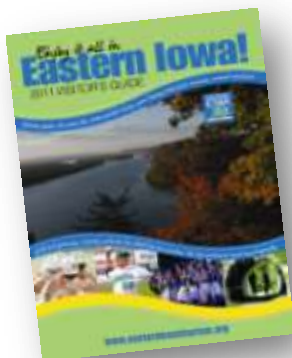


Advertising Opportunities for Members of Eastern Iowa Tourism Association



Sign Up Today!

The Eastern Iowa Visitor's Guide is distributed to individuals planning to visit Eastern Iowa, travel media tour planners, and placed in Welcome Centers throughout Iowa.

Reserve your ad placement for the 2012 Eastern Iowa Visitor's Guide!

**Reservation Deadline:
September 30, 2011**

**Ad Material & Payment
Deadline: October 14, 2011**

PLACEMENT COST:

Please check the appropriate box based on your ad selection

AD SIZE

AD SIZE	COST
<input type="checkbox"/> Full Page (7 1/2" w X 10" h)	\$1,500
<input type="checkbox"/> Half Page (7 1/2" w X 5" h)	\$775
<input type="checkbox"/> 1/4 Page (3 3/4" w X 5" h)	\$400
<input type="checkbox"/> 1/8 Page (3 3/4" w X 2 1/2" h)	\$300
<input type="checkbox"/> Outside Back Cover (7 1/2" w X 5" h)	\$2,700
<input type="checkbox"/> Inside Front & Back Cover (7 1/2" w X 10" h)	\$2,000

- Please check if you would like assistance in the design of your ad placement for the 2012 Visitor's Guide.
- Please check if you would like to utilize the same ad placement as the 2011 Visitor's Guide.

AD REQUIREMENTS:

- Artwork should be emailed to Carrie at carrie@easterniowatourism.org or sent on a CD including a hard copy via mail.
- All graphics should be CMYK and a minimum of 300 dpi.
- Artwork created in Illustrator should have all type converted to outlines.
- Submitted PDF files should be saved as press or print ready (high resolution) files.

SPECIAL INCENTIVES:

- EITA members renewing an ad placement of a larger size than featured in the 2011 Visitor's Guide will receive a 5% discount.
- Visitor Guides will be printed with a reply postcard listing all advertisers. The leads resulting from the reply postcards are shared directly with advertisers.
- Ads will appear online in the *Download a Visitor's Guide* section of the EITA website.
- Receive a 5% discount on a yearlong banner ad placement with a visitor guide ad placement.

Check out our banner ads...purchase one and receive 5% off!

Advertising Order Form for the 2012 Eastern Iowa Tourism Association Visitor's Guide

Contact: _____ Email _____

Organization Name: _____

Mail order form and payment to: EITA, PO Box 189, Dyersville, IA 52040

Thank you for your ad placement!