

DESERT

RAW

MAGAZINE

DISTRIBUTED MONTHLY AT HOTELS, RESORTS, B&B'S,
CHAMBER OF COMMERCE OFFICES, PALM SPRINGS AIRPORT,
VISITOR'S CENTERS, RESTAURANTS, STORES, ATTRACTIONS
AND OTHER HIGH VISITOR TRAFFIC LOCATIONS

Agua Caliente Resort & Spa
4 Seasons Swimwear
Allan Pitchko Gallery
Alpine Gardens PS
Art Galleries in PS 3 locations
Atlantic Airport Aviation
Azure Sky Resort PS
Beerhunter La Quinta
Best Western Indio
Best Western PS
Breezes CC PD
Budget 6 Motel
C of C La Quinta
C of C Palm Desert
C of C Palm Springs
C of C Rancho Mirage
C.C.City Hall
C.O.D. Street Fair
Café Des Beaux Arts
Camp PS
Caribbean Hotel
Chase Hotel PS
Christel's Boutique
Cimarron Golf Course
Cimarron Golf timeshare
Citrus @ PGA
College of the Desert PD
Comfort Suites PS
Country Inn & Suites
Days Inn Hwy 111
Days Inn PS
Desert Hot Springs Spa & Hotel
Desert Hot Springs Visitors Center
Desert Shadows
Dollsville Bears
Double Tree Inn
E&J's Designer Shoes
EDENHURST GALLERY
Elmer's Pancakes
Embassy Suites PD & La Quinta
Epics Timeshare
Estrella Inn Motel
Fantasy Springs Casino
Fitness Point
GARDENS / El Paseo
Good Gauze
Hampton Inn
Hilton Gardens PD
Hilton PS

Holiday Inn Exp. PD
Holiday Inn Express CC
Holiday Inn Indio
Holiday Inn PS
Hotel Timeshare Resale
Hotel Zoso
Hyatt Grand Champions Resort
Hyatt Hotel PS
Indian Palms Country Club
Indian Palms Hotel Indio
Indian Wells Hotel
Indio C of C
Ingelside Inn
Intel Lodge PD
Kim's Off El Paseo
La Casita
L'Affaire Boutique
La Quinta Arts Festival
La Quinta Hotel & Resort
Las Brisas Hotel
Las Casuela Nuevas
Las Casuelas LQ
Las Casuelas Original
Las Casuelas Terraza PS
Lawrence Welk Desert Oasis
Le Parker Meridien
Marquis Time Share
Marriott
Marriott Courtyard Hotel
Marriott Desert Springs Resort
Marriott Rancho Las Palmas
Marriott Residence Hotel
Marriott Shadow Ridge Timeshare
Marriott Time Share Welcome
Center (across from Follies)
Mephisto Shoes
Miramonte Resort & Spa
Miracle Springs DHS
Motel 6
Oasis Villas
Orchard Tree Inn
Outdoor Open Markets
Outdoor Resort
Palm Court Inn PS
Palm Desert Country Club
Palm Desert Lodge
Palm Desert Tobacco
Palm Mountain Resorts
Palm Springs Air Museum

P.S. International AIRPORT
Palm Springs Art Festivals
Palm Springs Art Museum
Palm Springs General Store
Palm Springs Library 2 locations
Palm Springs Spa Hotel & Casino
Palm Springs Visitors Center
Palm Tree PS
Palm Valley Country Club
Pampered Bath
Pavilions Market
Pepper's Thai
PGA West Club House
PGA West Time Share
Queen of Hearts Resort
Ramada Inn
Rancho Mirage C of C
Renaissance Esmeralda Resort
Riviera Resort & Spa
Rose Hotel
Sherman's Deli Palm Desert
Sherman's PS
Shield's Date Garden
Smoketree Inn
Spotlight 29 Casino
Star Six Hotel
Sun City - 2 Club Houses
Super 8 - Indio
Tanpopo
Tennis Club Hotel
TERRA Gallery
The Lodge CC
The Mondanie PD
The Plaza Timeshare & Resort
The River Information Center
The INN (Deep Cyn PD)
Tours - Operations & Promoter PS
Town & Country Lodge
Travel Lodge Indio
Travel Lodge PS
Tulip Hill Winery - The River
Tuscany Manor PS
Vagabond Inn
Westin Mission Hills Resort
Westward Ho
Woodhaven Country Club
Worldmark Indio
WorldMark-Palm Springs
Wyndham Hotel



DESERT KEY MAGAZINE is the number one choice for reaching up-scale visitors to the Coachella Valley area. Published monthly it appears at all of the major hotels in Palm Springs, Cathedral City, Rancho Mirage, Palm Desert, Indian Wells, Indio and La Quinta. It is also distributed to convention visitors and at the Palm Springs airport and other high traffic locations.

Each *monthly* issue provides information regarding special events and attractions, sports, theater, museums, sightseeing, art galleries, shopping and dining. **KEY** is known to travelers nationwide as the number one choice for visitor information.

Distributed at over 350 Hotels/ Resorts & other high visitor traffic locations.

Distribution dates: Before or on the first of the month.

Inquiries: All inquiries regarding advertising should be directed to:

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Skip Whiting
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www.
keypalmsprings
.com

Rates and Specifications

Rates are per issue	1 issue	4 issues	8 issues	12 issues
Black & White				
Full page	\$970	\$880	\$800	\$729
Half page	577	525	476	429
One fourth page	352	319	290	264

Full Color				
Full page	\$1239	\$1125	\$1022	\$920
Half page	786	714	649	585
One fourth page	477	434	395	355

Inside guaranteed position (if available) : Rate plus 10%

Listings Monthly

Listings for 60 words or less \$100

(Over 60 Words \$1.00 per word for each word exceeding 60 - Three month minimum contract on listing)

Cover Rates

Front cover Only - One time rate	\$1980
Front cover with inside ad (1/4 page color or larger)	1650
Inside front cover - Annual rate per month	1126
Inside back cover - Annual rate per month	1126
Outside back cover - Annual rate per month	1238

Contract and Copy Regulations

All contracts and advertising are subject to the publisher's approval. If the advertiser fails to provide copy and/or artwork to meet the deadline, Desert Key Magazine reserves the right to charge for the space reserved.

Production/advertising design

Rates are based on furnishing advertising material in either Quark (MacIntosh) or Photoshop, Illustrator, or any other electronic format which can be imported into Quark. Advertising developed by Desert Key Magazine will be billed at publisher's cost. Costs for layout, design, photography, four color separations, etc. will be quoted upon request. All advertising and editorial developed by Desert Key Magazine remain the property of the publisher and may not be reproduced elsewhere without the written consent of the publisher. CMYK Colors, 300 dpi resolution for images.

Rate Policy

First issue to be paid in advance. Contracts cancelled before completion will be short-rated at the earned rate. Payment is due on publication date.

Closing Dates

Deadline for advertising or copy changes is as follows:

Dec & Jan Ad:	November 1st
Feb & Mar Ad:	January 2nd
Apr & May Ad:	March 1st
June, July, Aug & Sept Ad:	May 1st
Oct & Nov Ad:	September 1st

Please note that the ad cannot change between the Dec & Jan Ad, Feb & Mar Ad, April & May Ad, June, July, Aug & Sept Ad, and the Oct & Nov Ad unless prior arrangements have been made (and additional charges may be necessary).

Mechanical Specifications

Trim	5 3/8" x 8 3/8"
Full page	
without bleed	4 3/4" x 7 1/2"
with bleed	5 5/8" x 8 5/8"
<i>(live matter not to exceed 4 3/4" x 7 3/4")</i>	
Half page	
vertical	2 1/4" x 7 1/2"
horizontal	4 3/4" x 3 5/8"
Quarter page	
vertical	2 1/4" x 3 5/8"
horizontal	4 3/4" x 1 3/4"