

# Houston Street Map & Guide

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Circulation **400,000** annually

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

\*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.

## 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.

# 2012 PRINT RATES:

# 2012 WEB RATES:



## MAP Houston

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