

Art Scene is a comprehensive reference guide overprinted in the winter issue of *Tucson Guide* and features Tucson's many art galleries and museums.

Benefits for qualified Galleries

Tucson Guide advertiser benefits, plus

- **FREE** listing in *Tucson Guide*
- Opportunity to participate in Now Showing section of *Tucson Guide* winter

Space Reservation Deadline

Space Reservation September 23, 2009

Publication Date December 2009

Premium position must be reserved 30 days prior to ad close.

Distribution

55,000 annually

40,000 Included within the winter issue of *Tucson Guide*

15,000 Bonus circulation overprints are available at concierge desks of area hotels and resorts, and at high-traffic retail locations, plus copies are available at the Metropolitan Tucson Convention and Visitors Bureau visitor center

Art Scene Rates

Ad Size	1X	2X	3X	4X	5X	6X*	8X*	10X*	12X*
2 Page	\$6,555	\$5,890	\$5,605	\$5,315	\$5,150	\$5,020	\$4,750	\$4,535	\$4,255
Full	\$4,055	\$3,885	\$3,690	\$3,520	\$3,435	\$3,345	\$3,175	\$3,020	\$2,845
2/3	\$3,380	\$3,170	\$3,015	\$2,865	\$2,790	\$2,715	\$2,580	\$2,465	\$2,335
1/2	\$2,805	\$2,680	\$2,520	\$2,355	\$2,325	\$2,275	\$2,145	\$2,045	\$1,915
1/3	\$2,260	\$2,135	\$1,950	\$1,850	\$1,800	\$1,760	\$1,685	\$1,600	\$1,525
1/6	\$1,320	\$1,235	\$1,135	\$950	\$1,070	\$905	\$990	\$935	\$880

5x, 6x, 8x, 10x and 12x frequency rates are earned in combination with any other **Madden Media** quarterly product. Rates are per insertion and apply to camera-ready art only. Rates quoted gross. Guaranteed requested position: add 15% to earned rate.

Art Scene

Enhanced Listing	\$120
Enhanced Listing with Photo* without display ad	\$660
with display ad	\$250

*Photo must be provided

Premium Positions

Art Scene Cover*	\$2,005*
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*The *Art Scene* Cover can be purchased with a half-page or larger ad. On first availability basis. Premium Positions must be renewed 30 days prior to published space reservation deadline.

TUCSON

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Desert DINING

Desert Dining Guide is published in the spring and fall issues of *Tucson Guide*. This valuable supplement features and promotes unique dining establishments in Tucson.

Benefits for Every Advertiser

Tucson Guide advertiser benefits, plus

- **FREE** restaurant listing in *Tucson Guide*
- **FREE** bonus circulation of 20,000 (7,500 are used as the official dining guide of the Metropolitan Tucson Convention & Visitors Bureau)

Extra Benefits for 4X Advertisers with minimum of a 1/6 display ad

- A listing of menu selections in each issue of the *Desert Dining Guide*

Space Reservation and Menu Selection Deadlines

Spring (March 2009) January 7, 2009

Fall (September 2009) June 24, 2009

Premium position must be reserved 30 days prior to ad close.

Distribution

60,000 semi-annually

40,000 Copies inserted in the fall or spring issue of *Tucson Guide*

20,000 Bonus circulation overprints are available at concierge desks of area hotels and resorts, and at high-traffic retail and restaurant locations plus, copies are used by the Metropolitan Tucson Convention and Visitors Bureau as their official dining guide and fulfillment piece

4-Color Display Rates

Circulation: 120,000 annually (60,000 semi-annually)

Ad Size	1X	2X	3X	4X
Full	\$3,525	\$3,375	\$3,205	\$3,060
2/3	\$2,935	\$2,755	\$2,620	\$2,490
1/2	\$2,435	\$2,330	\$2,190	\$2,045
1/3	\$1,965	\$1,855	\$1,695	\$1,605
1/6	\$1,145	\$1,070	\$985	\$950

Rates apply to camera-ready art only. Rates quoted gross.

Premium Positions

<i>Dining Guide</i> Cover*	\$2,005*
Menu Listing	\$645

*The *Desert Dining* Cover can be purchased with a half-page or larger ad. We will photograph your signature dish for the cover and credit your restaurant. On first availability basis. Premium Positions must be renewed 30 days prior to published space reservation deadline. Rates quoted gross.

Dining Around Town

Ad Size	1X	2X	3X	4X
1/4 (v)	\$1,260	\$1,135	\$1,080	\$1,020
1/8 (h)	\$700	\$635	\$605	\$535

1/8 and 1/4 page ads are grouped and are not included within editorial section. Rates apply to camera-ready art only. Rates quoted gross.