

2010-2011 Visitors and Recreation Guide

Liberty Lake

Nature's Trailhead, Recreation's Tee Time, Intersection of the Inland Northwest

Summer
Festival
Concert Series
lineup Page. 10



Distributing to Liberty Lake and beyond: May 27, 2010

***Ad reservation deadline: April 23**

What is this publication about?

Drawing people to Liberty Lake and drawing people in Liberty Lake together, the 2010-2011 Liberty Lake Visitors and Recreation Guide is a first-of-its-kind publication for this community. For prospective visitors, this glossy full-color magazine's images and articles will underscore Liberty Lake's merits as a destination and as a central launching point for vacationing in the Inland Northwest. The rest of us will appreciate the guide as a handy reference to organize and capitalize on the Liberty Lake lifestyle — and to share with those friends and family you've been recruiting for a visit.

The content of the magazine will be comprised of five sections:

- 1 Events:** featuring a full calendar of community activities, including the first official look at the 2010 Friends of Pavilion Park Summer Festival concert and movie lineup
- 2 Recreation:** touring everything from Liberty Lake's 45 holes of golf to our best shot at enumerating the countless opportunities to explore nature
- 3 Destinations:** comprehensive capsules and maps of lodging, dining and shopping opportunities
- 4 Region:** trumpeting Liberty Lake as the "hub" of the Inland Northwest, a convenient post from which to explore everywhere from downtown Spokane to Silverwood
- 5 Reference:** from history to relocation information, from facts to maps — a view of Liberty Lake from 30,000 feet

How can my business or organization be a part of this publication?

Liberty Lake destinations and events wishing to make sure they are listed in the editorial content of the book should e-mail josh@libertylakesplash.com.

See reverse for distribution and advertising

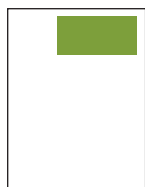
Distribution and Advertising

Who will be reading this?

The Liberty Lake Visitors and Recreation Guide will be distributed across the region as well as close to home, arriving in the mailboxes of our community's best ambassadors — its residents — on May 27, 2010. More than 3,000 of the 7,500 copies will be distributed beyond the community:

- In Visitor Centers, Tourism Offices and Chambers of Commerce throughout the Pacific Northwest
- In response to outside inquiries from those visiting Liberty Lake's own HUB Sports Center (and other participating Inland Northwest events)
- In the lobbies of hotels throughout the region
- As part of relocation packets sent out by local real estate offices
- Through large businesses who have partners and clients that travel to visit their local offices
- As part of a press packet to travel editors at regional publications
- By request at a companion Web site being created in conjunction with the Liberty Lake Visitors and Recreation Guide. A prominent feature of the site will be a request form asking for a mailed free copy of the guide.

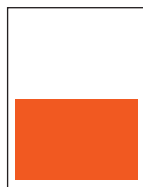
TRADITIONAL ADS



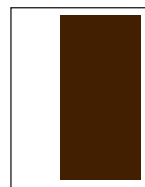
1/6 page ad:
\$165
4.77" w x 2.3" h



1/3 page ad:
\$300
4.77" w x 4.77" h



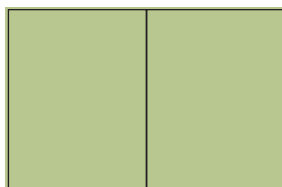
1/2 page ad:
\$425
7.25" w x 4.77" h



2/3 page ad:
\$550
4.77" w x 9.75" h



Full page ad w/ bleed: \$800
8.5" w x 11" h
(including 1/8" bleed)



Spread w/ bleed: \$1,300
16.75" w x 11" h
(including 1/8" bleed)

SPECIAL PLACEMENTS \$50

(one "special placement" listing free with purchase of 1/2 page ad or larger)

- Business map: Includes name in index and location marked by a corresponding bullet on the map (Restaurants, hotels and shops/destinations only)
- Relocation guide: Complete contact information included in index of preferred local realtors

PREMIUM PLACEMENTS

- Back cover: \$2,250
- Inside front cover (pages 2 or 3): \$1,400
- Pages 4, 5 and the two pages inside back cover: \$1,100 (\$1,900 to combine two as a spread)
- Page 7 (opposite table of contents and publisher's letter): \$1,100
- All other requests: \$100

DISCOUNTS

- Splash contract discounts apply to any purchase, including premium placements, and all buys count toward the fulfillment of agreed to contract advertising levels.



Peridot
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LIBERTY LAKE, WA

Contact Janet Pier to advertise in the
2010-2011 Liberty Lake Visitors and Recreation Guide

PHONE: 509-242-7752 • EMAIL: janet@libertylakesplash.com