



MERRIAM

Community & Visitors Guide

2018 Advertising Rate Sheet

The Merriam Visitors Bureau invites you to advertise your business to local residents, business owners and visitors with an ad in the upcoming **2018 MERRIAM Community & Visitors Guide**. The guide will be available at all Merriam hotels, the Community Center, City Hall, Visitors Bureau, local businesses and hundreds of regional and state travel centers, stores and gas stations across Kansas and Missouri. In addition, copies are taken to all trade shows and events of the Merriam Visitors Bureau, mailed by request to individuals and available online 24/7 for viewing.

Second place winner in the Kansas Tourism Marketing Awards for the *"Best 2016 Kansas Outsourced Visitor Guide,"* this beautiful publication features engaging editorial, helpful listings of what to see and do, a jam-packed event calendar, local resources and much more! **New this year--**because web analytics indicate special offers are the highest trafficked page on our site, we are including an additional FREE "coupon" for any advertiser who places a full-page ad in the guide AND listing your coupon details on the special offers page at www.exploremerriam.com. Also, in 2018, we bring the design of the guide in-house which allows us to reduce advertising rates to save you money! **New, lower rates begin at \$400.** Now is the time to secure your space for 2018. See below for rates and sizes--we'd love to include your business.

2018 RATES & SPECS

Back Cover: \$1,200	Full Page (with bleeds): Image 7.5" x 10" Trim 8.375" x 10.75" Trim + bleed 8.625" x 11"
Inside Front Cover: \$950	
Inside Back Cover: \$950	
Full Page: \$750	
1/2 Page: \$550	
1/4 page: \$400	
Coupon size (1/8): FREE*	
	Full Page (no bleed): 7.5"x 10"
	1/2 Page (horizontal): 7.5" x 4.875" 1/2 Page (vertical): 3.625"x 10"
	1/4 Page (vertical only): 3.625" x 4.875"
	1/8 Page (horizontal only) - *FREE to full page advertisers!

DID YOU KNOW?

150,000 people visit each Kansas Travel Information Center annually.

Each visitor spends an average of \$236 while visiting Kansas.

Rates begin at \$400--secure your space today!

AD SPECS	MATERIALS	GUIDE DEADLINES
Process 4-color CMYK 300 dpi 150 lpi	PDF, EPS, TIF, JPEG Please embed all fonts into PDF's	Space: December 15, 2017 Materials: January 8, 2018 Publish: February 16, 2018

The Merriam Community & Visitors Guide is a publication of the Merriam Visitors Bureau / City of Merriam and is funded solely by advertisements and a portion of the transient guest tax from Merriam hotel visitors.



To advertise, contact Karen at 913.403.8999 or karenc@exploremerriam.com