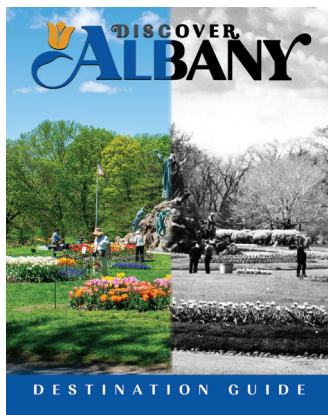


DESTINATION GUIDE (BI-ANNUAL)

The Discover Albany Destination Guide is the official printed resource for visitors to Albany County. This full-color guide will be in circulation for 2 years and more than 50,000 guides will be distributed to area hotels, restaurants, attractions, education and government institutions, the Discover Albany Visitors Center, the Albany International Airport and more. The Discover Albany Destination Guide will be distributed at all conventions and sporting tournaments and included in all meeting sales kits. Discover Albany also participates in AARP and AAA co-op advertising opportunities that generate more than 6,000 leads a year with visitor guides sent directly to consumers.



By the Numbers:

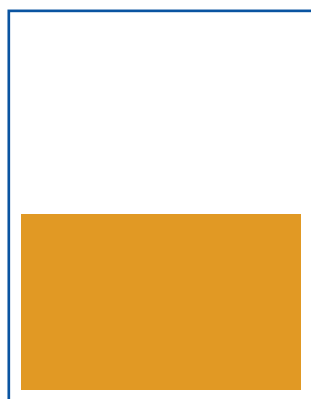
- In 2024 & 2025 there were 12,752 guides requested and direct mailed to consumers.
- 44,700 guides were bulk mailed in-market and out-of-market.
- The digital version of our guide has received 7,000 impressions with 2,700 reads. Each ad has live links sending readers directly to your website.
- Our guide is taken to more than 26 domestic and international travel shows.



FULL PAGE

Bleed: 8.625" x 11"
Live Area: 8.125" x 10.5"

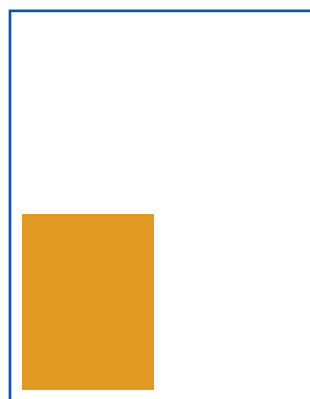
\$4,600



HALF PAGE

Horizontal
Live Area: 7.625" x 4.875"

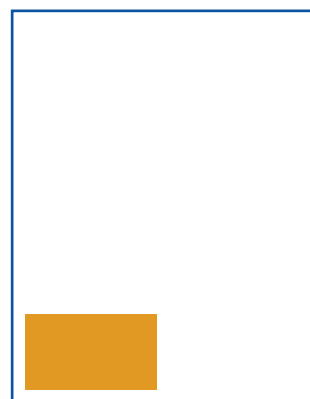
\$2,300



QUARTER PAGE

Vertical
Live Area: 3.6875" x 4.875"

\$1200



EIGHTH PAGE

Horizontal
Live Area: 3.6875" x 2.315"

\$650

PREMIUM POSITIONS AVAILABLE

INSIDE BACK COVER: **\$6,500**

INSIDE FRONT COVER: **\$6,000**

BACK COVER: **\$7,000**

Ad Submission Requirements

Photo Images: 300 dpi
Line art and raster logos: 600-1200 dpi
Logos containing type should be provided as vector art
Total ink coverage should not exceed 300%

All products are printed in CMYK. Files containing RGB or spot colors will be converted to CMYK, which may cause an undesired shift in color appearance.

PDFs should be created in the exact ad dimensions. Do NOT include extra margins, crop marks or other non-printing information.

ALL ADS MUST COME TO US PRESS READY