _____

Email _____

Phone _____

Please check which ad size you would like to reserve:

2022 Ad Sizes	Partner	Supporter	Non-member
Full page	<input type="checkbox"/> \$1,120	<input type="checkbox"/> \$1,260	<input type="checkbox"/> \$1,400
Half page	<input type="checkbox"/> \$800	<input type="checkbox"/> \$900	<input type="checkbox"/> \$1,000
Quarter page	<input type="checkbox"/> \$520	<input type="checkbox"/> \$585	<input type="checkbox"/> \$650
Eighth page	<input type="checkbox"/> \$320	<input type="checkbox"/> \$360	<input type="checkbox"/> \$400

Premium Spaces (limited)			
Inside front cover	<input type="checkbox"/> \$1,280	<input type="checkbox"/> \$1,440	<input type="checkbox"/> \$1,600
Inside back cover	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$1,350	<input type="checkbox"/> \$1,500
Back cover	<input type="checkbox"/> \$1,360	<input type="checkbox"/> \$1,530	<input type="checkbox"/> \$1,700

Rates based on print-ready art provided. Ad must be sized as indicated.

Space reservation deadline:

January 31, 2022

Artwork Due:

February 15, 2022

Publication date:

March 2022

Print Name _____ Date _____

Signature _____

Return to: Carole Gieseke, Director of Marketing & Communications
Email - caroleg@amescvb.com · Fax - 515.232.6716

Questions: caroleg@amescvb.com, 515.956.4602

Art-related Questions: andym@amescvb.com