

Explore

NORTHWEST ARKANSAS

2019

Visitors Guide

ADVERTISING OPPORTUNITIES & RATES



OVER 4 MILLION
PEOPLE VISITED
NORTHWEST ARKANSAS
LAST YEAR.

LET US GUIDE THEM
TO YOUR DOOR!

PUBLISHED BY
THE NORTHWEST
ARKANSAS TOURISM
ASSOCIATION

NorthwestArkansas.org

NORTHWEST ARKANSAS' *Official* TRAVEL GUIDE



BE PART OF THE BIGGER PICTURE & INCREASE YOUR TOURIST TRAFFIC...

ADVERTISE IN NORTHWEST ARKANSAS' OFFICIAL TRAVEL GUIDE!

Expand your marketing reach with the official *NWA Visitors Guide* and open the door to more business, as we invite visitors to explore all that Northwest Arkansas has to offer! For more than three decades, this guide has consistently generated business for the region's lodging properties, restaurants, retail shops, tourism attractions and other businesses in Benton, Washington, Carroll and Madison counties. Northwest Arkansas' future is brighter than ever, so take advantage of this opportunity to promote your business to travelers, prospective visitors, newcomers and residents – both in print and online at NorthwestArkansas.org.

AT-A-GLANCE

2019 NWA Visitors Guide

- › 50,000+ copies will be printed and distributed via:
 - Arkansas Welcome Centers (statewide)
 - Area Visitor Bureaus & Tourist Info Centers
 - NWA Regional Airport (XNA)
 - Area Chambers of Commerce
 - 75+ NATA member/advertiser locations and regional attraction destinations
 - Mailed to prospective visitors, in response to national/regional print and web ads, and online requests
- › Online version on NorthwestArkansas.org, increasing reach and readership
- › Affordable, competitive ad rates (print and web ads)
- › 84 pages, convenient digest size, full-color throughout
- › Engaging editorial with vibrant photography
- › Regional map and calendar of events
- › Ad purchase includes NATA membership benefits, including a link to your website on NorthwestArkansas.org

DID YOU KNOW?

NWA Tourism By-The-Numbers

- › In 2017, 4.67 million people visited Northwest Arkansas
- › Those visitors spent \$1.14 billion
- › \$67.9 million in state taxes generated
- › \$22.6 million in local taxes generated

MORE THAN JUST AN AD...

Advertising in the *NWA Visitors Guide* buys you more than just an ad! You will also be part of a much larger marketing effort promoting the Northwest Arkansas region.

- › Using ad proceeds, as well as state and private regional association funds, the Northwest Arkansas Tourism Association promotes the region through advertising in a variety of publications and online.
- › NATA's current advertising and publicity campaign is reaching millions of potential visitors to NWA.
- › This campaign drives visitors to the NATA website at NorthwestArkansas.org where the region is promoted, featuring the NWA Visitors Guide – including your ad!

PUBLISHED BY THE NORTHWEST ARKANSAS TOURISM ASSOCIATION

ABOUT NATA

The Northwest Arkansas Tourism Association (NATA) is the official nonprofit organization established for the purpose of encouraging and stimulating tourism travel and vacation business to and within the Northwest Arkansas region. It is one of 12 regional associations in the state created by the Arkansas Department of Parks & Tourism and includes Benton, Washington, Carroll and Madison counties. In addition to promoting the Northwest Arkansas region overall, NATA also represents, promotes and markets the four-county area's many attractions, destinations and tourism entities. To learn more, visit NorthwestArkansas.org.

AD DEADLINES

Space Deadline: **September 14, 2018**
 Ad Submission Deadline: **September 21, 2018**
 Visitors Guide Delivery: **January 2019**



RESERVE YOUR SPACE TODAY!

Janie Clark
 (479) 253-4257
janie@vpcommunications.com

Northwest Arkansas Tourism Association

NATA is guided by a Board of Directors made up of NWA tourism and hospitality industry leaders.

NATA BOARD OF DIRECTORS 2018-19

PRESIDENT

Molly Rawn
 Experience Fayetteville

VICE PRESIDENT

Kalene Griffith
 Visit Bentonville

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 Eureka Springs

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David Faulkner
 Pinnacle Hills Promenade

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 Feyerabend Photoartists

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 Holiday Island Suburban
 Improvement District

Val Gonzalez
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Nancy Marsh
 Huntsville Chamber of
 Commerce

Elvis Moya
 University of Arkansas

Tanya Smith
 Turpentine Creek
 Wildlife Refuge

Mayor Darrell Trahan
 City of Huntsville

Mark Zaiger
 Arvest Ballpark

ORGANIZATION EXECUTIVES

Greg Sellers
 Bella Vista POA

Debbie Griffin
 Greater Bentonville Area
 Chamber of Commerce

Chris Claybaker
 City of Berryville

Mike Maloney
 Eureka Springs A&P
 Commission

Paul Miller
 Eureka Springs Chamber
 of Commerce

Jennifer Irwin
 Fayetteville Chamber
 of Commerce

Lawrence Blood
 Holiday Island Suburban
 Improvement District

David Pemberton
 Huntsville Chamber
 of Commerce

Sandy Luetjen
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Nathan Reed
 Siloam Springs Chamber
 of Commerce

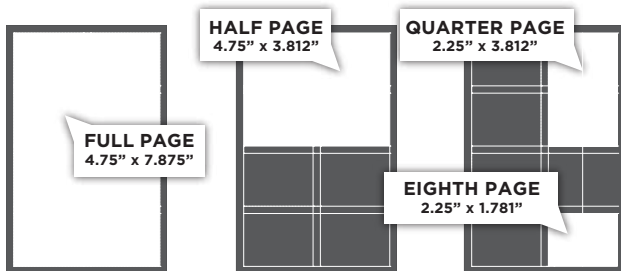
Perry Webb
 Springdale Chamber
 of Commerce

Aerial Courdin
 Springdale Chamber of
 Commerce

REGIONAL PARTNERS

Arkansas Welcome Centers

Northwest Arkansas
 Council



TECHNICAL INFORMATION

Trim Size:
5.375"(w) x 8.375"(h)

**Image Resolution/
Line Screen:**
300 DPI / 150 LPI

Ink: 4/C Process [CMYK]

SPECIFICATIONS

Acceptable file formats:
Press-Ready PDF: PDF files must be CMYK composite, professionally created as press-ready PDFs with full-size, high-resolution images and all fonts embedded.

Adobe InDesign or Illustrator:
All linked images and fonts must be included. Files are accepted via e-mail or FTP, or they can be sent saved to CD/DVD. Please provide a printed proof or PDF for visual reference.

Files not prepared according to these specifications may be subject to a production fee.

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Reserve Your Space Today!

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All rates include annual NATA membership. All rates are net. All ads are to be submitted press-ready per indicated size and file specs, unless otherwise arranged (make-ready fee may apply). Payment in full due by October 31, 2018, unless otherwise arranged.

PRINT ADVERTISING RATES 2019 Edition

FULL PAGE:

\$2600

Dimensions: 4.75"(w) x 7.875"(h)

*Incl. **FREE Biz Link listing** on website (\$150 value), PLUS 20% off online advertising

HALF PAGE:

\$1400

Dimensions: 4.75"(w) x 3.812"(h) *Horizontal only

*Incl. **FREE Biz Link listing** on website (\$150 value), PLUS 20% off online advertising

QUARTER PAGE:

\$840

Dimensions: 2.25"(w) x 3.812"(h) *Vertical only

*Incl. **FREE Biz Link listing** on website (\$150 value), PLUS 15% off online advertising

EIGHTH PAGE:

\$525

Dimensions: 2.25"(w) x 1.781"(h)

*Incl. **FREE Biz Link listing** on website (\$150 value), PLUS 10% off online advertising

PREMIUM / BACK COVER:

\$3150

Modified full-page ad size allowing for mailing

*Incl. **FREE Biz Link listing** on website (\$150 value), PLUS 25% off online advertising

PREMIUM / INSIDE BACK COVER:

\$2990

Dimensions: 4.625"(w) x 7.875"(h)

*Incl. **FREE Biz Link listing** on website (\$150 value), PLUS 20% off online advertising

PREMIUM / INSIDE FRONT COVER:

\$2990

Dimensions: 4.625"(w) x 7.875"(h)

*Incl. **FREE Biz Link listing** on website (\$150 value), PLUS 20% off online advertising

RESERVE YOUR SPACE TODAY!

Janie Clark

Sales Director

janie@vpointcommunications.com

Phone: (479) 253-4257

Fax: (888) 684-0756



VANTAGE POINT
COMMUNICATIONS