

Top 10

Why **MAP** Will Deliver More Customers to Your Door

1. **Sheer Numbers** - annual circulation is the largest in the market.
2. **Comprehensive Distribution** - area Convention & Visitor Bureaus, Convention delegates, hotels, airport information centers, car rental counters.
3. **Literature of Preference** - A map is an item specifically sought by visitors. Visitors ask for maps and save them for repeated referencing.
4. **Integrated** - the **MAP** and Mapamerica.com are your solutions for reaching the visitor 24/7
5. **Coupons** - both in print and on line. A great way to track your ROI.
6. **Logo Display** - only **MAP** can -- and does -- place your Company Logo and telephone number at your location on the map.
7. **International Visitors** - may not be able to read an English language magazine; but they can read the **MAP**. Foreign travelers ask for a map.
8. **See & Do Series** - only **MAP** presents sample daily itineraries for the reader. Your firm would be featured with a promotional entry.
9. **Distribution Reports** - only **MAP** provides a report to the advertiser detailing where each copy has been distributed.
10. **Value** - **MAP** gets you the broadest reach for the best effective cost per thousand in the market.

People can't do business with you until they find you

MAP AMERICA CORPORATION

www.mapamerica.com

www.AJRMediaGroup.com

THE RIGHT DIRECTION[®]

MAP[®]

...delivers customers right to your door!

Dallas/Fort Worth Street Map & Visitor Guide

Dallas/Fort Worth Street Map & Visitor Guide

DISTRIBUTION

Convention & Visitor Bureaus / Visitor Information Centers / Convention Delegates & Meeting Attendees

- Dallas CVB
- Fort Worth CVB
- Arlington CVB
- Denton CVB
- Frisco CVB
- Grand Prairie CVB
- Grapevine CVB
- Irving CVB
- Lewisville CVB
- McKinney CVB
- Mesquite CVB
- Plano CVB

Hotels

- Over 400 Hotels in the DFW Metroplex

Airport Distribution

- DFW Ambassadors
- DFW International Airport
- Love Field Airport
- Meacham Field Airport
- Car Rental Locations
- Private Jet Terminals (FBO)
- Travelers Aid

Shopping Centers/Outlet Malls

- Galleria
- Allen Premium Outlets
- Grapevine Mills
- Tanger Outlet Mall

Major Area Attractions and Museums

Area Corporations

Realtors/Relocation

Hospitals



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
www.mapamerica.com

OUR CUSTOMERS SAY

"I wanted to tell you how happy I am with the results we've had with our ad in MAP Austin. MAP Austin is our most productive print ad. This is a result of the excellent distribution network. The customer service, attention to detail and the professionalism demonstrated make this one of the most positive advertising experiences we have."

*George Norsworthy
President
Inner Space Tavern*

"We are going thru them like hot potatoes! We are even recycling them! Customers find them very helpful."

*Debra Wong
Dollar Thrifty Automotive Group
Houston Hobby Airport*

"We love the DFW MAP! We include them in our Welcome Packet for our corporate transferring clients. We not only use the MAP for our verbal orientation, of highways and byways, and it also serves as a great guide for things to do."

*Clivia Bettelli Baskin
Place2Place
(formerly DFWOrientation Services)*

"We're still holding strong with the MAP Austin coupon. It was one of our top-performing coupons, and a terrific investment. Plus - the maps are a hot commodity at our information desk for visitors and locals alike."

*Whitney Presley
Director of Marketing and Communications
Bob Bullock Texas State History Museum*

"This incredible map is so welcomed by locals and visitors alike! Most places charge for maps of this nature. Our guests are pleasantly surprised that MAP San Antonio is FREE! We track our coupons and the redemptions are excellent! I say "keep up the good work MAP San Antonio!"

*Janie Droemer
Director of Marketing & Public Relations
Ripley's Believe It or Not! & Louis Tussaud's Wax Works*

"I used the MAP program to advertise when I worked at the Ripley's Believe It or Not in Dallas - it worked very well for me there so I was the first to sign up when it arrived in San Antonio. I have been very pleased with the results - we get slightly more than a 3 time return. Plus our guests use them constantly."

*Davis Phillips
President and General Manager
Phillips Entertainment, Inc*

"We greatly appreciate the business partnership this coupon program has created." A total of 10,069 people purchased tickets as a direct result of Houston MAP coupons redeemed for 2008."

*Sandy Grantham
Space Center Houston*

"Placing an advertisement in the Austin Street Map & Guide has been the best print media selection made to date. The staff has been outstanding in helping us prepare the artwork and showing us how to utilize this opportunity to bring us the best results. Thanks MAP Austin."

*Mary Davidson
President/Co-owner
Austin Overtures Sightseeing Tours*

"We choose to spend our advertising dollars with MAP Austin because of its reputation within the tourism industry and its guaranteed distribution across the city. Also, the customer service we receive from you and the MAP Austin team is unparalleled. To reach the growing tourist market, MAP Austin is a great choice."

*Christine Lee
Marketing Manager
Harry Ransom Center*

Dallas/Fort Worth Street Map & Visitor Guide

Dallas/Fort Worth Street Map & Visitor Guide

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
www.mapamerica.com