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# FALL GUIDE

A COMPANION TO THE ANNUAL  
AUTUMN LEAVES FESTIVAL™



This is to be a *Fall Guide* to all things Surry County, NC and surrounding counties. The booklet, published by the Greater Mount Airy Chamber of Commerce, will be a companion to the Autumn Leaves Festival™ with festival information, vendors, and maps.

**Book size:**

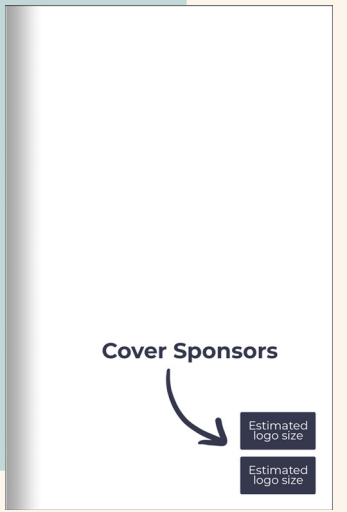
Handheld, travel size, 8.5" h x 5.5" w  
Full Spread: 8.5" h x 11" w

Printed in full color, full bleed

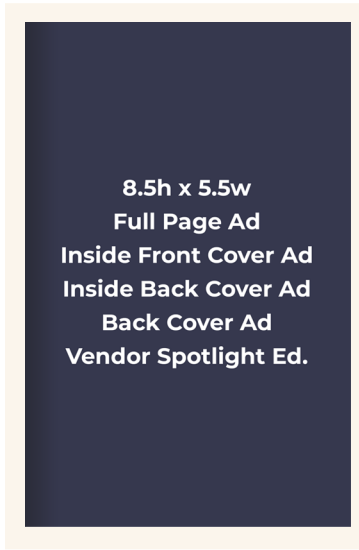
**# of Copies Distributed:**

5000 to all local Visitor Centers, hotels, REALTORS®, etc., and at the Autumn Leaves Festival

***See next page for ad specifications*** and vendor spotlight info.



**Cover Sponsor** (2 available): \$300  
Includes logo (small; 380px x 190px) on front cover in top / bottom, left / right corner



**All Full Page Ads** (8.5" h x 5.5" w)

**Standard Full Page Ad:** \$900

**Inside Front Cover:** \$1000

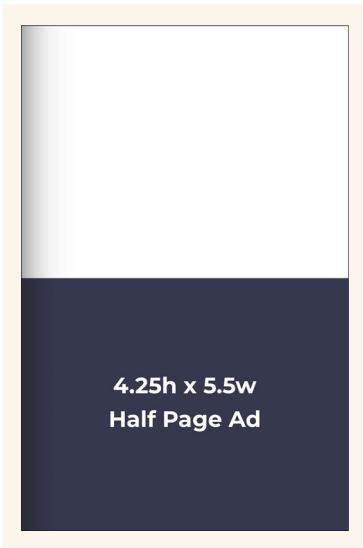
**Inside Back Cover:** \$1000

**Back Cover:** \$1200

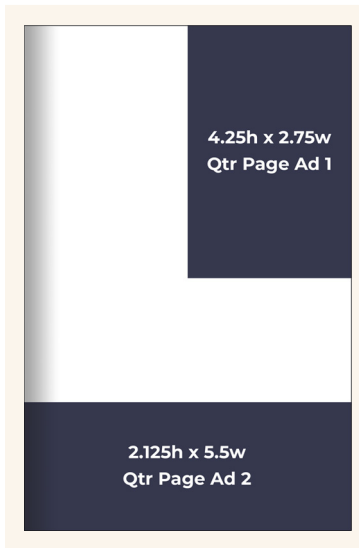
**ALF Vendor Spotlight Editorial**

(4 available): \$500

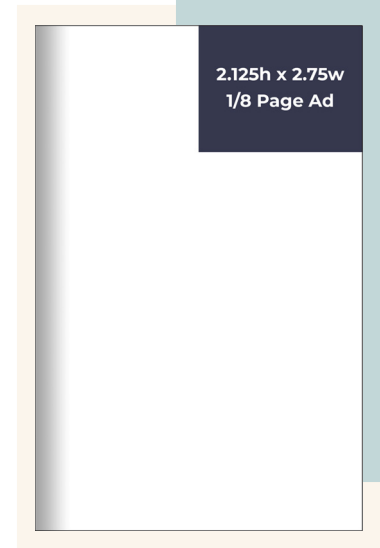
- One page
- Must provide photos of your merchandise, headline, and editorial copy
- Chamber staff have the rights to make changes and add additional copy when necessary
- Chamber staff will design / format the page. You are responsible for providing the information.



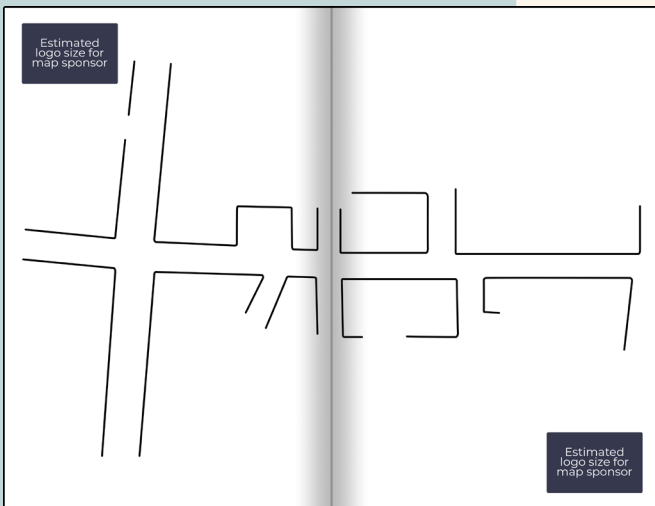
**Half Page Ad**  
(4.25" h x 5.5" w): \$450



**Quarter Page Ads**  
(4.25" h x 2.75" w) or  
(2.125" h x 5.5" w): \$275



**Eighth Page Ads**  
(2.125" h x 2.75" w): \$125



**Map Sponsor**

(10 available): \$80

Includes logo (small; 480px x 300px) on one of the six map pages

**Optional Design Service for all Ads**

(not including Vendor Spotlight Editorials): \$50

- Includes two rounds of edits
- Any edits after Round 2 are subject to an additional fee of \$25 per round.