

2010 South Valley Visitors Guide

FREE
Membership
with purchase
of any ad

IT'S HERE!

SOMETHING NEW

With new and exciting sections coupled with riveting photos and stories that capture the essence of the South Valley, the 2010 South Valley Visitors Guide is one opportunity that no organization can afford to pass up! Make sure you take advantage of this special opportunity by participating in this twice-a-year publication. You'll be glad you did!

PURPOSE

- Increase Economic Development
- Increase Exposure & Awareness
- Increase Client/Customer Base
- Promote Business & Tourism

FEATURES INCLUDE

- Magazine Look & Feel
- Award-Winning Copywriting
- Expanded Editorial Content
 - Enhanced Graphics
 - Riveting Photos
- Available on the Web

DISTRIBUTION

With a reach of over 100,000, copies of this publication will be distributed to targeted households & businesses throughout the South Valley. Additional copies will be placed in hotels, libraries, city hall, the Gilroy Outlets and to households in the South San Jose region.

KEEPSAKE PUBLICATION

Beautiful, full-color printing filled with valuable information about the South Valley.



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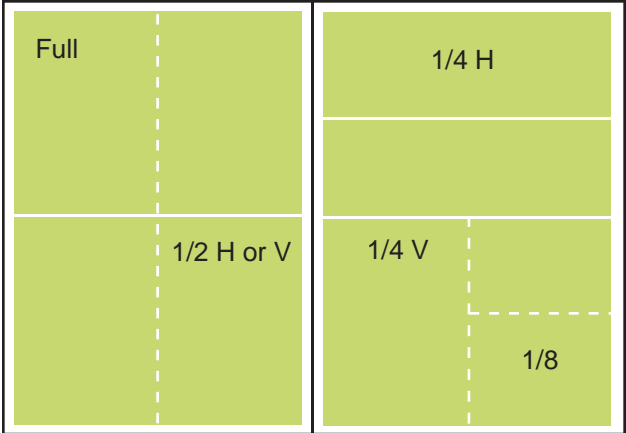


VISITORS BUREAU

www.VisitSouthValley.com

Ad Size & Pricing Structure

<u>Ad Size</u>	<u>Fall Edition</u>	<u>Fall & Holiday Editions</u>
Double-Truck	\$1,500.00	\$1,350.00 Per Edition
Back Cover	\$1,100.00	\$990.00 Per Edition
Inside Covers	\$895.00	\$800.0 Per Edition
Full Page	\$775.00	\$700.00 Per Edition
1/2-Page (H or V)	\$395.00	\$360.00 Per Edition
1/4-Page (H or V)	\$225.00	\$200.00 Per Edition
1/8-Page	\$125.00	\$100.00 Per Edition
Member Listing		\$50.00 Flat Rate



	<u>WIDTH</u>	<u>HEIGHT</u>
Double-Truck	11.0"	8.50"
Full Page Bleed	6.00	9.00
1/2-Page (V)	2.00	7.50
1/2-Page (H)	4.50	3.50
1/4-Page (H)	4.50	1.75
1/4-Page (V)	2.00	3.50
1/8-Page	2.00	1.75

	<u>Fall Edition</u>	<u>Holiday Edition</u>
Space Reservation Deadline	June 18, 2010	Oct. 6, 2010
Artwork Deadline	June 30, 2010	Oct. 13, 2010
Final Approval Deadline	July 14, 2010	Oct. 27, 2010
Publication Date	Aug. 21, 2010	Dec. 4, 2010

SPECIFICATIONS FOR ALL AD SUBMISSIONS

If you have plans to create your own advertisement to help in producing a quality Visitors Guide, we ask that the following specifications and guidelines be followed for all ad submissions from participants. Otherwise, all ad creation is included into the advertising price.

DIGITAL FILES ONLY

Convert text to outlines or include all font files. Include any linked graphic/image files. Color mode must be set to CMYK processing. Image resolution must be 300 dpi.

SUPPORTED FORMATS

Adobe Illustrator CS2, Adobe Photoshop CS2, Adobe InDesign CS2, EPS Files, TIF Files, JPEG Files, PDF Files.

**ADVERTISING
CONTACT INFORMATION**

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