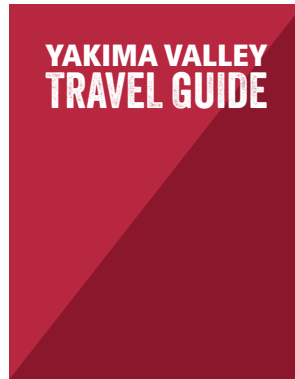


YAKIMA VALLEY TOURISM MEMBER ADVERTISING OPPORTUNITIES 2023

Yakima Valley Tourism takes great pride in their marketing efforts, and our team will take special care to ensure your business is perfectly positioned to attract visitors and customers to the Yakima Valley.

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	2023 RATE
Back Cover	\$5,408
Inside Cover	\$5,171
Half Page	\$2,651
Quarter Page	\$1,549
Eighth Page	\$971
Eighth Page (co-op)	\$578
Full Page (co-op)	\$1,733

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

WEBSITE

WEBSITE RATES

AD TYPE	12 Months
Section Banner	\$2,925
Display Square	\$1,474

AD TYPE	1 Month
Featured Event	\$82

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 (3 Available)	\$693 (12 months)
Farm Fresh Map Feature Spot (3 Available)	\$693 (12 months)
Feature Spot on Both Maps	\$1,323 (Save \$63)

COMMUNITY MAP

The Yakima Valley Community Map is one of our most useful resources for guiding visitors through the wonderful communities, activities and attractions that the Yakima Valley has to offer.



COMMUNITY MAP

AD SIZE	2023 RATE
Back Cover	\$2,000
Full Panel	\$1,166
Half Panel	\$683
Quarter Panel	\$488

BRONZE PACKAGE

AD SIZE	RATE
Travel Guide - Eighth Page	\$971
Map - Quarter Panel	\$488
TOTAL \$1,459 - (5% discount) = \$1,386	

SILVER PACKAGE

AD SIZE	RATE
Travel Guide - Eighth Page	\$971
Website - Display Square	\$1,474
Map - Quarter Panel	\$488
TOTAL \$2,933 - (10% discount) = \$2,640	

GOLD PACKAGE

AD SIZE	RATE
Travel Guide - Quarter Page	\$1,549
Website - Display Square	\$1,474
Map - Half Panel	\$683
TOTAL \$3,706 - (15% discount) = \$3,150	

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 AND WEB AD EXAMPLES

DOWNTOWN YAKIMA

The Downtown Yakima Farmers Market is open every Saturday from May through October.



DOWNTOWN YAKIMA

SEE SOME FAVORITE DOWNTOWN PLACES

ANTOLIN CELLARS TASTING ROOM

Tasting in the comfortable, relaxing room or outdoor patio while enjoying delicious wines is the perfect way to spend a day.

121 W. Front Street • Yakima
509.942.8279 • antolincellars.com

COWICHE CANYON KITCHEN & ICE HOUSE BAR

A perfect location for a beautiful combination of American classic and modern food with locally-sourced seasonal cuisine.

222 W. Front Street • Yakima
509.972.4279 • postofficebar.com

HOLIDAY INN YAKIMA

Conveniently located in Downtown Yakima near the downtown, it's perfectly situated for exploring the Yakima Valley. Enjoy our historic, historic and modern dining options.

201 W. Front Street • Yakima
509.972.4279 • holidayinn.com

KAMA WINERY

Open 7 days a week and located at the historic Lewis Building. Enjoy tastings, wine by the glass, daily happy hours, food, live music and the chance to see and taste!

101 W. Front Street • Yakima
509.972.4279 • kama.com

YAKIMA STEAK COMPANY

Yakima Steak Company is a modern steak house with an easy-going and comfortable atmosphere. They combine outstanding food with the best service in the Valley.

222 W. Front Street • Yakima
509.972.4279 • yakimasteak.com

UMMELMA SPA RETREAT

Yakima Valley's Spa Retreat. Step into a sanctuary of peace and relaxation. Enjoy a variety of spa treatments, body massages, facials and more.

201 W. Front Street • Yakima
509.972.4279 • ummelma.com

SECOND STREET GRILL

A casual, contemporary dining experience in the heart of downtown Yakima. They have 2nd floor, specialty drinks, local and regional wines.

201 W. Front Street • Yakima
509.972.4279 • secondstreetgrill.com

RON'S COIN & COLLECTIBLES

A Yakima staple for decades, Ron's is a fun and friendly place that provides hours of entertainment for all types of collectors: coin, books, comics, sports cards or pretty much anything you can think of!

14 South 2nd Street • Yakima
509.972.4279

DOWNTOWN YAKIMA

THE VIBRANT HEART OF THE YAKIMA VALLEY

Wander just a few blocks from your downtown hotel to find the flavors of the Yakima Valley. Enjoy local wines and craft beers at 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.

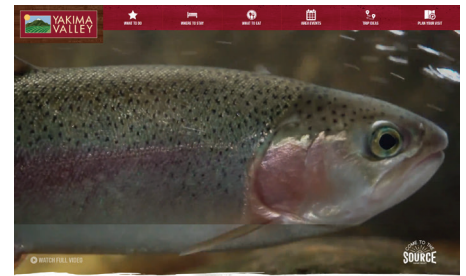
Listen to live music at wineries, taprooms, restaurants and local pubs. On First Fridays, stroll between venues for live music. **Downtown Summer Nights** is a highlight of the Valley's music scene with free, family friendly concerts and local craft beverages. Catch a show at **The Season's Performance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

Stroll the brick streets of the historic district then visit the restored 1912 Northern Pacific Railroad Depot, which houses several shops and restaurants.

Spend the day at the spa or boutique shops and enjoy a coffee at an independent coffee house. Before you head home, don't forget to visit the **Downtown Yakima Farmers Market**.

Find downtownyakima.com to find events and to start planning your Downtown Yakima visit!

Travel Guide - Eighth Page Co-op Section Featured Listings



YAKIMA VALLEY SAVINGS PASSPORTS

1 Day for \$19.99 | 7 Day Participating Dest. | 30 Day Price

CHOOSE YOUR YAKIMA VALLEY ADVENTURE

WINE COUNTRY

HOPS & BEER

FARMS & PRODUCE

OUTDOOR ADVENTURE

FESTIVALS & FUN

TRIP IDEAS

WHAT TO DO IN THE FALL

PLAN YOUR TRIP

FEATURED YAKIMA AREA EVENTS

HOP COUNTRY MUSIC FESTIVAL

CENTRAL WA STATE FAIR TOYOTA CONCERT SERIES

FRESH HOP ALLE FESTIVAL

CATCH THE CRUSH

SEE ALL YAKIMA VALLEY EVENTS

WINE COUNTRY

UNIQUE TASTING STOPS

Try one of these unique tasting experiences.

OWEN BICE

Owen Bice offers a diverse tasting of their award-winning estate and premium Yakima Valley wine and wine accompanied by beautiful views of Mount Adams. Open daily and just minutes from Downtown Yakima. Please welcome!

389 Camp Road • Binger • 509.777.8482 • owenbice.com

WHO KNEW?

Yakima Valley Wine Country Facts

- You can taste the next great vintage straight from the barrel before wines are even bottled at Spring Barrel Tasting in April.
- Yakima Valley growers produce more than half of Washington's wine grapes.
- The Yakima Valley is on the same latitude as Europe's great wine grape growing regions.
- The Yakima Valley American Viticultural Area (AVA), an officially designated wine grape growing region, encompasses six unique AVAs, each with a distinct character.

TREVERI CELLARS

Traver Cellars boasts premium, award-winning wines. Creative chef-wine pairing. Jason Crabb has artfully created award-winning sparkling wines that have been served at the Blue House and the US Department of State's Top Chef Award - Napa.

201 W. Front Street • Yakima
509.972.4279 • trevericellars.com

J BELL CELLARS & LAVENDER

Exceptional wines in an unbeatable setting. Spend an afternoon sipping on the beautiful covered patio surrounded by lavender fields. Enjoy handcrafted, lavender infused from local distillers and restaurants in the region, just steps from the chef's garden. Mark your calendar for outdoor events, wine dinners and for your stay at Camp 1 Bell. Book 60 days in advance.

100 Poppe Lane • Binger • 509.972.4279 • jbellcellars.com

Travel Guide - Featured Listings Examples

WINE COUNTRY

WINE COUNTRY

YAKIMA VALLEY WINE COUNTRY

SIGN UP FOR YOUR SAVINGS PASS

J BELL CELLARS & LAVENDER

EXCEPTIONAL WINES IN AN UNBEATABLE SETTING

POPULAR WINE COUNTRY

YAKIMA VALLEY WINE COUNTRY

WINE COUNTRY TRIP IDEAS

WINE COUNTRY TRIP IDEAS

WINE COUNTRY TRIP IDEAS

YAKIMA VALLEY TRAVEL STORIES AND TRIP IDEAS

WINE COUNTRY TRIP IDEAS

FARM & PRODUCE TRIP IDEAS

HOPS & BEER TRIP IDEAS

OUTDOOR ADVENTURE TRIP IDEAS

VIEW MORE TRIP IDEAS

FEATURED COMMUNITIES

YAKIMA

UNION GAP

SUNNYSIDE

PROSSER

MUST SEE YAKIMA VALLEY STOPS

UNION GAP

YAKIMA STEAK CO.

LEGENDS CASINO

Website - Featured Events (on the home page and events page)

Website - Rectangle (on every page of VisitYakima.com)

Website - Section Banner (on a specific section of the website)

2023 YAKIMA VALLEY TRAVEL GUIDE™
Copy & Contract Requirements
Contract Terms

Upon authorization of a Featured Listing Contract, the customer agrees to the following terms:

1. All featured listings are subject to the approval of Yakima Valley Tourism (YVT).
2. YVT has the right to demand payment in full.
 - a. *Signed contracts must be paid in full by January 15, 2023. If the account is placed in collection, a 20% collection charge will be added to the outstanding balance and the customers' member account will be suspended until all fees are satisfied.*
3. Layout and design services are included in the featured listing costs. Production services in addition to layout and design (i.e. photography, videography, graphic design, etc) are subject to current services charges and sales tax, and will be billed separately from any featured listing expense.
4. Cancellations may not be made after the closing deadline (**October 15**).
 - a. *Any cancellations or changes must be in writing. YVT reserves the right to run the most recent featured listing when updated text and photos are not furnished by the space deadline. YVT also reserves the right to charge the customer for any unused space if materials are not submitted.*
 - b. *All featured listings will run without customer approval if approval is not given by the closing deadline.*
5. Featured listing placement is guaranteed only for space with special position rates.
6. Customers assume full responsibility and liability for all content of featured listings printed and any claims arising therefrom.
7. Customers shall indemnify and hold harmless YVT from any and all liability, suits, causes of action, claims attorney's fees and damages of any kind, including without limitation any suit by any customer or advertising agency against YVT, arising out of the content of any featured listing material(s) and/or editorial copy used by YVT.
8. In the event of an error by YVT, the maximum liability is limited to the space cost of the featured listing.
9. YVT shall not be liable for errors in proofs approved by customers.
10. YVT shall not be liable for any costs or damages if for any reason YVT fails to publish a featured listing.
11. YVT shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of the publication because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of YVT.
12. It is clearly understood and agreed that featured listings and editorial are independent and that no special editorial consideration of any kind shall be part of this contract.
13. Any physical materials provided by the customer will be held until publication of the following year's guide and then discarded unless otherwise notified in writing by the customer. Include a self-addressed, stamped envelope for return of disks and other materials.