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Dear Mini-Cassia Chamber Members:

Welcome to *Destination Southern Idaho*!

Formerly known as A Guide to Mini-Cassia, our new official annual publication will be published in June to promote the unique business and cultural environment of Southern Idaho, under the banner of the Mini-Cassia Chamber of Commerce. Our community is growing. Here is a smart opportunity to reach a high quality, targeted audience.

We have teamed up with The Times-News & The Voice, local publications that have been collectively serving Southern Idaho for more than half a century, giving this magazine a credibility that far exceeds any other vehicle available to target the Southern Idaho demographic and make a phenomenal presence outside our region to attract valuable tourism dollars.

Advertise your business in *Destination Southern Idaho*. Reach your customers.

Destination Southern Idaho will be available online, in an easy to use, flip-book format through the Chamber's upcoming new website and linked to TNmagicvalley.com, the area's largest media website with over 2.2 million page views per month. This magazine will be distributed to area hotels, restaurants, coffee shops, hospitals, professional offices, banks and public buildings in Southern Idaho and area tourist attractions in the Wasatch front of Utah. This is advertising that can include links to your own business website.

Across the country, people use chambers of commerce as a primary resource for travel, business and community information. How will the redesign of our magazine impact your advertising? Here's three major reasons how:

1. More attention to the publication from readers means greater attention to the ads.

One of the goals of any redesign is to make the magazine more reader friendly, more mobile friendly and more attractive. The greater the reader attention, the more likely that ads will be seen - and that is, obviously the goal.

2. More involvement from readers means greater loyalty and engagement.

We want our readers involved! We want them to read more of the magazine and spend more time with each page. As in #1 above, the more engaged the readers are and the more time with each page, the more likely they are to see your ad and actually interact with it.

3. An updated look provides a better environment for your business.

A redesign is often done because a publication is starting to look outdated or old. Companies want to advertise in publications that are up-to-date with their image. Having a more current look will make readers feel the publication is more "with it", which will also impact reader perception of the advertisers appearing in the magazine. The more an ad pops, the more effective it will be!

We are committed to promoting this incredible area we call home. Thank you for supporting our mission to have your business Grow With Us.

Sincerely,

President & CEO
Mini-Cassia Chamber of Commerce & Visitors' Center

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DESTINATION Southern Idaho

**Official Magazine
of the**

Mini-Cassia
Chamber of Commerce
Grow With Us

Welcome to Destination Southern Idaho!

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This magazine will be available at area hotels, restaurants, coffee shops, hospitals, professional offices, and public buildings in Southern Idaho and area tourist attractions in the Wasatch front of Utah. It is also available for tourist, business inquiries, relocation packets, move-ins and much more.

New this year the magazine will be available online at www.minicassiachamber.com and www.magicvalley.com.



Early Bird Pricing

(Deadline 3.31.2017)

Magazine Pricing

(Deadline 4.26.17)

	Chamber Member	Non-Chamber Member	Chamber	Non-Chamber Member
Back Cover	\$1199	\$1299	\$1299	\$1399
Inside or Back Cover	\$999	\$1099	\$1099	\$1199
Page 3, Half Page	\$949	\$1025	\$1025	\$1075
Full Page	\$949	\$999	\$999	\$1049
Half Page	\$749	\$799	\$799	\$849
Quarter Page	\$449	\$499	\$499	\$549
Eighth Page	\$349	\$399	\$399	\$449

Stand-Out Directory - Chamber Members Only 1x1 full color ad in directory section and directory listing highlight

First ad spot \$99

Additional ad spots \$50 each

Mini-Cassia
Chamber of Commerce
Grow With Us

TIMES-NEWS
magicvalley.com

THE VOICE
A Times-News Partnership

Design fees may apply. Contract your sales representative for details.

For more information and to be part of this magazine contact your account representative today or call 208-678-0411.