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What is the best, most economical way to reach 50,000 people with your merchandising message?

The **2018/2019 Free Guide to Cheyenne** is an established and exciting full color gloss magazine, produced by Trader's Publishing. 50,000 copies will be distributed in this area, targeting visitors and travelers at Cheyenne Area Visitors and Convention Centers, participating retailers, restaurants and lodging facilities. The outstanding quality and usability of the **Guide to Cheyenne** make it the perfect tool for visitors as well as local residents throughout the year. In addition, this publication is available online at: www.guidetocheyenne.com. Every ad and every page is available to the world 24 hours a day, 7 days a week.

Cheyenne averages over 1.1 million visitors yearly, spending millions during their stay. Get your share of the money they spend. The new **Guide to Cheyenne** will offer many reasons for visitors to stay longer and see more, generating greater revenue for the area.

This magazine is a comprehensive reference guide including current, informative articles about Cheyenne's history, demographics, arts and culture, transportation, parks and recreation, business, Warren Air Force Base, Cheyenne Frontier Days™ Celebration and shopping. Special events from around the area will be featured in the calendar of events.

For added convenience, the magazine includes detailed maps of Cheyenne and the surrounding area. On each map, there will be locator numbers, which will correspond to a number placed in your advertisement and in the directory.

The **Guide to Cheyenne** is designed and produced by Trader's Publishing, southeast Wyoming's leader in free publications for more than 40 years. You can trust this advertising investment to bring you results!

Circulation:
50,000

Space Reservation:
February 16, 2018

Format:
8½"x11" Full Color
Gloss Magazine

Copy Deadline:
February 23, 2018

- ALL RATES INCLUDE FULL COLOR -

Back Page	\$2,156
Inside Front or Inside Back Cover	\$1,655
Full Page	\$1,339
Half Page	\$921
Quarter Page	\$689
Eighth Page.....	\$414

Mechanical Requirements

(Width x Length)

Full Page:	7¼"x9½"
Half Page:	7¼"x4 ⁵ / ₈ "
Quarter Page:	3½"x4 ⁵ / ₈ "
Half Page:	3½"x9½"
Eighth Page:	3½"x2 ³ / ₆ "

Email artwork or questions to:
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