





Greetings **KERRVILLE** Partners!

ATTENTION FRIENDS OF KERRVILLE CONVENTION & VISITORS BUREAU!

It is time to produce the next edition of the official Kerrville Convention and Visitors Bureau Visitors Guide to show the world what we have to offer!

We are happy to announce our partnership with destination marketing experts Lunar Cow Design for the official **2016 Kerrville Visitor Guide**. The guide offers you the chance to reach visitors looking to travel and spend money here.

ADVERTISING IS COST EFFECTIVE AND HIGHLY VALUABLE!

The official Kerrville Visitor Guide is our premier promotional piece and is the first resource that many of the 1.2 million visitors use when planning a trip to the Kerrville, Texas area.

THIS PIECE IS DISTRIBUTED IN THE FOLLOWING PLACES:

- Texas Travel Information Centers
- Kerrville Visitor Center
- Welcome Bags for Convention Delegates
- Lodging Properties
- Sales Kits
- Numerous CVB's in the Texas Hill Country Area

ADVANTAGES OF ADVERTISING IN THE VISITORS GUIDE:

- 100,000 copies of the guide will be distributed through out the area at the best locations to reach visitors!
- Your ad reaches a highly targeted and interested market that is looking to spend money at businesses just like yours!
- Advertisers are included in the GoGuide®, an interactive online version of the Kerrville Visitors Guide, which is available on the CVB's website and available to all visitors planning their trips online.
- Your ad in the online version of the guide can be linked to your website, giving readers one-click access to your business – at no additional charge.

Please find the 2016 advertising rates included, showing all of the options for your business. We are looking forward to your participation and support of the Kerrville Convention and Visitors Bureau. If you have any questions, please don't hesitate to contact Lunar Cow or myself to take advantage of this great opportunity to promote your business.

We look forward to seeing you in the Official Kerrville Visitors Guide, and so do more than a million visitors! Contact us to reserve your space today!

Sincerely,

Charlie McIlvain, CTP, IOM
President/CEO
Kerrville Convention & Visitors Bureau

KERRVILLE
CONVENTION & VISITORS BUREAU

ARTWORK DUE — WITHIN 30 DAYS AFTER RECEIPT OF AGREEMENT

PUBLISH — 100,000 COPIES OF THE GUIDE ARE DISTRIBUTED THROUGHOUT THE AREA AT THE BEST LOCATIONS TO REACH VISITORS.

SUPPORT — Chris Tornichio
800-594-9620 ext. 32
kerrville@lunarcow.com
chris@lunarcow.com

PUBLISHED BY:

Lunar Cow

Chris Tornichio
800-594-9620 ext. 32
kerrville@lunarcow.com
www.lunarcow.com

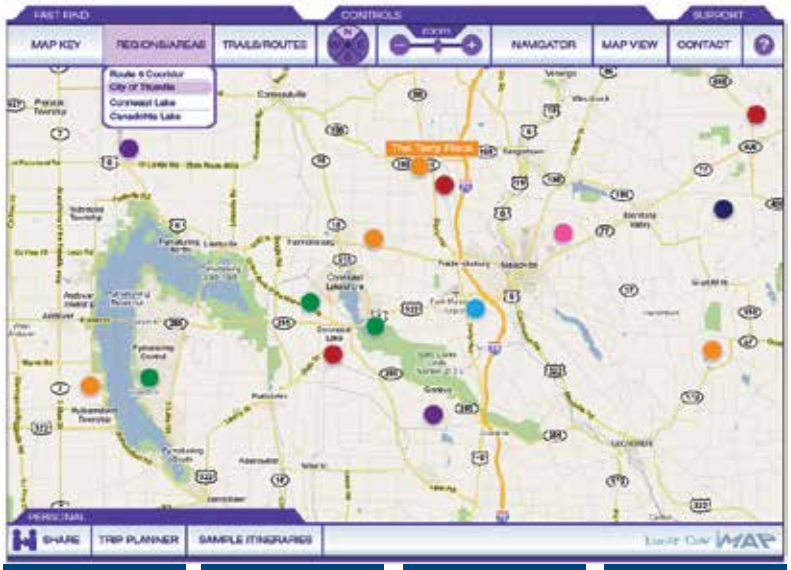
iMAP 2.0 by Lunar Cow

KERRVILLE CONVENTION & VISITORS BUREAU

1 FEATURED SPONSORSHIP

FEATURED SPONSORSHIP PRICE: $1,100

AD SIZE: 950 pixels wide x 80 pixels tall



SPECIALTY SPONSORSHIP | SPECIALTY SPONSORSHIP | SPECIALTY SPONSORSHIP | SPECIALTY SPONSORSHIP

2 SPECIALTY SPONSORSHIP

SPECIALTY SPONSORSHIP PRICE: $450

AD SIZE: 232 pixels wide x 60 pixels tall

OR

3 PREMIUM SPONSORSHIP

PREMIUM SPONSORSHIP PRICE: $3,000

AD SIZES: Featured - 950 pixels wide x 80 pixels tall
Specialty - 232 pixels wide x 60 pixels tall

Premium Sponsorship gives you exclusive advertising placement on the iMAP and a FREE full page ad in the printed Visitors Guide.

KERRVILLE

IMAP DETAILS

By advertising on the iMap you are ensuring your company's marketing message reaches the lucrative visitor market and you will be able to generate new business from visitors who need your services.

FEATURES

Itinerary builder with planning features & sample itineraries

- Full Analytics Package
- Trip Planner
- P.O.I. Pop-ups
- Social Media
- Directions

BENEFITS

- Thousands of website hits from visitors looking for specific lodging accommodations, restaurants they can enjoy and activities to keep them active while in our region.
- Your ad reaches a highly targeted and interested market that is looking to spend money at businesses just like yours.
- Your ad is active on the Kerrville CVB website for the entire year.
- A complete analytics reporting package is available through Google so that you can track your success by identifying how many visitors are clicking through to your website.

DISTRIBUTION

- Placed on Kerrville CVB website, kerrvilletexascvb.com, where it is in prime position to get in front of the thousands of visitors coming to the region each year!

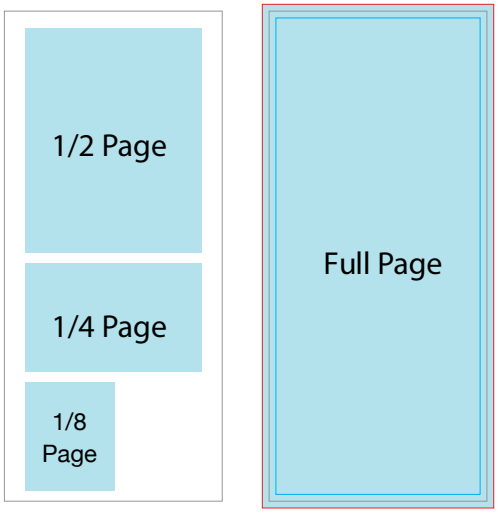
YOUR AD WILL BE VISIBLE FOR 12 MONTHS. AD PLACEMENT NOT GUARANTEED.



AD SPEC SHEET OPTIONS

Kerrville CVB

VISITORS GUIDE AD SIZE	WIDTH	HEIGHT
FULL PAGE		
Live Area	3.75”	8.75”
Trim Size	4”	9”
Bleed Size	4.125”	9.25”
ADDITIONAL SIZES		
1/2 Page	3.687”	4.25”
1/4 Page	3.687”	2”
1/8 Page	1.843”	2”



2-page spread trim size and bleed size available upon request.

DISK-READY ART & MECHANICAL REQUIREMENTS

- Macintosh format preferred.
- Press Ready PDF files preferred, with all type pathed and artwork embedded. PDF files must be high resolution (300 dpi), CMYK and built to the exact ad dimensions (no crop marks, info slugs or other extraneous non-ad material).
- Bleed available only on full page ads.
- On Full Page ads, all type and other live matter not intended to bleed must be held within Live Area. Allow .125” trim on all bleed edges.
- Additional Acceptable formats include:
  - InDesign with EPS/TIFF support files and Adobe Type 1 Postscript fonts.
  - High resolution (300 dpi) Illustrator and Photoshop files.
- No nested files, such as separations placed in Illustrator.
- No spot colors. All colors must be CMYK.
- Color ads must be accompanied by a hi-resolution color printout. Color will not be guaranteed without a SWOP color proof.
- Files names MUST contain advertiser name or abbreviation.
- Please use proper three-letter extension on all file names.

DEADLINES

Advertising Agreement: _____

Publication Date:

Mail ad materials to:
Lunar Cow Design, Inc.
344 W. Turkeyfoot Lake Road, Ste B
Akron, OH 44319

OR email to:
kerrville@lunarcow.com

TERMS AND CONDITIONS

This insertion order represents confirmation of the agreement between Agency/Advertiser and Kerrville CVB. Payment will be due on or before _____ **Ads NOT PAID IN FULL before** _____ **will NOT be included in the 2016 printed Visitors Guide. Ad placement not guaranteed.**

Lunar Cow and Kerville CVB reserve the right to refuse advertisements on the basis of content or quality of production, and assumes no liability for statements or claims made in advertising copy. Lunar Cow and Kerrville CVB also reserve the right to refuse advertisements that contain what is considered to be false, illegal or libelous information or material that gratuitously offends members of the general public.

ADVERTISING AGREEMENT

Kerrville CVB

Date: _____

Company Name: _____ Contact Name: _____

Address: _____ City: _____

State: _____ Zip: _____ Email: _____

Phone: _____ Fax: _____

Website: _____

Return signed ad agreement via fax to your sales rep at 330-217-1545 or email to kerrville@lunarcow.com

☐ **I will submit my completed Ad within 10 days of the date of this agreement.**

VISITORS GUIDE AD SIZES

INSIDE PAGES	PRICE FOR 2016	2 YEAR PACKAGE 2016 & 2017 PUBLICATIONS
☐ Full Page	$850.00	$1,445.00
☐ 1/2 Page	$600.00	$1,020.00
☐ 1/4 Page	$400.00	$680.00
☐ 1/8 Page	$250.00	$425.00
PREMIUM PLACEMENT		
☐ Inside Front Cover	$1,000.00	$1,700.00
☐ Inside Back Cover	$1,000.00	$1,700.00
☐ Back Cover	$1,000.00	$1,700.00

GO GUIDE AD SIZES ONLY

☐ Full Page	$765.00
☐ 1/2 Page	$540.00
☐ 1/4 Page	$360.00
☐ 1/8 Page	$225.00

IMAP AD OPTIONS

☐ **PREMIUM SPONSORSHIP**	$3,000.00
☐ **FEATURED SPONSORSHIP**	$1,100.00
☐ **SPECIALTY SPONSORSHIP**	$450.00

LUNAR COW PROVIDES THE FOLLOWING AD DESIGN SERVICES:

☐ **Ad Design/Redesign: $150 -** all new ad design, resizing of a provided ad or significant revisions to a provided ad.

☐ **Minor Ad Update: $75 -** Minor change to a provided ad that is available in an editable format. Minor revisions would include simple text changes to editable copy. Image changes are often not minor and will be treated on a case by case basis. Lunar Cow will make a determination if requested edit is possible based on provided art.

PAYMENT TYPE

☐ CHECK ☐ *Mail-In* ☐ *By Phone*

☐ CREDIT CARD ☐ *Mastercard* ☐ *Visa* ☐ *Discover*

Name on Card: _____

Card #: _____ Exp. Date: _____

Security Code: _____ Billing Phone: _____

Billing Address: _____

_____

BASE AD RATE: + $ _____

AD DESIGN COST: + $ _____

NET INSERTION RATE: = $ _____

FILL OUT & RETURN AGREEMENT TO:

Lunar Cow Design
344 West Turkeyfoot Lake Rd., Ste. B
Akron, OH 44319

OR Email
kerrville@lunarcow.com

MAKE CHECKS PAYABLE TO:

Kerrville Convention & Visitors Bureau

MAIL PAYMENT TO:

Lunar Cow Design
344 West Turkeyfoot Lake Rd., Ste. B
Akron, OH 44319

Additional Instructions: _____

Authorized By: _____ Title: _____

Signature: _____ Sales Rep: _____