

Explore

NORTHWEST ARKANSAS

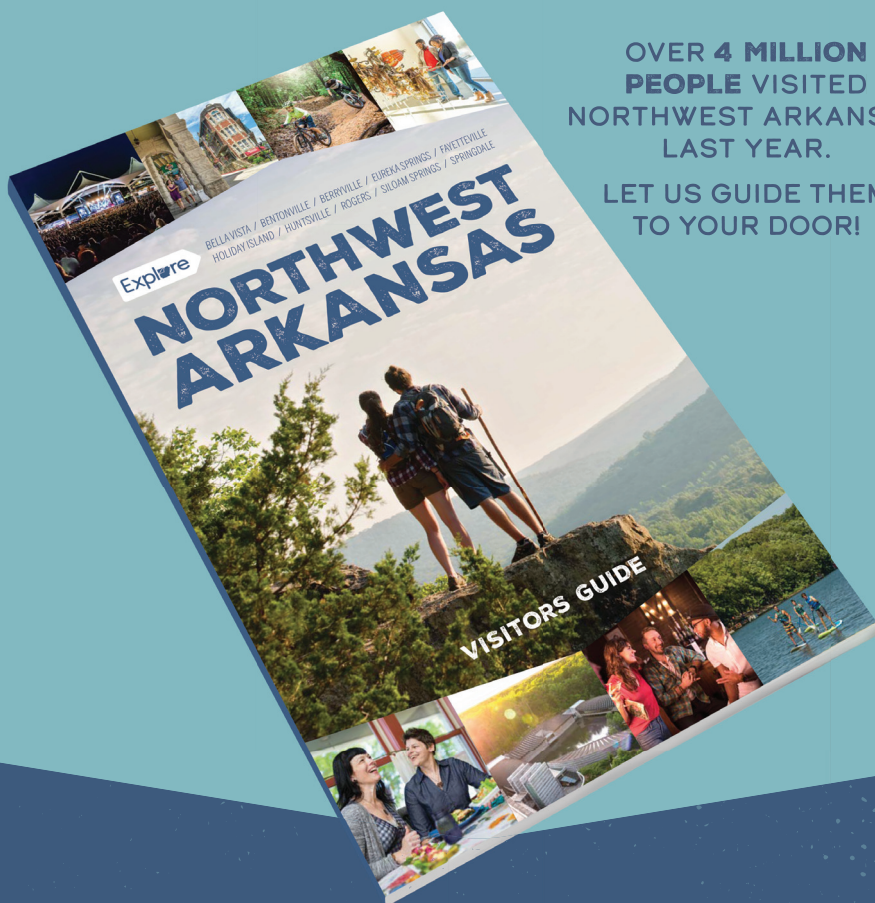
2022

PARTNER ADVERTISING

OPPORTUNITIES & RATES

OVER 4 MILLION
PEOPLE VISITED
NORTHWEST ARKANSAS
LAST YEAR.

LET US GUIDE THEM
TO YOUR DOOR!



NORTHWEST ARKANSAS' **OFFICIAL** TRAVEL GUIDE

[NORTHWESTARKANSAS.ORG](https://northwestarkansas.org)

ABOUT NATA

The Northwest Arkansas Tourism Association (NATA) is the official nonprofit organization established for the purpose of encouraging and stimulating tourism travel and vacation business to and within the Northwest Arkansas region. It is one of 12 regional associations in the state created by the Arkansas Department of Parks & Tourism and includes Benton, Washington, Carroll and Madison counties. In addition to promoting the Northwest Arkansas region overall, NATA also represents, promotes and markets the four-county area's many attractions, destinations and tourism entities. To learn more, visit NorthwestArkansas.org.

NORTHWEST ARKANSAS TOURISM ASSOCIATION

NATA is guided by a Board of Directors made up of NWA tourism and hospitality industry leaders.

NATA BOARD OF DIRECTORS 2022-24

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BE PART OF THE BIGGER PICTURE & INCREASE
YOUR TOURIST TRAFFIC...

ADVERTISE IN NORTHWEST ARKANSAS' OFFICIAL TRAVEL GUIDE!

Expand your marketing reach with the official **NWA Visitors Guide** and open the door to more business, as we invite visitors to explore all that Northwest Arkansas has to offer! For more than three decades, this guide has consistently generated business for the region's lodging properties, restaurants, retail shops, tourism attractions and other businesses in Benton, Washington, Carroll and Madison counties. Northwest Arkansas' future is brighter than ever, so take advantage of this opportunity to promote your business to travelers, prospective visitors, newcomers and residents – both in print and online at **NorthwestArkansas.org**.

QUALIFIED LEADS

AT-A-GLANCE 2022 NWA VISITORS GUIDE

- › 50,000+ copies will be printed and distributed via:
 - Arkansas Welcome Centers (statewide)
 - Area Visitor Bureaus & Tourist Info Centers
 - NWA Regional Airport (XNA)
 - Area Chambers of Commerce
 - Mailed to prospective visitors, in response to national/regional print and web ads, and online requests
- › Online version on NorthwestArkansas.org, increasing reach and readership
- › Affordable, competitive ad rates (print and web ads)
- › Engaging editorial with vibrant photography that's locally curated
- › Regional map and calendar of events
- › Ad purchase includes NATA membership benefits, including a link to your website on **NorthwestArkansas.org**

**PUBLISHED BY THE NORTHWEST
ARKANSAS TOURISM ASSOCIATION**

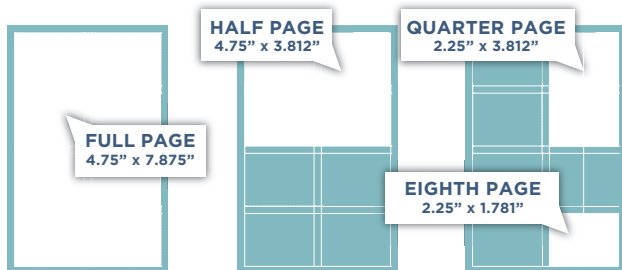
PARTNER VALUE

- › Reach an incredibly qualified audience
- › Laser target your customer
- › Increase ROI
- › Leverage the power of numbers — regional reach

MORE THAN JUST AN AD...

Advertising in the NWA Visitors Guide buys you more than just an ad! You will also be part of a much larger marketing effort promoting the Northwest Arkansas region.

- › Using ad proceeds, as well as state and private regional association funds, the Northwest Arkansas Tourism Association promotes the region through advertising in a variety of publications and online.
- › NATA's current advertising and publicity campaign is reaching millions of potential visitors to NWA.
- › This campaign drives visitors to the NATA website at NorthwestArkansas.org where the region is promoted, featuring the NWA Visitors Guide – including your ad!



TECHNICAL INFORMATION

Trim Size:

5.375"(w) x 8.375"(h)

Image Resolution/

Line Screen:

300 DPI / 150 LPI

Ink: 4/C Process [CMYK]

PRINT ADVERTISING RATES 2022 EDITION

FULL PAGE:

\$2600

Dimensions: 4.75"(w) x 7.875"(h)

HALF PAGE:

\$1400

Dimensions: 4.75"(w) x 3.812"(h) *Horizontal only

QUARTER PAGE:

\$840

Dimensions: 2.25"(w) x 3.812"(h) *Vertical only

EIGHTH PAGE:

\$525

Dimensions: 2.25"(w) x 1.781"(h)

PREMIUM / BACK COVER:

\$3150

Modified full-page ad size allowing for mailing

PREMIUM / INSIDE BACK COVER:

\$2990

Dimensions: 4.625"(w) x 7.875"(h)

PREMIUM / INSIDE FRONT COVER:

\$2990

Dimensions: 4.625"(w) x 7.875"(h)

SPECIFICATIONS

Acceptable file formats:

Press-Ready PDF: PDF files must be CMYK composite, professionally created as press-ready PDFs with full-size, high-resolution images and all fonts embedded.

Adobe InDesign or Illustrator:

All linked images and fonts must be included. Files are accepted via e-mail or FTP, or they can be sent saved to CD/DVD. Please provide a printed proof or PDF for visual reference.

Files not prepared according to these specifications may be subject to a production fee.

DEADLINES

Space Deadline:

April 1, 2022

Reserve Your Space Today!

Ad Submission Deadline:

April 10, 2022

Visitors Guide Delivery:

June/July 2022

All rates are net.

All ads are to be submitted press-ready per indicated size and file specs, unless otherwise arranged (make-ready fee may apply). Payment in full due by April 1, 2022, unless otherwise arranged.

RESERVE YOUR SPACE TODAY!

Adara Marketing and Intelligence Co-Op

We're excited to introduce the first ever Marketing and Intelligence Co-Op provided by Adara directly to Northwest Arkansas. This program focuses on delivering intelligence and insights reporting, inclusive of ROI, directly to you and Northwest Arkansas Tourism Association as part of a media buy. Extend your media dollars further than ever and gain valuable insights for current and future planning.

As part of this exclusive program Adara will be matching your buy with added value impressions – extending your dollars even further.

Opportunity Overview

- **Targeted Audience Activation** Hyper targeted audience segments for media activation. These audiences are not only segmented by interest and behaviors but also by real time intent to travel.
- **Analytics** Real-time travel data to identify key trends such as in market spend, ROI, and behaviors.
- **Measurement** Evaluate media activity and its effectiveness.
 - Impact
 - Lift Analysis
 - Credit Card Spend

What You Get

- **Creative** Cross platform display banners on desktop, mobile and tablet
- Reach the most relevant audience who is ready to book.
- **Customized Audiences** Competitive and Geo-targeting.
- **Destination Expenditure Reports** Supplied at the end of each flight.

What You Supply

- Assets
- CTA
- Month(s) of run



Adara Marketing and Intelligence Co-Op Packages

Tier	Impressions	Reporting	Adara Added Value (IMPs)	Total Impressions	Duration	Total Cost	Partner Opportunities
1	700,000	Hotel/air searches & bookings, credit card expenditures	300,000	1 million		\$10,000	8
2	500,000	Hotel/air searches & bookings, credit card expenditures	200,000	700,000		\$7,500	8
3	400,000	Hotel/air searches & bookings	100,000	500,000		\$4,000	10
4	300,000	Hotel/air searches & bookings	75,000	375,000		\$3,000	10
5	250,000	Hotel/air searches & bookings	50,000	300,000		\$2,500	10

Sponsored Content

Our regional editorial staff is well versed in creating quality, contextually relevant content that drives organic traffic. Leverage the expertise of our editorial team to write an article featuring your business. Your content will be featured on **NorthwestArkansas.org** for one year. You will also own this content for use on your site, providing your visitors with content that is authentic and inspirational.

What You Get

- **Experiential Article on NorthwestArkansas.org** The regional editorial team will craft an experiential article, conducting keyword research to ensure you receive the most lift.
- **Article Promotion** The region will feature your article on NorthwestArkansas.org for one year and will promote the article through various content placement and feature strategies in addition to posting on our social channels (Facebook and Instagram)
- **Traffic** Quality traffic will be driven by direct links to your site within the article and links placed during promotions.

What You Supply

- High quality images
- Article framework/outline

Rates

Article Creation and Promotion: \$1,400

Please Contact

Paradise Advertising

partnerprograms@paradiseadv.com

