

Let the Arkansas River Valley Tri-Peaks Region Visitor's Guide Work For You!

The 2011 guide will feature a fresh new cover and enhanced content to maximize the effectiveness and increase the usability for readers.

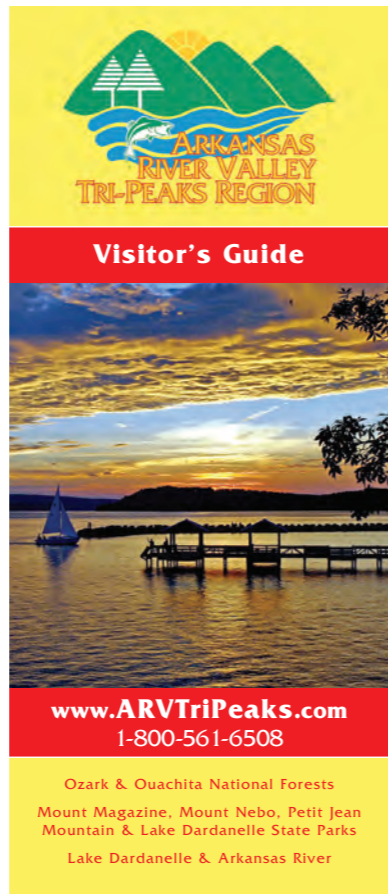
The 2011 Visitor's Guide invites tourists, retirees, and new residents to explore all the region has to offer including:

Things To Do

- Arts & Entertainment
- Festivals & Events
- Lake Dardanelle
- Mount Magazine
- Mount Nebo
- Museums & Heritage
- National Forest / Trails
- Petit Jean Mountain
- State Parks
- Wineries

Outdoor Adventures

- Biking
- Birding
- Boating
- Butterflies
- Camping
- Canoeing
- Fishing
- Golfing
- Hiking
- Horseback Riding
- Rock Climbing
- Scenic Drives
- Swimming
- Wilderness Areas



Include your business in the region's most complete resource for area visitors, retirees, and new residents.

This year, we are increasing distribution! 75,000 Visitor's Guides will be printed and distributed during 2010/2011, (2009/2010 distribution was 50,000).

← **New 2011 Cover Art**

To be included in the 2011 Visitor's Guide contact:



Brooks-Jeffrey Marketing, Inc.
19 Medical Plaza
Mountain Home, AR 72653
800.506.8064
www.BJMweb.com/arvt

Arkansas River Valley Tri-Peaks Region Goals

- To promote and increase travel and tourism
- To promote retirement and relocation within the region's six counties
- To promote the quality of life in this area of the state

Arkansas River Valley Tri-Peaks Region Board of Directors

Conway County

Wally Scherrey	501.727.5441
Buddy Hoelzeman	501.727.5427
Karen Hofford - Vice President	501.354.1556
Brandi Bradley	501.354.2393

Johnson County

Vicki Lyons - Past President	479.754.2340
Carol Martin	479.754.2988
Regina Olson	479.754.5021
Tammy Perkins	479.705.7600

Logan County

Bro. Mel Stinson, OSB	479.934.4411
Becky Bariola	479.963.8502
Lynn Wright	479.963.2121
Linda Hixson	479.963.2244

Perry County

Doug Brandon	501.889.2312
Bill Greene - President	501.662.4508
Kim Hightower	501-889-2318

Pope County

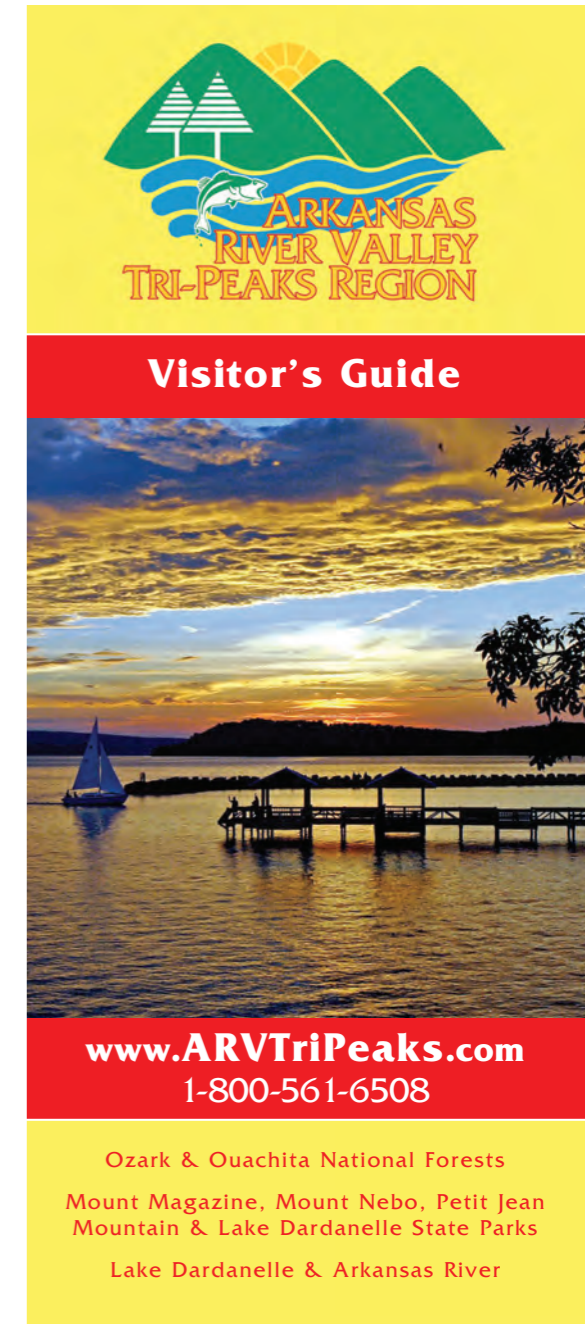
Christie Graham - Sec/Treas	479.967.1762
Andy Thomas	479.890.7474
Ron Knost	479.857.3474
Lou Vitale	479.968.7019

Yell County

Mike Hall	479.229.3655
Jeff Frame	479.453.9631

2011 Visitor's Guide

Advertising Information & Specifications



2011 Arkansas River Valley Tri-Peaks Region Visitor's Guide Advertising Contract & Production Order



Business Name: _____
 Contact Name: _____
 Physical Address: _____ Email: _____
 City: _____ State: _____ Zip: _____ Website: _____
 Billing Address: _____ Phone (local): _____
 City: _____ State: _____ Zip: _____ Fax: _____
 Business Hours: _____ Toll Free: _____
 Description of Business: _____

Advertising Rates (Full Color)

- Full Page**—Inside Front Cover \$1,625
- Full Page**—Inside Back Cover \$1,525
- Full Page**—Interior Page \$1,365
- Half Page** \$ 890
- Quarter Page** \$ 550
- Eighth Page** \$ 380
- New Membership** \$ 100

Select a Membership Category:

- Accommodations / Conference Centers
- Antiques / Gifts / Groceries / Retail / Art Galleries
- Attractions / Golf Courses
- Chambers of Commerce / Associations / Government
- Dining
- Education
- Festivals
- Historic Attractions
- Services
- State Parks / Campgrounds / Marinas
- Supporting Members
- Wineries / Vineyards

Payment for Advertising
 Balance due prior to March 1, 2011.
 Make checks payable to:
Arkansas River Valley Tri-Peaks Region
 101 North Johnson
 Clarksville, AR 72830
ARVT Fiscal Year: July 1 to June 30

Ad Space Deadline: October 1, 2010
Materials Deadline: December 1, 2010

Advertising & Membership Investment:

Advertising Investment \$ _____
 (Includes one \$100 membership)

New Membership Only: \$100 X _____ = \$ _____
 (No Ad—includes listing on website & in guide)

Total 2011 Investment \$ _____

Terms:

Paid in full with contract

Paid 1/2 with contract & balance with proof

Paid over 4 months ___/___, ___/___, ___/___, ___/___ at \$ _____ per mo.

ARVT to bill

Date: _____

Member Signature: _____

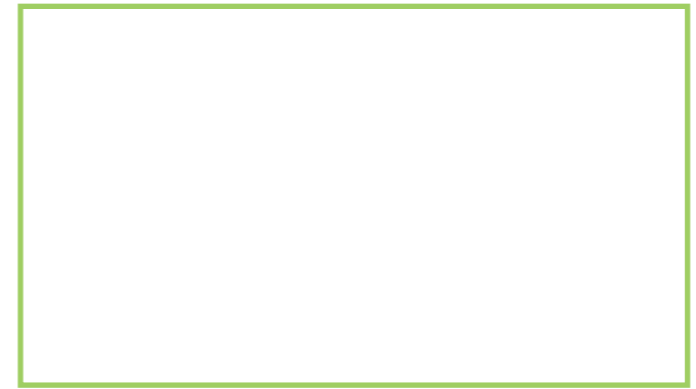
ARVTP Rep / BJM Rep: _____

Ad Content/Special Instructions: _____

Full Page Ad Size
 Approximate area indicated in black—please supply rough sketch of ad layout/contents.

Half Page Ad Size
 Approximate area indicated in blue—please supply rough sketch of ad layout/contents.

Quarter Page Ad Size
 Approximate area indicated in green—please supply rough sketch of ad layout/contents.



Eighth Page/Co-Op Ad Size
 Approximate area indicated in orange—please supply rough sketch of ad layout/contents.



Ad Specifications

BJM ad design and production is included for all ARVTP members. Please indicate how materials will be supplied for BJM ad production.

- Pull ad from last year and use as is
- Pull ad from last year and make changes as noted

Logo:

- Supplied by client in digital format
- Supplied by client for scanning

Photos:

- Supplied by client (prints)
- Supplied by client (digital)

Copy:

- Supplied by client (digital)
- Supplied by client (hard copy)

Artwork Specifications for Press-Ready Supplied Ads: Not Produced by BJM

All ads to be supplied press-ready in digital format on CD or via email as pdf, eps, ai or tif files. For eps or ai files, turn all text to outlines. Mac or PC files are acceptable. All files should be supplied as 4-color process CMYK at 300 dpi full size.

Full Page Ad:

Trim Size—4"w X 9"h
 Trim Plus Bleed—4.5"w X 9.5"h
 (includes 0.25 all sides for bleed)
 All live material .375" from trim

Half Page Ad:

Trim Size—4"w X 4.5"h
 Trim Plus Bleed—4.5"w X 5"h
 (includes 0.25 all sides for bleed)
 All live material .375" from trim

Quarter Page Ad:

Size—3.5"w X 2"h

Eighth Page Ad:

Size—3.5"w X 1"h

Free website banner ad(s) spaces for members. Call ARVTPR at 800-561-6508 for information.