

Moving Copies Matters.

Be a part of a classic appeal yet global online presence for today's traveler and newcomer when they come to visit our beautiful area. Charlottesville is Virginia's 3rd highest tourist destination, hosting hundreds of thousands of visitors each year. Let the *Charlottesville Welcome Book* connect your business both online and in print to these visitors as they look to find the services you provide. The beautiful *Charlottesville Welcome Book* has enormous appeal and an extraordinarily high pick-up rate. So high, we now print a quarter of a million copies per year just to meet the demand. Moving copies matters. See what a difference advertising with our popular publication makes!

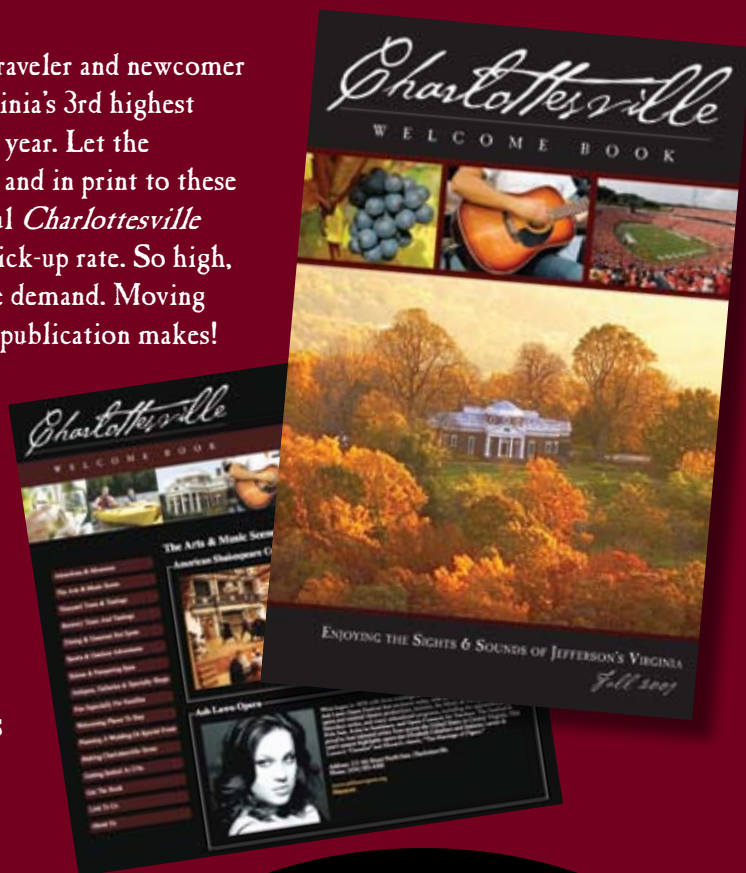
We're More Popular Than Ever

- Now Printing a QUARTER OF A MILLION Copies Annually to Meet Demands!
- Online Editorial Listings with Photo, 100 Words, Mapquesting & Link
- Online Digital Version with Links to All Ads
- Over 70,000 Copies for Each Summer & Fall
- Huge Local & Statewide Distribution

..and Getting Rave Reviews!

"Since my ad ran in the premiere issue, I have received business from buyers looking to move to this area. Thank you Ivy Publications!"

- a Century 21 Realtor



Now a
40% Better Value
Ask us about it!

All rates include:

- FREE full color printing & quality ad design
- FREE inclusion in Hot Picks Map Index
- FREE online link, photo & 100 word description
- FREE inclusion in digital version with link
- FREE optional monthly payment plan

ALL at Great 2010 Rates!

	Spring 60,000	Summer 70,000	Fall 75,000	Winter 45,000	4x Rate	Monthly Payments
1/8 page	348	405	434	261	302	101
1/4 page	557	649	696	418	483	161
1/2 page	927	1082	1159	696	805	269
Full page	1613	1882	2016	1209	1399	467
Inside Covers	1774	2070	2218	1330	1540	514

*Prices listed are per ad. Quantities printed are noted below each issue.

for Visitors & Newcomers alike!

Attractions & Museums · Vineyard Tours & Tastings
 The Arts & Music Scene · Brewery Tours & Tastings · Family Fun
 Sports & Outdoor Adventures · Dining & Gourmet Hot Spots
 Salons & Pampering Spas · Antiques, Galleries & Specialty Shops
 Festivals & Events · Welcoming Places to Stay · Getting Settled at UVa
 Planning a Wedding or Special Event · Making Charlottesville Home

Advertising Deadlines

Spring (mid-Feb - mid-May)	January 25th
Summer (mid-May - mid-Aug)	April 25th
Fall (mid-Aug - mid-Nov)	July 25th
Winter (mid-Nov - mid-Feb)	October 25th

Call us today! (434) 984-4713

Advertising Insertion Order

Sales Consultant: _____

Company Name: _____

Contact Name: _____ Title: _____

Physical Address: _____

Mailing Address: _____

Phone: _____ Alt. Phone: _____ Fax: _____

Email Address: _____

Website Address: _____

Description of your company for your FREE 80-100 word web listing: _____

(Please email your listing photo to art@IvyPublications.com)

Check here for 2nd Web Listing (\$75 additional) Which chapter do you want to add? _____

IN WHICH CHAPTER(S) WOULD YOU PREFER YOUR AD TO APPEAR?

- Attractions & Museums Arts & Music Vineyards Breweries Sports & Outdoor Adventures Salons & Spas
 Family Fun Dining & Gourmet Spots Antiques, Galleries & Shops Places to Stay Making Ch'ville Home
 Planning a Wedding or Special Event Getting Settled at UVa Festivals & Events

ADVERTISING - ISSUE PLACEMENT:

Quarter/Year	BACK cover	INSIDE cover	full	1/2	1/4	1/8
<input type="checkbox"/> Spring _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Summer _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Fall _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Winter _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

1/8 H
2" wide x 1.625" tall

1/4 V
2" wide x 3.5" tall

1/2 H
4.25" wide x 3.5" tall

FULL PAGE
with bleed:
5.375" wide x 8.375" tall
(plus .125" bleed on all sides)
position text at least .375" from each edge

without bleed/floating:
5" wide x 8" tall

Signature: _____ Title: _____ Date: _____