

GO WEST SUMMIT ADVERTISING OPPORTUNITIES

Salt Lake City, Utah
January 16-19

Place an ad in the Go West Summit Resource manual as an affordable and effective way to draw special attention to your destination or business!



Sample Tab Divider Ad

Rates starting at \$95!!

The Go West Summit Resource Manual is a comprehensive resource guide containing complete supplier and tour operator profiles, itinerary building tools and more. It is designed as a year-long planning resource guide.

Distributed to every registered Go West Summit attendee in both print and digital form, this is a don't miss opportunity to draw special attention to your organization.

2017 ADVERTISING DEADLINES

Premium Ad Artwork: November 9, 2017
All other Ad Artwork: December 8, 2017



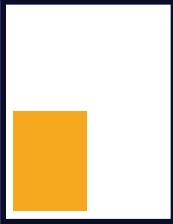
Contact Us: 303.850.7144 | info@gowestsummit.com



**Logo Inclusion
ONLY \$95!**

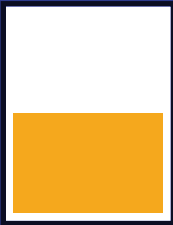
Place your company logo above your profile to really stand out

(Sample Enlarged)



**Quarter Page
4-Color \$395**

Live Area: 3.5" x 4.5"
No Bleed



**Half Page
4-Color \$695**

Live Area: 7.0" x 3.25"
No Bleed



Bleed area indicated in white is trimmed off

**Full Page
4-Color \$995**

- Build ad including bleed to: 7.75" x 9.75"
(.125" will then be trimmed off each edge to end at final trim size below)
- Final Trim Size: 7.5" x 9.5"
- Live Area: 6.8" x 9.25"



Bleed area indicated in white is trimmed off

**Tab Divider
4 Color \$1395**

- Build ad including bleed to: 7.75" x 9.75"
(.125" will then be trimmed off each edge to end at final trim size below)
- Final Trim Size: 7.5" x 9.5"
- Live Area: 6.8" x 9.25"

*PREMIUM AD



Bleed area indicated in yellow is trimmed off

**Inside Front Cover
4-Color \$1795**

**Inside Back Cover
4-Color \$1595**

- Build ad including bleed to: 8.125" x 9.75"
- Final Trim Size: 7.5" x 9.5"
- Live Area: 7.3" x 9.25"

*PREMIUM AD



Bleed area indicated in white is trimmed off

**Back Cover
4-Color \$3995**

- Build ad including bleed to: 8.125" x 9.75"
 - Final Trim Size: 7.5" x 9.5"
 - Live Area: 7.3" x 9.25"
- *PREMIUM AD

2017 Go West Summit Advertising Sizes & Rates

TECHNICAL SPECIFICATIONS FOR DIGITAL ADS:

- Go West Summit requires digital files, 300 dpi high resolution, CMYK.
- All fonts embedded Acrobat PDF, Adobe InDesign, Adobe Illustrator (with any text converted to outlines), and Adobe Photoshop files (.eps, .tiff).
- Artwork should be e-mailed as a compressed .zip file to: lexie@itm.travel
- Please submit an accurate color printout of the ad. If an accurate color proof is not accepted, Go West Summit will not be responsible for the reproduction.
- Do not nest EPS files in other EPS files (e.g. photos in Illustrator files.)
- Please convert all text in Adobe Illustrator files to "outline."
- Save PDF with bleed and trim/crop marks
- Ads will be placed near your company profile, which is organized by state. Please provide the correct destination address on your gowestsummit.com profile.
- Failure to supply all necessary resource files and fonts may result in additional charges. If additional work is necessary to ensure proper output, additional production charges may apply. If delays occur due to missing resource or font files late charges may apply. Go West Summit will notify you once files are received to correct any necessary changes.

WHERE AND HOW TO SEND YOUR AD:

Premium Ads

Compressed file
e-mail: lexie@itm.travel
Deadline: November 9, 2017

All Other Ads

Compressed file
e-mail: lexie@itm.travel
Deadline: December 8, 2017

IMPORTANT INFORMATION ABOUT BUILDING YOUR AD: Bleed, Trim & Live Areas

In the ad illustrations to the left, the yellow shows the ad size with bleed included. 1/8" (.125"), which will then be trimmed off each of the 4 edges to achieve the final trim size, shown by the magenta area. The trim size is the final size to which the page will be trimmed. Build your ad to the bleed size knowing that your artwork will be trimmed back by .125" on all sides.

In addition, the orange dotted line indicates live area. Keep all important text and graphics contained within the live area to ensure that the book's spiral binding does not interfere with any important ad information. Important text and graphics must be pulled in .125" from the TRIM size on the top and bottom of the ad to allow for shifts that occur in the mechanical trimming of the booklet, and important text and graphics must also be pulled in .35" from the left and right trim lines to allot for the spiral binding assembly, staying within the live area shown by the orange outline. Publisher reserves the right to charge for all costs incurred in preparing the material submitted that does not meet mechanical specifications.

800 NUMBERS: This resource manual is used worldwide, please be sure your ad uses local area codes instead of 1-800 numbers to accommodate international callers

All ad sizes listed in inches, width x height.