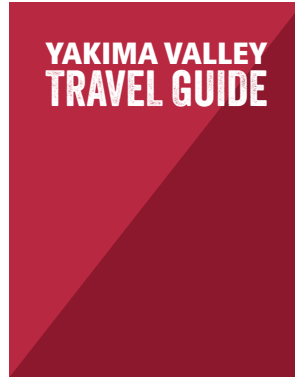


# YAKIMA VALLEY TOURISM MEMBER ADVERTISING OPPORTUNITIES 2022

We want to help make things a little easier for our members during this pandemic. We've reduced many of our ad rates to give folks a bit of a break.

## TRAVEL GUIDE

The Official Yakima Valley Travel Guide is our most important marketing piece for influencing and attracting visitors to the Yakima Valley. Our Travel Guides are distributed throughout the Pacific Northwest in highly visible locations. It's also directly mailed to visitors who are planning a trip to the Yakima Valley, and is also prominently featured on VisitYakima.com in digital format.



**100,000**  
COPIES PRINTED

## TRAVEL GUIDE RATES

AD SIZE	RATE	DISCOUNTED
Back Cover	\$4,890	-\$260
Inside Cover	\$4,675	-\$250
Full Page	\$4,345	-\$230
Half Page	\$2,395	-\$130
Quarter Page	\$1,400	-\$75
Eighth Page	\$875	-\$50
Eighth Page (co-op)	\$520	-\$30
Full Page (co-op)	\$1,565	-\$85

(Co-op ads are only available on pages underwritten by a sponsor, i.e. Downtown Yakima)

## WEBSITE

### WEBSITE RATES

AD TYPE	12 Months	DISCOUNTED
Section Banner	\$2090	-\$696
Display Square	\$1050	-\$354

AD TYPE	1 Month	DISCOUNTED
Featured Event	\$70	-\$8

## VIC INFO SIGN

An exterior sign at the Visitor Information Center entrance serves as a contact-less touch-point for visitors to find information about Yakima Valley's attractions and businesses via convenient QR codes. 9-10k visitors stop by the VIC in a normal year.

AD TYPE	RATE
VIC Info Sign Sponsor	\$1200 (1 Available)

## COMMUNITY MAP

5,000 copies of the Yakima Valley Community Map are printed.

### COMMUNITY MAP

AD SIZE	RATE	DISCOUNTED
Back Cover	\$1,805	-\$100
Full Panel	\$1,055	-\$55
1/2 Panel	\$615	-\$35
1/4 Panel	\$440	-\$25

## CRAFT BEVERAGE & FARM FRESH MAPS

Three exclusive feature spots on the **Craft Beverage** and **Farm Fresh** maps. Each feature spot includes a photo, short description, contact info and a numbered spot on the map. 5,000 copies of each map are printed every year.

AD TYPE	RATE
Craft Beverage Map Feature Spot (Only 3 Available)	\$630 (12 months)
Farm Fresh Map Feature Spot (Only 3 Available)	\$630 (12 months)

## BRONZE PACKAGE

AD SIZE	RATE
Travel Guide - Eighth Page	\$875
Map - 1/4 Panel	\$440
<b>TOTAL \$1,315 - (5% discount) = \$1,250</b>	

## SILVER PACKAGE

AD SIZE	RATE
Travel Guide - Eighth Page	\$875
Website - Display Square	\$1050
Map - 1/4 Panel	\$440
<b>TOTAL \$2,365 - (10% discount) = \$2,125</b>	

## GOLD PACKAGE

AD SIZE	RATE
Travel Guide - Quarter Page	\$1,400
Website - Display Square	\$1050
Map - 1/2 Panel	\$615
<b>TOTAL \$3,065 - (15% discount) = \$2,605</b>	

Reserve your spot(s) soon, ad space is limited.

# YAKIMA VALLEY TOURISM MEMBER ADVERTISING OPPORTUNITIES

## ABOUT YOUR FEATURED LISTING

Rather than paid advertisements, our advertisers are given "Featured Listings" that are designed to integrate your ad directly into our marketing material's content. This is a form of "native advertising," which mimics the form and appearance of news content. **This style of ad has proven to be much more effective at appealing to readers and potential visitors.** Rather than feeling like they are being advertised to, readers assume your ad is a part of the story, which helps inspire genuine interest in what your business offers.

## FEATURED LISTING EXAMPLES

### DOWNTOWN YAKIMA

Second Street Grill

## DOWNTOWN YAKIMA

SEE SOME FAVORITE DOWNTOWN PLACES

### DOWNTOWN YAKIMA

#### THE VIBRANT HEART OF THE YAKIMA VALLEY

Wander just a few blocks to find the flavors of the Yakima Valley. Enjoy local wines and craft beers in tasting rooms and taprooms nestled among the chef-driven, Northwest-inspired restaurants, boutiques and coffee houses.

Find the perfect bite to complement your craft beverage or between outdoor adventures, sporting events and shopping. Choose from artisan pastries, cultural foods, pub favorites and handcrafted Northwest cuisine.

Listen to live music at wineries, taprooms, restaurants and local pubs. On First Fridays, stroll between venues for live music. **Downtown Summer Nights** is a highlight of the Valley's music scene with free, family friendly concerts and local craft beverages.

Catch a show at **The Season's Performance Hall** or **The Capital Theatre**.

Spend the day at the boutique shops and enjoy a coffee at an independent coffee house. Before you head home, visit the **Downtown Yakima Farmers Market**.

### DOWNTOWN YAKIMA EVENTS

Visit [downtownyakima.com](http://downtownyakima.com) for the most updated list of events in Downtown Yakima.

<h4>CRRAFTED</h4> <p>Dine and Mallic Kosmos welcome guests to their quaint farm-to-table restaurant to enjoy innovative, seasonal cuisine with Yakima Valley and PNW craft beer.</p> <p>200 N. Third Street Yakima 509.425.2229 • <a href="http://info@crafted.com">info@crafted.com</a></p>	<h4>HOLIDAY INN YAKIMA</h4> <p>Conveniently located in Downtown Yakima and the Valley, it's perfectly situated for exploring the Yakima Valley. Enjoy our historic hotel and indoor water park.</p> <p>802 E. Stadium Avenue • Yakima 509.426.7889 • <a href="http://holidayinn.com/yakima">holidayinn.com/yakima</a></p>	<h4>KANA WINERY</h4> <p>Open 7 days a week and located in the Historic Leavenworth. They offer tastings, wine by the glass, daily happy hours, weekly cheese plates and live music on Friday Sat. 12-14th St. Downtown Yakima</p> <p>509.425.8027 • <a href="http://kanawinery.com">kanawinery.com</a></p>	<h4>LULU'S LUNCHEON</h4> <p>This little cafe is located inside Yarnale Mall. They serve delicious homemade soups, sandwiches and salads with a full service coffee bar. Sit in their cozy and updated dining room or take it to go!</p> <p>306 S. 3rd Street • Yakima • 509.388.4933</p>
<h4>UMMELINA DAY SPA</h4> <p>Experience a moment of peace and bliss. Enjoy the services, massages, facials and more!</p> <p>Schedule your massage, body treatment, facial and more!</p> <p>309 East Yakima Ave. Suite 101 • Yakima 509.225.9772 • <a href="http://ummelina.com">ummelina.com</a></p>	<h4>VINTAGE ME</h4> <p>This little shop with a lot of style offers gifts, clothing, jewelry, garden and home decor and more. They specialize in blending the old with the new. Come to be inspired!</p> <p>306 S. 3rd Street • Yakima 509.426.4164</p>	<h4>SECOND STREET GRILL</h4> <p>A casual, contemporary dining experience with a focus on the flavors of American West. They have 25 craft beers, specialty brunch, local and regional wines and pair cooking. Daily happy hour 4pm-7pm.</p> <p>24 South 2nd Street • Yakima 509.426.6888 • <a href="http://secondstreetgrill.com">secondstreetgrill.com</a></p>	<h4>YAKIMA STEAK COMPANY</h4> <p>Yakima Steak Company is a dining and entertainment destination. They combine outstanding food with the best service in the Valley.</p> <p>222 West Yakima Avenue • Yakima 509.426.4772 • <a href="http://yakimasteak.com">yakimasteak.com</a></p>

Travel Guide - Eighth Page Co-op Section Example

### HOPS & BEER

#### BREWERIES, CIDERIES & DISTILLERIES

**Single Hill Brewing Company**  
Single Hill Brewing Company is a craft brewery, good vibes and great beer. Spectacular family-friendly taproom. Full patio and lawn. Food truck on site daily. Menu from 12 hours on tap. Come see it all!

400 North Yakima Avenue • Yakima, WA 98901 • 509.426.4274 • [singlehillbrewing.com](http://singlehillbrewing.com)

**Snoops Mountain Brewery & Restaurant**  
Enjoy beautiful views and the best American craft beer. They're coming to the Valley. We're taking you to the best beer in the Valley. Come see it all!

1000 N. 3rd Street • Yakima, WA 98901 • 509.427.2739 • [snoopsmountain.com](http://snoopsmountain.com)

**Valley Brewing Company**  
Valley Brewing Company is focused by three beer friends with a passion for craft and a love for beer. Valley Brewing's award-winning facility and tasting room offers experienced PNW craft beer and other activities. Now serving Railroad beer!

222 East 2nd Street • Yakima, WA 98901 • 509.426.0167 • [valleybrewing.com](http://valleybrewing.com)

**Varialist Beer Company**  
Varialist Beer Company produces delicious beer in downtown Yakima. Featuring a rotating food and color menu and a beer garden with food trucks, they're taking you to the best beer in the Valley. Come see it all!

100 East Yakima Avenue • Yakima, WA 98901 • 509.427.2739 • [varialistbeer.com](http://varialistbeer.com)

**Wandering Hop Brewery**  
Wandering Hop is a brewery inspired by a love of craft beer and a passion for travel. They are family-owned and operated in the heart of hop country, Yakima, Washington. We have beer made by hand and brewed with local ingredients. They're taking you to the best beer in the Valley. Come see it all!

100 East Yakima Avenue • Yakima, WA 98901 • 509.427.2739 • [wanderinghop.com](http://wanderinghop.com)

**5th Line Brewing**  
5th Line Brewing is a brewery with a little something for everyone. Small kitchen featuring house made pizzas and small bites.

2007 East Lincoln Avenue • Yakima, WA 98901  
509.426.7889 • [5thlinebrewing.com](http://5thlinebrewing.com)

**Bale Breaker Brewing Company**  
They don't just make beer. They give you a piece of mind-blowing beer accompanied by large just-in-time seasonal Downtown Yakima. Kick back and enjoy the view.

2007 East Lincoln Avenue • Yakima, WA 98901 • 509.426.7889 • [balebreaker.com](http://balebreaker.com)

**Bron Yr Aurr Brewing Co.**  
2019 Brewery of the Year from Best of Craft Beer Awards in Bend, OR. Located at the foothills of the Cascade Range, you'll find them crafting a variety of award-winning brews and more. They're family-owned and operated and proudly stand as the gateway to all outdoor adventures.

2222 E. 2nd St. • Yakima, WA 98901  
509.426.1000 • [bronyraur.com](http://bronyraur.com)

**Cowiche Creek Brewing Company**  
Located in a 1930s log home, they have a full view with panoramic views of the Cascade Valley. Beer flows on taps that are clean, crisp, refreshing and packed with a lot of delicious Yakima Valley hops.

For Reservations • Contact: WA 98902  
509.426.8888 • [cowichecreek.com](http://cowichecreek.com)

**Hop Capital Brewing Company**  
2019 Brewery of the Year from Best of Craft Beer Awards in Bend, OR. Located at the foothills of the Cascade Range, you'll find them crafting a variety of award-winning brews and more. They're family-owned and operated and proudly stand as the gateway to all outdoor adventures.

2222 E. 2nd St. • Yakima, WA 98901 • 509.426.1000 • [hopcapital.com](http://hopcapital.com)

**Bron Yr Aurr Brewing Company**  
2019 Brewery of the Year from Best of Craft Beer Awards in Bend, OR. Located at the foothills of the Cascade Range, you'll find them crafting a variety of award-winning brews and more. They're family-owned and operated and proudly stand as the gateway to all outdoor adventures.

2222 E. 2nd St. • Yakima, WA 98901 • 509.426.1000 • [bronyraur.com](http://bronyraur.com)

Travel Guide - Quarter Page Examples

### CITY OF PROSSER

Prosser, Barbara Kelly

## CITY OF PROSSER

Get a taste of the good life in Prosser. This small town with a big following of wine enthusiasts has become one of the Yakima Valley's premier destinations. Situated in the lush agricultural landscape are more than just wineries. You'll also find family-owned farms and orchards and a charming historic downtown.

Prosser's historic downtown is enjoying a newfound vibrancy with shops and contemporary restaurants. The weekly Farmers Market runs each Saturday morning from May through October at the City Park. Theater goes on each performance of the Valley Theater Company, which presents four plays from summer to spring in the restored historic Pilgrimage Theatre. The arts are also encouraged by an galleries and live music performances at coffee shops and events.

Plan your trip to coincide with one of the community's festive celebrations. In June, you can put on your hat for the **Scottish Fish and Highland Games** or raise a glass and find the perfect pairing at the **Butts, Brews & Barbecues** festival, celebrating local wines and craft beers along with competitive barbecue. July celebrates the visual arts with the **Art Walk** and **Wine Gala** where artists of all types fill booths with their amazing works. You can taste local wine and enjoy live music for a complete experience.

August brings the **Premier Beer and Whiskey Festival**. Featuring tastings with craft brewers and distillers from around the region alongside local food. In September, the skies fill with colorful hot air balloons as the **Great Prosser Balloon Rally** takes flight and the downtown streets fill with artisans and crafters during the **Harvest Festival**.

Learn more about Prosser at [VisitProsser.com](http://VisitProsser.com)

#### LOCAL LOVES

YAKIMA VALLEY TOURISM • 509.426.8888

- Spread an afternoon sipping and strolling among more than a dozen wineries and tasting rooms at Farmers Village.
- Watch vibrant balloons take flight at the Prosser Balloon Rally in September.
- Enjoy a memorable night in a boutique suite at the beautiful Historic Mercer Court Suites. Enjoy live music, downtown Prosser just steps away for dinner.

Historic Downtown Prosser has many boutique shops, art galleries and restaurants to enjoy and celebrate the local scene.

YAKIMA VALLEY TOURISM • 509.426.8888

Travel Guide - Full Page

Website - Featured Event

Website - Section Banner

Website - Rectangle

CONTACT

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