

TABLE ROCK LAKE

2024
OFFICIAL
VACATION
GUIDE

EXPLORE.
PLAY.
PLAN.
STAY.



The 2025 Vacation Guide is the Official Travel and Tourism publication of the Table Rock Lake Chamber of Commerce.

PUBLICATION DATE:
JANUARY 1, 2025
AD DEADLINE:
SEPTEMBER 30, 2024

PRINT RUN:
80,000 COPIES

The Vacation Guide is marketed and distributed digitally via the official Table Rock Lake visitor information website, VisitTableRockLake.com, in state-of-the-art flipbook technology, including hyperlinked ads.

PRINT DISTRIBUTION:

- MO/KS/AR/IL TRAVEL PLAZAS
- TRL CHAMBER VISITOR CENTER
- PHONE/INTERNET REQUESTS
- REGIONAL BROCHURE RACKS
- SELECT MEMBER LOCATIONS
- INTERNET MARKETING LEADS



2025 OFFICIAL VACATION GUIDE

The Vacation Guide is a full-color publication that markets the Table Rock Lake area to visitors. Our content provides extensive information about lake activities, accommodations, restaurants, attractions, shopping, and services in the Table Rock Lake area.

Advertising Rates	Member Rate	Non-Member Rate
1/8 horizontal	\$588	\$835
1/4 page	\$1,145	\$1,515
1/2 vertical or horizontal	\$2,230	\$2,835
Full page	\$4,235	\$5,380
Inside front or back cover	\$5,085	N/A
Back cover	\$5,515	N/A
Restaurant Guide Listing*	\$399	\$499

* Restaurant Guide Listing FREE with PAID Display Ad

* Premium Places Are First Come, First Served

Ad Dimensions	Width	x Height
1/8 page	3.75"	2.435"
1/4 page	3.75"	4.875"
1/2 page horizontal	7.5"	4.875"
1/2 page vertical	3.75"	10"
Full page	7.5"	10"
Full page w/bleed	8.625"	11.125"
Two-page spread	17.25"	11.125"

DISPLAY AD SUBMISSION SPECIFICATIONS

Format: High Resolution PDF, TIFF, PSD

Color Mode: CMYK

Color Resolution: 300 dpi @100%

Submit Ads to: mglenn@visittablerocklake.com

DEADLINE: SEPTEMBER 30, 2024

Questions? Call 417.739.2564

BONUS: Receive a 5% discount on 2025 Vacation Guide display ads when you purchase by July 17, 2024.