

# Dallas/Fort Worth Street Map & Visitor Guide

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Circulation **400,000** annually

# 2012 PRINT RATES

**Sizes:**  
MAP Side ▶ by decimal

### HORIZONTAL UNITS

Half: 2.672" w x 1.750" h  
Double: 5.469" w x 3.611" h  
Triple: 8.265" w x 3.611" h

### VERTICAL UNITS

Half: 1.265" w x 3.611" h  
Single: 2.672" w x 3.611" h  
Double: 2.672" w x 7.469" h  
Triple: 2.672" w x 11.201" h

**Cover Side ▶ by decimal**

### HORIZONTAL UNITS

Half: 3.604" w x 1.299" h  
Single: 3.604" w x 2.736" h  
Double: 7.333" w x 2.736" h  
Triple: 11.062" w x 2.736" h

### VERTICAL UNITS

Half: 1.734" w x 2.736" h  
Double: 3.604" w x 5.590" h  
Triple: 3.604" w x 8.444" h  
Back Cover: 3.471" w x 8.313" h

### MAP Rates:

Half Unit . . . . . **\$2,400** Annually  
Single Unit . . . . . **\$4,700** Annually  
Double Unit . . . . . **\$8,460** Annually  
Triple Unit/Full Panel **\$11,986** Annually  
Back Cover . . . . . **\$14,982** Annually  
Logo Box Ad\* . . . . . **\$950**  
Extra Logo\* . . . . . **\$150**  
Special Positioning . . . **10%** Additional

\*Must be purchased with ad.

**MAP** is a full color publication. All rates are net, based on 4-color process reproduction from advertiser-supplied electronic files. Rates do not include production charges. A color key, or cromalin-type proof, should accompany the file. Please ask for our **Electronic Publishing Specifications.**

▶ **Arlington, TX** ▶ **Austin** ▶ **Dallas/Fort Worth**  
▶ **Houston** ▶ **San Antonio**

# 2012 WEB RATES

**INTERNET Rates ▶ Annual**

### WEB SITE LISTING

Hot Link to Client Site . . . . . **No Charge**

### PRINTABLE COUPON

• On Category Page . . . . . **\$300**

### BANNER AD

• On Category Page (City Map) . . . **\$500**  
• Rotating through all Categories of a City Map Page . . . . . **\$750**

### EXCLUSIVE CATEGORY BANNER AD

• On City Home Page . . . . . **\$750**  
• On Map America Home Page . . **\$1500**

### EXCLUSIVE CATEGORY TEXT LINK

• On City Home Page . . . . . **\$750**

• All rates above require purchase of a print ad. Copy can be changed twice annually.



### MAP Dallas/Fort Worth

AJR Media Group  
25132 Oakhurst Drive Suite 201  
Spring, TX. 77386 – 1443  
P. 713 942 7676  
F. 713 942 0277  
Web: [www.AJRMediaGroup.com](http://www.AJRMediaGroup.com)  
[www.mapamerica.com](http://www.mapamerica.com)