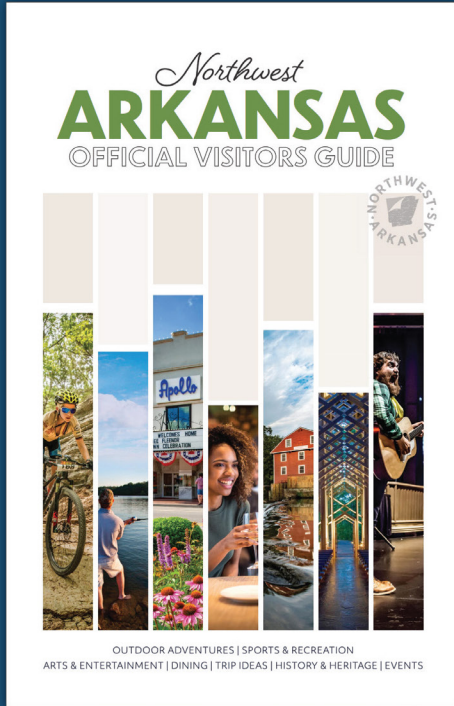




2025 OFFICIAL VISITORS GUIDE



OUTDOOR ADVENTURES | SPORTS & RECREATION
ARTS & ENTERTAINMENT | DINING | TRIP IDEAS | HISTORY & HERITAGE | EVENTS



Produced in partnership between
Explore Northwest Arkansas and Madden Media

Inspire Travelers to Explore

NORTHWEST ARKANSAS

The Northwest Arkansas Official Visitors Guide delivers the best of the region to interested travelers. The guide is the best source for travelers selecting where to stay, where to go and what to do while planning and visiting.

ADVERTISING RATES*

PREMIUM POSITION	NET
Inside Front Cover	\$2,990
Inside Back Cover	\$2,990
Table of Contents Half Page (V)	\$1,750
Opposite Welcome/Masthead Full Page	\$2,750
STANDARD POSITION	NET
Full page	\$2,600
Half page	\$1,400
Quarter page	\$840
Eighth page	\$525

* This information is subject to change. Previous advertisers have first right of refusal. Northwest Arkansas Tourism Association has the final decision on ad placements.

DELIVERABLES



CIRCULATION:
50,000
PRINTED COPIES



MOBILE-FRIENDLY
DIGITAL EDITION

DEADLINES



SECURE YOUR SPACE BY
DECEMBER 2, 2024
Invoiced upon signed space reservation



AD MATERIALS DUE
DECEMBER 6, 2024



DIGITAL READY
MATERIALS DUE
DECEMBER 13, 2024



PUBLISHES
MARCH 2025

NOT A CURRENT MEMBER?

Purchase of a print ad includes membership to the Northwest Arkansas Tourism Association and all of its benefits!

DISTRIBUTION INFORMATION

The Northwest Arkansas Official Visitors Guide reaches prospective visitors through a variety of ways. Guides are mailed as the primary fulfillment piece for individuals who respond to marketing programs and request information in advance of their visit.

DISTRIBUTION INCLUDES:

- Welcome Centers throughout the state of Arkansas
- Regional Visitor Bureaus & Tourist Info Centers
- Area Chambers of Commerce
- NWA Regional Airport (XNA)

FOR ADVERTISING INFORMATION, PLEASE CONTACT:



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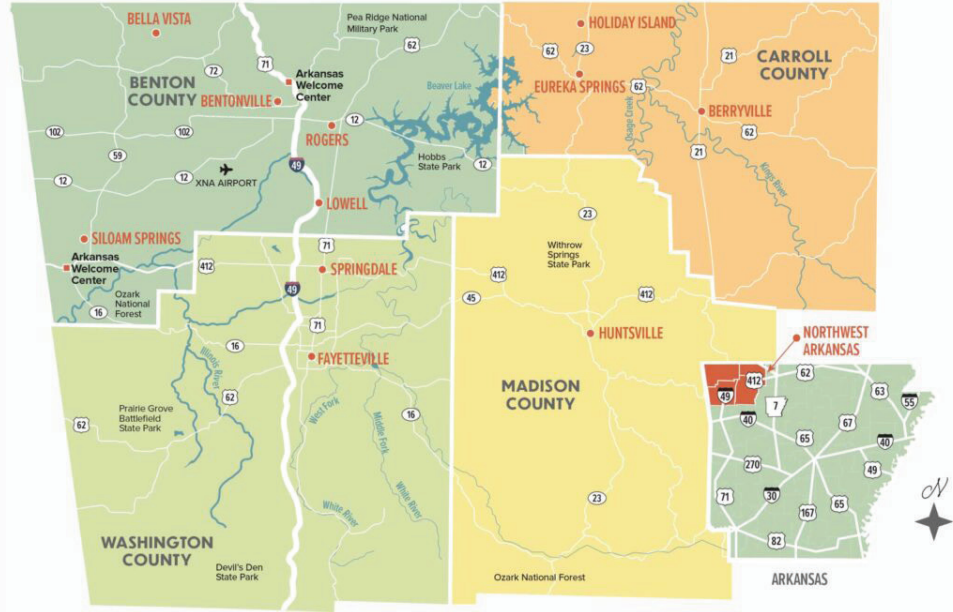
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