



Athens

Life Unleashed

Athens Convention and Visitors Bureau
Visitor's Guide 2008-2009

Reach **100,000**
potential customers

Distribution

Trade & travel shows

Georgia state Visitors Centers

Prospective Visitors

Welcome packets

Convention Guests

Hotel & Attraction Racks

Tour Operators

General Visitor Inquiries

Meeting Planners

View or request brochure at

www.visitathensga.com

(site averaging 15,000 visitors per month)

Official State Brochure Room

Program at www.georgia.org

In the year 2008, Athens will again be one of the most popular travel destinations in the state. Your ad will not only be included in the 100,000 beautifully produced, four-color Visitor's Guide 2008-2009 publication that's distributed throughout the year, but visitors who access www.visitathensga.com "free visitors guide" page will also have a direct link to your web site via your ad that is included in the web guide version of the publication.

dining listing

\$95, includes name, address, phone number, cuisine and 30 words to describe the restaurant.
\$45 with display ad purchase

share pages

Benefit from sharing full-color ad space with other businesses in your area by sharing the cost of marketing.
\$1550 for full page, \$925 for 1/2, \$550 for 1/4 page and \$300 for 1/8 page

Map Display Ad

New for 2008

One-eighth spot \$250

Map spot ads to be positioned around padded version of Athens/Downtown/UGA Map. 50,000 distributed to all hotels and motels provided to customers at check in.

20% discount for Athens Visitor's Guide display advertisers.

rates

	color	b/w
Back cover	2700	
Inside front	2100	
Page one	2100	
Opposite TOC	1875	
Inside back	1975	
Page*	1825	
One-half page	1080	925
One-quarter page	680	600
One-eighth page	420	320

*Bleed available, 13% additional