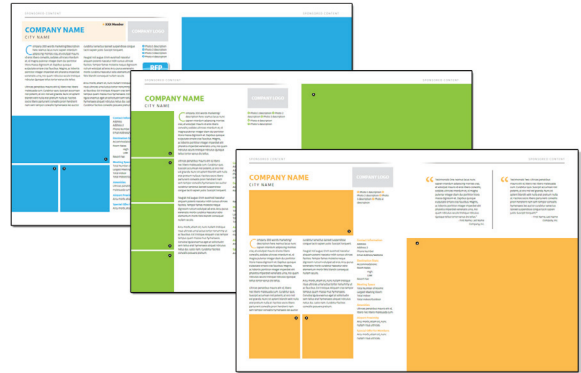


# Membership Directory & Resource Guide

## Wanderlust Guide

The Wanderlust Guide features custom built ads that are a hybrid of content, advertisement and functionality for our members. The full-page or double-page spread ads have crucial information about your destination as well as several high quality photos displaying your property. Your company is prominently featured and easily compared to other locations in the section. All images must be high-resolution images saved at 300dpi. A proof of your completed ad will be provided for final approval. Templates can be viewed here: [www.naylornetwork.com/webkits/PDFs/wanderlust\\_roster\\_size\\_templates.pdf](http://www.naylornetwork.com/webkits/PDFs/wanderlust_roster_size_templates.pdf)



*\*Naylor reserves the right to edit editorial for content, spelling and grammar*

## Wanderlust Checklist

### Full-Page Advertisers Choose:

- Left Layout 1
- Left Layout 2
- Left Layout 3

### Double-Page Advertisers Choose:

- Left Layout 1
- Left Layout 2
- Left Layout 3
- Right Layout 1
- Right Layout 2
- Right Layout 3

### Member of Association?

- Yes
- No

### Left Layout 1 Provide:

- 1 wide image (label image "1")
- 2 square images (label images "2" and "3")

### Right Layout 1 Provide:

- 1 wide image (label image "1")
- Capacity Chart (up to 12 x 12)

### Left Layout 2 Provide

- 4 square images (label images "1" through "4")

### Right Layout 2 Provide

- 1 large image (label image "Right")

### Left Layout 3 Provide:

- 1 wide image (label image "1")
- 2 square images (label images "2" and "3")

### Right Layout 3 Provide:

- Testimonial (block quote or 2 x 50 words)
- 1 large image (label image "Right")

### All Provide:

- Company Name and city name
- Company logo
- 200 word description
- Contact information (address, address 2, phone number, email address/website)
- Destination Stats (accommodations, room rates high and low, resort fee)
- Meeting space (total number of rooms, largest meeting room, total indoor, total indoor/outdoor)
- Amenities (limited of 20 words)
- Airport proximity (name of airport and distance)
- Special offer for members (limited to 20 words)
- Photo descriptions (photos will be numbered starting from the top left)

### RFP Link (button will be active in digital editions):

- RFP link for digital edition



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Wanderlust Examples

GEORGETOWN CONVENTION & VISITORS BUREAU GEORGETOWN. Includes contact information, meeting space details, and a table of room dimensions and seating capacity.

Interior view of a large, modern convention hall with high ceilings and large windows. Includes a table of room dimensions and seating capacity.

- Left Layout 1 Provide:
- 1 wide image (label image "1")
- 2 square images (label images "2" and "3")
Right Layout 1 Provide:
- 1 wide image (label image "1")
- Capacity Chart (up to 12 x 12)

Left Layout 2 Provide:
- 4 square images (label images "1" through "4")
Right Layout 2 Provide:
- 1 large image (label image "Right")

RIVERSIDE CVB RIVERSIDE, CA. Includes contact information, meeting space details, and a table of room dimensions and seating capacity.

Exterior view of the Riverside Convention Center building with a large flagpole in the foreground.

REDDING CONVENTION & VISITORS BUREAU REDDING. Includes contact information, meeting space details, and a table of room dimensions and seating capacity.

Interior view of a convention hall with a large table set up for a meeting. Includes a table of room dimensions and seating capacity.

- Left Layout 3 Provide:
- 1 wide image (label image "1")
- 2 square images (label images "2" and "3")
Right Layout 3 Provide:
- Testimonial (block quote or 2 x 50 words)
- 1 large image (label image "Right")

