

You Are Here

Your Valleywide Everything Guide



MEDIA KIT | 2012



**Valleywide
Coverage**



**Locals &
Visitors Read YAH**



**Everything
To Do Bi-Monthly**

PHOENIX | SCOTTSDALE | MESA
GLENDALE | TEMPE
& SURROUNDING AREAS

CULTURE

SHOPPING

REC

EVENTS

DINING

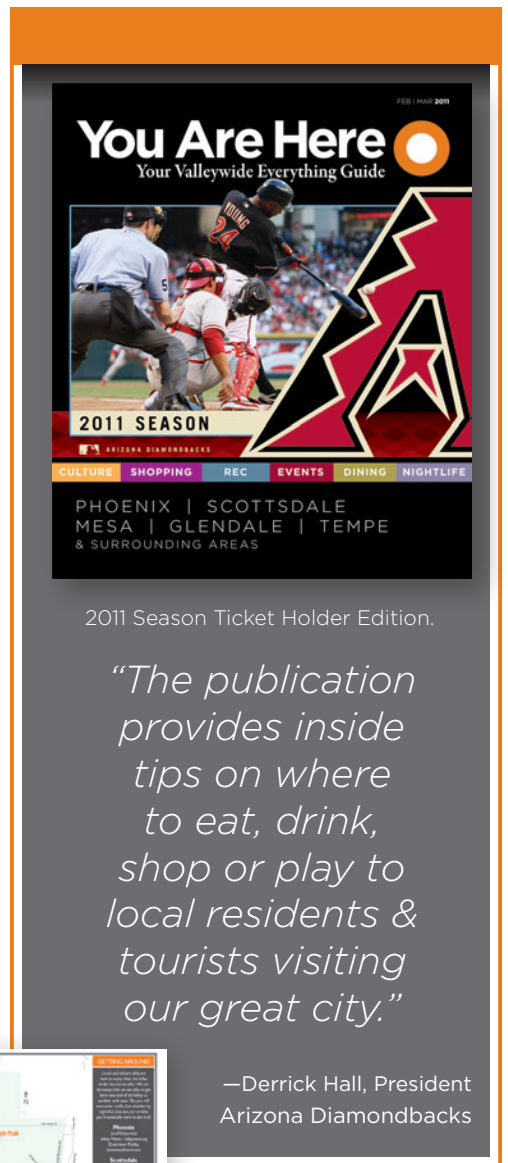
NIGHTLIFE



You Are Here, is a bi-monthly portable guide designed to promote local businesses Valleywide. YAH is a useful marketing tool with informative and

entertaining editorial on all aspects of city life—**food and drink, shopping, sports, culture, entertainment,** and **sightseeing**; useful maps for easy navigation; and a clean design guaranteed to complement your company's ad, not clutter it. Think of it as a sleek travel guide for tourists and locals alike.

More than 50,000 copies are distributed Valleywide at hotel concierge desks, bookstores, businesses, restaurants, retail locations, sporting events, convention and visitors bureaus, chambers of commerce, airport information desks, and events throughout the metro area. You Are Here is distributed at several local affairs, such as major sporting events, festivals, fairs and more. Each bi-monthly issue reaches a readership of over 220,000 potential consumers and is your business's most affordable marketing tool.



2011 Season Ticket Holder Edition.

“The publication provides inside tips on where to eat, drink, shop or play to local residents & tourists visiting our great city.”

—Derrick Hall, President Arizona Diamondbacks

With six different advertising options and economical rates, businesses of all sizes can take advantage of this reader-friendly marketing tool to increase growth and brand awareness.

You Are Here

Your Valleywide Everything Guide

Distribution: 50,000 PER ISSUE 6 ISSUES PER YEAR	220,000 Readers Per Bi-monthly Issue	Valley-wide Circulation for your Business	As low as \$150 per month
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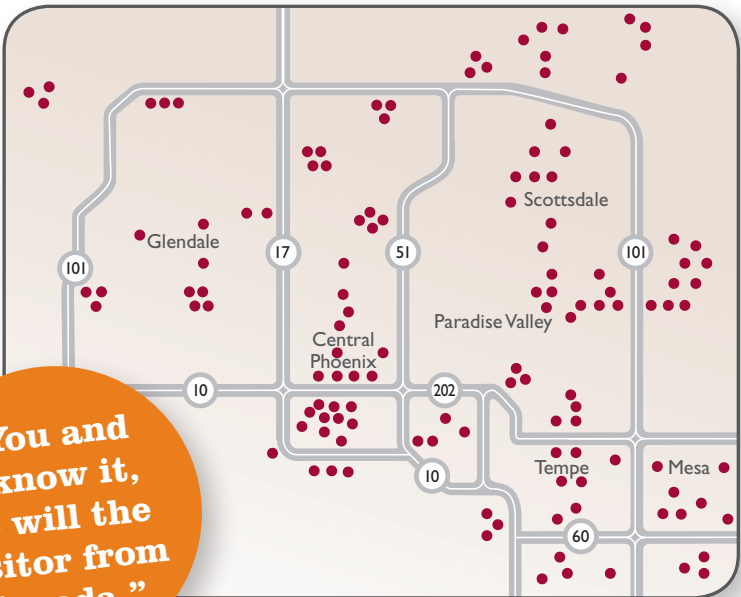
CONTACT US ☎ **480.584.3752** ✉ info@youarehereaz.com



DISTRIBUTION

Distributed to target Locals AND Visitors

With 50,000 copies distributed every 2 months throughout the Valley, **You Are Here** is the most cost-effective tool to drive new patrons to your business. A definitive guide Valleywide, YAH will be available at these fine locations:



● Distribution Partners
Phoenix Metropolitan Area

1 INFO DESKS & BOOKSTORES

- Sky Harbor Airport—all terminals
- Arizona Office of Tourism
- Barnes & Noble—Valleywide
- Bookstar
- Phoenix Convention Center
- Local Chambers of Commerce
- Poisoned Pen
- Valleywide Convention and Visitors Bureaus

2 HIGH-TRAFFIC AREAS

- Now at all Valley AJ's
- Coffeehouses
- Art Galleries
- Museums
- Restaurants
- Bars
- Boutiques
- ...and more

3 HOTEL CONCIERGES

- Hyatt Regency Phoenix
- Hotel San Carlos
- Clarendon Hotel
- Pointe Hilton Resorts
- Hilton Suites Downtown
- Hotel Valley Ho
- The Phoenician
- The Arizona Biltmore
- Ritz-Carlton
- Sanctuary on Camelback
- Tempe Mission Palms
- JW Marriott
- Four Seasons Resort Scottsdale
- Wigwam Resort
- ...and more

4 EVENTS & FESTIVALS

- Downtown Festivals and Fairs
- Sporting Events
- Arts and Cultural Venues
- Openings and Special Events

5 YAH: ONLINE

- Worldwide Exposure to your business
- Online Exposure—our web page

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Your Valleywide Everything Guide

1 More than 420 Distribution Points Valleywide	2 Pay \$1.50 for Coffee and get YAH for FREE	3 Season Ticket Holders Know YAH	4 Out-of-Town Guests Know YAH ...And Love It!
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RATES — BI-MONTHLY INSERTIONS

Ad space in *You Are Here* is sold in 1/6th-page block multiples.

Ad Size	1x	2x	4x	6x
1 Block	\$ 375	\$ 350	\$ 325	\$ 300
2 Blocks (V or H)	750	700	650	600
3 Blocks (V)	1,125	1,050	975	900
4 Blocks (Square)	1,500	1,400	1,300	1,200
Full Page	2,250	2,100	1,950	1,800
Back Cover	2,825	2,715	2,543	2,370

Premium space is a 25% additional charge



Maximize Your Marketing

Receive a 20% discount off

of Online Rates when purchasing any size ad space. Speak to your Account Rep for details.

YouAreHereAZ.com Online Ad Rates

Online ad rates are available to both participating Display advertisers and non-display advertisers. Non-display advertisers must first be approved by the Publisher to qualify for these rates. Restrictions will apply for advertisement content and animated elements prior to signing Online Ad Agreement.

YouAreHereAZ.com RATES (ONLINE ADS)

Placements	Ad Unit	Spec	File Type	Max size	Net Rate p/month
Homepage	Leaderboard (1 of 3)	468(w) x 60(h)	jpg/gif/swf	50k	\$ 1050
	Square (1 of 3)	300(w) x 250(h)	jpg/gif/swf	50k	\$ 825
	Tower (1 of 3)	160(w) 600(h)	jpg/gif/swf	70k	\$ 700 each
Section Page Premium (Culture, Dining, Events, Shopping)	Leaderboard (1 of 3)	468(w) x 60(h)	jpg/gif/swf	50k	\$ 820
	Square (1 of 3)	300(w) x 250(h)	jpg/gif/swf	50k	\$ 690
	Tower (1 of 3)	160(w) 600(h)	jpg/gif/swf	70k	\$ 595 each
Section Page Premium (Rec, Nightlife)	Leaderboard (1 of 3)	468(w) x 60(h)	jpg/gif/swf	50k	\$ 760
	Square (1 of 3)	300(w) x 250(h)	jpg/gif/swf	50k	\$ 595
	Tower (1 of 3)	160(w) 600(h)	jpg/gif/swf	70k	\$ 499 each
Random Other Pages (Directory by category, deals by category)	Leaderboard (1 of 3)	468(w) x 60(h)	jpg/gif/swf	50k	\$ 700
	Square (1 of 3)	300(w) x 250(h)	jpg/gif/swf	50k	\$ 499
	Tower (1 of 3)	160(w) 600(h)	jpg/gif/swf	70k	\$ 395 each

All YAH Online advertisements are to be contracted separately and are not included in the Digital Extras packages for Display Advertisers. Online ads are limited to qualified businesses and require a link to a qualified website. Impression reports will be provided monthly. Exclusivity (By category of business of sole advertiser in a particular space) are subject to availability and will be charged a 35% premium.

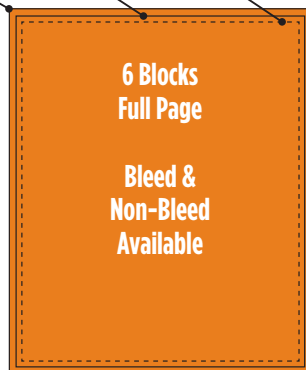
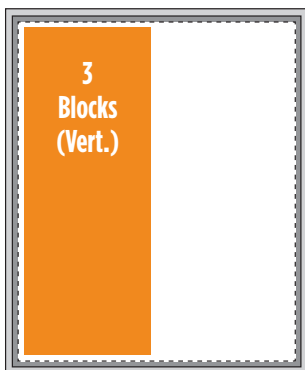
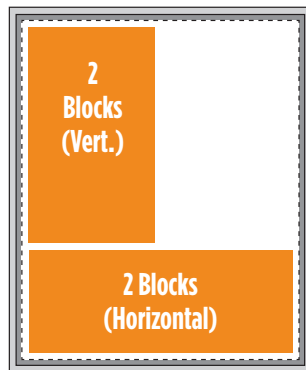
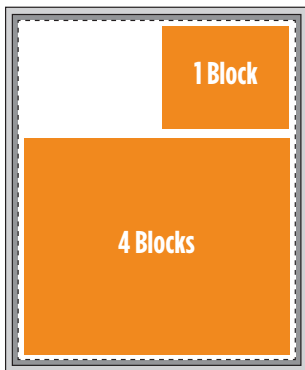
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DEADLINES — 2012

Issue	Ad Space	Artwork
Jan. - Feb.	Dec. 9, 2011	Dec. 16, 2011
Mar. - Apr.	Feb. 10	Feb. 17
May - June	Apr. 13	Apr. 20
July - Aug.	June 8	June 15
Sept. - Oct.	Aug. 10	Aug. 17
Nov. - Dec.	Oct. 12	Oct. 19

DIMENSIONS – Ad spaces are unique. Please be sure sizes are exact.



Dates subject to change without notice. Advertisers must sign a "Display Ad Agreement" with InMedia Company, LLC. Publisher reserves the right to refuse any ad as per the "Terms & Conditions" spelled out in each advertiser's agreement. Payment is due in full at signing of contract. Payment with credit card may be accepted on multiple insertions.

AD SUBMISSION — artwork @inmediacompany.com

FILES: Please submit all artwork in the PDF/X-1a format

ARTWORK: Prior to exporting or distilling, all artwork should be in CMYK, with a resolution of 300 DPI (*do not resample*), with the assigned profile of SWAP ver.2

FONTS: To avoid any complications, please convert all type to outlines

NAME: Please label files with advertiser's name

E-MAIL: artwork@inmediacompany.com

FTP: Call 480.584.3754 for passwords

AD PRODUCTION CHARGES

We are happy to develop your ad for you. Clients must provide artwork elements and copy ideas.

1 block	\$ 90	*Ad restrictions do apply to ensure advertising meets publications standards.
2 Blocks	\$ 125	
3 Blocks	\$ 155	
4 Blocks	\$ 210	
6 Blocks	\$ 245	

Minimum charge for ad changes is \$70.

Photos, logo creation and marketing campaigns are by quote.

1 Block	3.125 x 2.4375
2 Blocks (V)	3.125 x 5.125
2 Blocks (H)	6.5 x 2.4375
3 Blocks (V)	3.125 x 7.75
4 Blocks	6.5 x 5.125
6 Blocks	6.5 x 7.75
6 Blocks (Bleed)	7.25 x 8.5
12 Blocks (2 Pgs. dimension)	

Trim: 7 x 8.25

Live Text Area: 6.5 x 7.75

Bleeds: .125 on all sides

Gutter: .25 each page

Ads are to be submitted as stated to the right. Please note that ad restrictions may apply.

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