Put your business on the map.

The guide to where to eat, stay, shop and explore in Idyllwild.

6,000	January 2027	Through July 4
PRINTED COPIES	PUBLICATION TARGET	2027 CIRCULATION

Every package includes map inclusion.

Every display ad includes one featured listing. New-advertiser rates below.

PACKAGE	STANDARD	EARLY BIRD
Basic listing Name, address, phone and website. No description or image.	$150	**$142.50**
Featured listing Contact details, one logo or small photo, up to 30 words.	$275	**$261.25**
Half page Interior display ad + one featured listing.	$500	**$475**
Full page Interior display ad + one featured listing.	$800	**$760**
Facing spread Two facing display pages + one featured listing.	$1,400	**$1,330**

PREMIUM COVERS

Inside front or inside back	**$1,200 each**
Back cover	**$1,500**

Each includes a full-page ad, one featured listing and map inclusion. Total package prices, not surcharges. Subject to availability; no early-bird discount.

SAVE 5% THROUGH NOVEMBER 30

Eligible new listings and interior ads. Written booking and successful full payment due **November 30, 2026, at 5 p.m. Pacific.** See reverse for terms and booking.

Your place in the guide.

One Winter 2027 edition. In print and free to read online.

REACH VISITORS

Distributed at the Idyllwild Visitor Center, Nature Center, major local inns, participating vacation rentals, 20+ retail stores, Palm Springs Visitor Center, Red Kettle and more.

The complete guide, including all ads, will also be available free on the Town Crier website.

RETURNING ADVERTISERS

Renew the **same size and placement at your verified most recent edition price.** Contact us before paying to confirm your rate and availability.

Upgrades are quoted separately. One-time offers, complimentary placements and make-goods require review. Renewal rates do not receive an extra early-bird discount.

A few dates to keep.

NOV 30

Early bird ends
5 p.m. Pacific

DEC 18

Final booking
and artwork

DEC 21

Entire guide
enters layout

JAN 2027

Publication target
Exact date pending

November and December dates are in 2026. Circulation continues through July 4, 2027.

ARTWORK & LISTINGS

Basic layout included: Supply text, logo and images. Includes one initial proof and up to two rounds of minor revisions. Custom design is quoted separately.

Proofs: Respond within two business days. Contact us for exact ad dimensions and file specifications before preparing artwork.

Featured listings: Up to 30 descriptive words, excluding name and contact details, plus one logo or small photo. One featured listing per display package. Longer copy belongs in your display ad.

PAYMENT & TERMS

100% payment is required at booking to reserve space. Cover and renewal orders require rate and availability confirmation before payment.

Cancellations: Full refund before December 21, 2026. No refunds on or after December 21, when layout of the entire guide begins.

Early bird: Excludes covers, renewal rates and separately quoted design. Discounts cannot be combined.

Map: Location details confirmed at booking. Contact us for home-based, mobile or out-of-area businesses.

BOOK NOW OR CONTACT US

idyllwildtowncrier.com/visitor-guide/book/

Contact us: corey@towncrier.com

Weekly newspaper, website banners and newsletters are separate unless included in your written order.