

Thousands of people make the Shoals  
their destination every year.

We want them to find **you** while they are here.

# DESTINATION SHOALS

{ A Publication of No'Ala Magazine }



eat. play. shop. live. repeat.®

Introducing **Destination Shoals**, the area's first comprehensive visitor's guide. Published by the creators of **No'Ala Magazine**, **Destination Shoals** and **www.destinationshoals.com** will help the visitor to our area find places to eat, play, shop...and spend money.

If you are a member of the Shoals Chamber of Commerce, you receive special benefits. Be a part of this annual guide to the Shoals, and help our visitors find you!

# NO'ALA

How does a visitor to the Shoals find your place of business?

# DESTINATION SHOALS

The Shoals area is host to thousands of visitors every year. They come here to take advantage of our lakes, our golf courses, our events, or to do business. While they are here, they are going to spend money for food, shopping and entertainment. How do you make sure they spend some of that money with you?

**DESTINATION SHOALS** is a comprehensive visitor's guide to the Shoals area which presents our region and its attractions to the visitor. The companion website, [www.destinationshoals.com](http://www.destinationshoals.com), is optimized for smart phones and allows the visitor to map a route right to your door. Distributed in hotel rooms, restaurants, entertainment venues and through the Tourism Bureau and Chamber of Commerce, **DESTINATION SHOALS** will let the visitor know what a great place this is, and will give the tools needed to find your place of business.

20,000 copies of this annual publication will be produced. **DESTINATION SHOALS** is designed and created by the publishers of **No'Ala Magazine**, an award-winning regional "cheerleader" for the Shoals area. **DESTINATION SHOALS** will showcase our area in a positive, beautiful way!

## TWO WAYS TO PRESENT YOUR BUSINESS

There are two ways to gain visibility for your business through **DESTINATION SHOALS**: a listing or a display ad.

**BASIC LISTINGS** allow you to list your company name, address, phone number and web address. Listings are categorized by type of business or service, and include a basic listing on the website. A basic listing is \$50.

**ENHANCED LISTINGS** contain everything in a basic listing, plus two lines of descriptive copy about the products or services you offer. In addition, an enhanced listing includes web links to your website and a special feature that allows a smart phone user to map a route directly to your door. An enhanced listing costs \$100.

**DISPLAY ADVERTISING**, in quarter page, half page and full page units, lets you tell your story in pictures and words. Ad design is included in the price of the ad. All display advertisers receive an enhanced listing in addition to their ad.

Quarter page:	\$425.00
Half page:	\$750.00
Full page:	\$1,250.00
Covers and featured pages:	\$1,750.00

## CHAMBER MEMBERS RECEIVE ADDED BENEFITS!

If you are a member of the Shoals Chamber of Commerce and you market a product or service to the visitor or potential newcomer to the area, you receive special benefits:

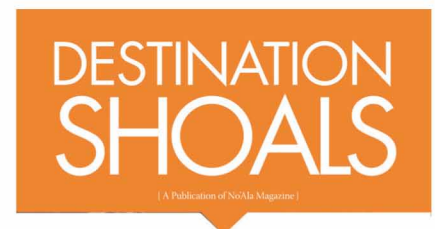
**BASIC LISTINGS** are **FREE!**

**ENHANCED LISTINGS** are **discounted by 50%** - you pay only \$50!

**DISPLAY ADS** are discounted as follows:

Quarter page:	\$400.00
Half page:	\$700.00
Full page:	\$1,100.00
Covers and featured pages:	\$1,500.00

Publication date is June, 2011. **Listing and ad reservations are due by April 29.** Reserve your listing or ad today—and let's help the visitor to the area have an experience to remember.

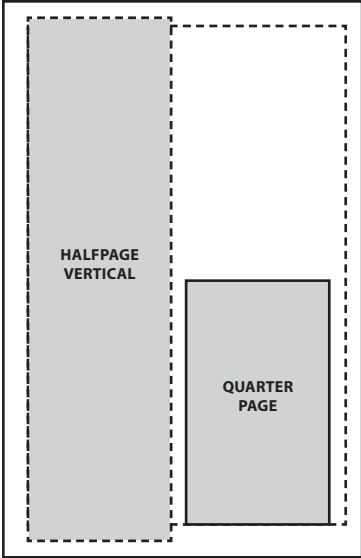


250 S, Poplar Street  
Florence, AL 35630

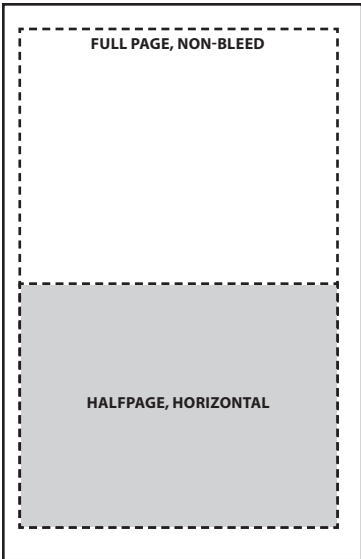
256-766-4222  
[www.noalamag.com](http://www.noalamag.com)



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Page Size



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**Production Specifications**

- Publication trim size (actual size) ..... 5.5" X 8.5"
- Full Page, Bleed ..... 5.75"w X 8.75"h
- Full Page, Non-Bleed ..... 4.875"w X 7.625"h
- Half Page, Horizontal ..... 4.875"w X 3.75"h
- Half Page, Vertical ..... 2.281"w X 8"h
- Quarter Page ..... 2.281"w X 3.75"h

**Digital Requirements**

Submit ads as full-color, high resolution (300ppi+) PDF, PSD, JPG, or TIF files with all fonts imbedded or converted to outlines. No other types of files/media will be accepted.

