



## 2024 VISITOR GUIDE



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# Inspire Travelers to Explore LA QUINTA

Play in La Quinta's Official Vacation Guide is the one-stop handbook for all the sights, sounds, and experiences awaiting visitors in this dynamic city. From enticing travelers in and out of market to visit to adding events and attractions for their vacation itineraries, the 2024 Official La Quinta Visitor Guide is the ultimate vacation resource that will put your business in front of audiences far and wide. Don't miss your chance to shine, contact me to talk through your options today!

## ADVERTISING RATES\*

PREMIUM POSITION	NET
Inside front cover	\$3,000
Inside back cover	\$3,000
Back cover	\$3,000

STANDARD POSITION	NET
Interior full page	\$2,000

\* All advertisers will be invoiced upon contract and must be paid in full by 1/29/24. Previous advertisers have first right of refusal. Play in La Quinta has final decision on ad placements.

## DELIVERABLES



**CIRCULATION:**  
5,000  
PRINTED COPIES



**MOBILE-FRIENDLY**  
DIGITAL EDITION

## DEADLINES



**SECURE YOUR SPACE BY**  
NOVEMBER 11, 2023



**PRODUCTION**  
MATERIALS DUE  
NOVEMBER 27, 2023



**DIGITAL READY**  
MATERIALS DUE  
DECEMBER 4, 2023



**INVOICE PAYMENT DUE**  
JANUARY 29, 2024



**PUBLISHES**  
MARCH 2024

## AD SPECIFICATIONS

AD DIMENSIONS  
(WIDTH X HEIGHT IN INCHES)

FULL PAGE: 8.125 X 10.75

BLEED: ADD .125"  
AROUND ALL TRIM SIDES

