



Five Reasons to Advertise in the Tri-State Guide to the Outdoors, 3rd Edition

Very few businesses succeed without the use of advertising. Advertising introduces customers to products and services, announces sales and even helps to build brands. For a small business, the question becomes whether to advertise, and in what medium to advertise. Here are five great reasons to advertise in the 2012-13 Tri-State Guide to the Outdoors, 3rd edition.

Targeted Audience:

- Printed publications tend to serve specific geographic areas or specific consumer groups, and sometimes they serve both. This makes small publication advertising ideal for a business that provides both products and services. The customers most likely to use the businesses services probably live within the circulation area of the publication. Small publications such as the 2012-13 Tri-State Guide to the Outdoors deliver to customers that already spend money on products related to that topic and will most certainly buy related products in the future.

Circulation & Distribution:

- 50,000 copies of the 2012-13 Tri-State Guide to the Outdoors, 3rd edition are printed & distributed at local businesses, trade shows, corporations, restaurants, coffee shops, car dealerships, events, non-profits, local parks, government offices, rest stops & more.
- Distribution is within a 50 mile radius of the Greater Cincinnati area.

Reader Engagement:

- When watching television and surfing the web, most of us multi-task and leave the room during commercials. Readers who purchase or pick up print materials actively and intentionally engage with the material on the page, including the advertisements.

Visual Appeal:

- The 2012-13 Tri-State Guide to the Outdoors, 3rd edition is 56 pages printed in full-color and is 8-1/2 x 11 in size.

Shelf life:

- The 2012-13 Tri-State Guide to the Outdoors, 3rd edition is updated annually and has a one-year shelf life.



What you can find in the 2012-13 Tri-State Guide to the Outdoors, 3rd edition

The 2012-13 Guide will be chocked full of useful information for outdoor enthusiasts, parents, families, and visitors to the Tri-State area. It is the premiere outdoor guide for anyone interested in learning more about the outdoors and the environment in the Greater Cincinnati Area.

- Hiking
- Biking
- Fishing
- Horseback riding
- Paddling
- Archery
- Rafting
- Camping
- Snow Skiing
- Outdoor stores
- Coupons
- Articles
- Safety tips
- Park information
- Tips for enjoying the outdoors

AD SIZES SPEC SHEET

Full page ad	\$700
7.363" x 9.5"	
Inside Front Cover	\$800
7.363" x 9.5"	
Inside Back Cover	\$800
7.363" x 9.5"	
Half Page Horizontal ad . . .	\$500
7.63" x 4.750"	
Half Page Vertical ad	\$500
3.601" x 4.750"	
Quarter Page ad	\$275
3.601" x 4.750"	
One Eighth Page ad	\$150
3.601" x 2.30"	

Deadline for ads is:

Friday, March 2, 2012

Guide distributions will begin:

mid-April 2012

Website: Guide will be on website for download by May 1.