

Top 10

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

1. **Sheer Numbers** - annual circulation is the largest in the market.
2. **Distribution** -- unmatched network; convention delegate outreach; State Welcome Centers; local hotels -- downtown and suburban; airport information counters; car rental offices.
3. **Literature of Preference** - A map is the only item specifically sought by visitors. Magazines may be accepted if offered. But, visitors ask for maps.
4. **Portability** - only literature carried about the city throughout the visitor's stay. Only a map fits into a pocket, or purse -- magazines don't.
5. **Shelf Life** - most people will discard magazines and newspapers after one reading. People collect maps and refer to them over and over.
6. **Pictorial Display** - only **MAP** can -- and does -- place each of your firm's logos and telephone numbers at their site(s) 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 a nickel's worth of business with you until they find you.

MAP AMERICA CORPORATION

THE RIGHT DIRECTION.

MAP

**delivers
customers
right
to
your
door!**



Houston Street Map & Guide

DISTRIBUTION

Distributed at all Texas Travel

Information Centers

Convention & Visitor Bureaus/Visitor Information Centers

- Greater Houston CVB
- Galveston Island CVB
- Ben Rogers Visitors Center, Beaumont
- Lake Conroe Area Visitor Information Center
- Bay Area Houston CVB/Visitor Information Center
- San Antonio Visitor Information Center
- Sam Houston Statue Visitor Information Center

Hotels/Motels

- Over 400 Hotels/Motels in Houston and Metro Area

Airport Distribution

- William P. Hobby Airport
- George W. Bush Intercontinental
- Car Rental Locations

Conventions

- Direct distribution to Convention attendees

Local

- Shopping Centers
- Outlet Malls
- Corporate/Realtors/Relocation
- Area Attractions
- Medical Facilities



MAP Houston

AJR Media Group

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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 Cavern

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

DebraWong
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 I 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



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HOUSTON DISTRIBUTION

AIRPORT / 11.6%	88,000	AmeriSuites - Hobby	800	Comfort Suites - Clay Road	800	Econo Lodge - Med Center	1,200
Bush Intercontinental Airport	62,000	AmeriSuites - InterContAirport	800	Comfort Suites - Deer Park	800	Econo Lodge - Northwest	1,200
Hobby Airport	26,000	Baymont	800	Comfort Suites - Intercontinental	1,200	Embassy Suites - Galleria	1,600
APARTMENTS / 0.1%	950	Baymont - N.W. Frwy	800	Comfort Suites - Katy Freeway	800	Embassy Suites - SW Freeway	400
Post Midtown Square	150	Baymont Inn & Suites - Baytown	800	Comfort Suites - Kingwood	800	Executive Inn & Suites - NW Frwy.	800
Post Rice Lofts	800	Baymont Inn & Suites - Conroe	800	Comfort Suites - Overland	400	Extended StayAmerica - Braeswood	800
ATTRACTIONS / MUSEUMS / 2.3%	17,800	Baymont Inn & Suites - SW Freeway	800	Comfort Suites - Reliant Park	2,000	Extended StayAmerica - Champions Ctn	800
Children's Museum - Group Dept.	200	Best Value Budget Inn - Channelview	800	Comfort Suites - Richmond Ave.	1,200	Extended StayAmerica - Galleria	800
Galveston Railroad Museum	400	Best Value Inn - Baytown	800	Comfort Suites - Shenandoah	800	Extended StayAmerica - Guhn Road	800
Gulf Grayhound Race Track	800	Best Value Inn&Suites - Texas City	800	Comfort Suites - Spring	400	Extended StayAmerica - Hollister	800
Health Museum	400	Best Value Platinum Inn&Swts	800	Comfort Suites - Stafford	800	Extended StayAmerica - I 45 N	800
Holocaust Museum	2,000	Best Western - Baytown Inn	800	Comfort Suites - Willowbrook	800	Extended StayAmerica - Katy Frwy	800
Houston Arboretum	800	Best Western - Deer Park Inn&Swts	800	Commodore Hotel	800	Extended StayAmerica - La Concha	800
Houston Zoo	1,200	Best Western - FM 1960	400	Corporate Inn - Conroe	400	Extended StayAmerica - NASA	800
Moody Gardens	800	Best Western - Galleria	1,600	Country Inn & Suites - JFK Blvd.	800	Extended StayAmerica - S. West Frwy	800
Museum of Fine Arts/ Vistor Services	8,400	Best Western - Galveston	800	Country Inn & Suites - SW Fwy	800	Extended StayAmerica - Spring	800
Sam Houston Race Park	800	Best Western - Greenway Plaza	3,600	Courtyard - Brookhollow	1,200	Extended StayAmerica - Stafford	800
Traders Village	800	Best Western - Heritage Inn	1,200	Courtyard - Dallas St.	2,000	Extended StayAmerica - Tomball Pkwy	400
Weather Museum	1,200	Best Western - Hobby	1,200	Courtyard - Hedgecroft	400	Extended StayAmerica - W Sam Hou Pk	1,200
AUTO RENTAL / 1.1%	8,400	Best Western - Houston West	800	Courtyard - Hobby	1,200	Extended StayAmerica - W Sam Houston	400
Alamo Rent A Car - Hobby	2,800	Best Western - Intercont. Airport	800	Courtyard - HoustonNW	800	Fairfield Inn - Humble	800
Dollar Rent A Car - Hobby	1,200	Best Western - Katy Freeway	800	Courtyard - Katy Frwy	800	Fairfield Inn - Katy Freeway	800
Enterprise Rent A Car - Hobby	2,000	Best Western - Lake Conroe Inn	800	Courtyard - Stafford	800	Fairfield Inn - Texas City	800
Enterprise Rent A Car - IH45	400	Best Western - Med. Ctr.	800	Courtyard - West Loop	1,200	Fairfield Inn - The Woodlands	800
Enterprise Rent A Car - N. Freeway	1,200	Best Western - N.W. Freeway	2,000	Courtyard - West University	1,200	Fairfield Inn - W Sam Houston	800
Hertz Corporation - Hobby	800	Best Western - NASA	800	Crowne Plaza - Brookhollow	2,400	Fairway Inn - LaPorte	800
B & B / 0.0%	150	Best Western - S Loop West	1,200	Crowne Plaza - Greenspoint	1,200	Fairwind Corporate Lodging	400
Old Parsonage Guest House	50	Best Western - Stafford	800	Crowne Plaza - Smith	4,000	Flagship Hotels	400
Pelican House B&B	50	Best Western - Westchase Mini Suites	800	Days Inn - Conroe	800	Four Seasons - Lamar	1,600
Sculpture Garden B&B	50	Best Western - Windsor Suites	800	Days Inn - FM 1960 East	400	G H Guesthouse Inn & Suites	800
CAMPGROUND / 0.1%	900	Best Western - Woodlands	800	Days Inn - Galleria	1,200	Great Western Inn	800
Red Dot R.V. Park	400	Budget Host - Humble	800	Days Inn - Galveston	800	Hampton Inn - Baytown	800
South Main RV Park	500	Budget Inn & Suites - Shenandoah	800	Days Inn - Hooten - Sharpstown	800	Hampton Inn - Beltway 8	800
CONVENTION / 2.3%	17,400	Budget Lodge - Channelview	800	Days Inn - Katy Freeway	800	Hampton Inn - Clear Lake/NASA	400
Greater Houston CVB - Convention Services	17,400	Camelot Inn & Suites - Gulf Fwy	800	Days Inn - North	400	Hampton Inn - Deer Park	800
GOVERNMENT / 0.1%	800	Candlewood Suites - Bay Area Blvd	800	Days Inn - Stafford	800	Hampton Inn - Galleria	1,600
Metro Transit Authority - Main St	800	Candlewood Suites - Town&Country	800	Days Inn & Suites - NW Freeway	800	Hampton Inn - Hobby	800
HOTELS / 55.6%	421,400	Candlewood Suites - Westchase	800	Days Inn & Suites - West Tidwell	800	Hampton Inn - Humble	800
4 Points - Katy Freeway	1,600	Casa Del Mar 800	800	DoubleTree - Allen Center	4,000	Hampton Inn - Hwy 290	800
Airport Inns & Suites	800	Clarion Inn - Intercontinental	800	DoubleTree - Galleria	1,600	Hampton Inn - Katy Freeway	800
Americas Inn	800	Club Quarters - Fannin St.	1,600	DoubleTree - JFK Blvd.	1,200	Hampton Inn - Med Center	800
AmeriHost Inn & Suites - Sugarland	800	Comfort Inn - Brookhollow	800	DoubleTree - N. Sam Houston East	400	Hampton Inn - North Sam Houston	400
		Comfort Inn - Conroe	800	DoubleTree - Post Oak	800	Hampton Inn - NW Freeway	800
		Comfort Inn - East Houston	800	DoubleTree - SW Freeway	2,000	Hampton Inn - Post Oak	800
		Comfort Inn - Houston West	800	Drury Inn - Hwy. 6	800	Hampton Inn - Seabrook	1,200
		Comfort Inn - Katy Freeway	800	Drury Inn & Suites - Galleria	800	Hampton Inn - Shenandoah	800
		Comfort Inn - N.W.Freeway	1,200	Drury Inn & Suites - Hobby	800	Hampton Inn - Stafford	800
		Comfort Inn - NASA	800	Drury Inn & Suites - Houston West	800	Hampton Inn - Texas City	400
		Comfort Inn - Westheimer	800	Drury Inn & Suites - Sugarland	800		
		Comfort Inn - Wilcrest	1,200	Drury Inn & Suites - Woodlands	800		
		Comfort Inn & Suites - Katy	800	Econo Lodge - Galveston	800		
		Comfort Inn & Suites - Nasa Pkwy	800	Econo Lodge - IAH	800		
		Comfort Suites - Baytown	800				

Continued next page

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HOUSTON DISTRIBUTION *Continued*

Hampton Inn - The Woodlands	400	Holiday Inn Express - La Porte	400	La Quinta Inn - Baytown	1,000	Passport Inn & Suites - Gulf Fwy	800
Hampton Inn - Westchase	800	Holiday Inn Express - Main Street	800	La Quinta Inn - Buffalo Speedway	800	Passport Inn & Suites - Kemah	800
Harbor House	800	Holiday Inn Express - N Sam Houston	800	La Quinta Inn - Conroe	800	Premier Inn	800
Hawthorn Suites - N. Sam Houston	800	Holiday Inn Express - NW Hwy&FM	800	La Quinta Inn - East Freeway	800	Quality Inn - Galveston	400
Hawthorn Suites - Woodlands	800	Holiday Inn Express - Seabrook	800	La Quinta Inn - FM 1960 W	800	Quality Inn - Hobby	400
Hearthside - Katy Freeway	800	Holiday Inn Express - Sugar Land	1,600	La Quinta Inn - Galleria	1,600	Quality Inn - Intercont. Airport	800
Hearthside - NW Freeway	800	Holiday Inn Express - SW Frwy	800	La Quinta Inn - Galveston	800	Quality Inn - NASA	800
Hearthside Suites - SW Frwy	800	Holiday Inn Express - Tollway South	800	La Quinta Inn - Gulf Frwy	800	Ramada Inn - Channelview	800
Heritage Suites - NW Frwy	800	Holiday Inn Express - Tomball	400	La Quinta Inn - IH 45 North	800	Ramada Inn - Galveston	800
Hilton - Galveston	800	Holiday Inn Express - Woodlands	800	La Quinta Inn - Intercontinental	800	Ramada Inn - Hobby	800
Hilton - Hobby	1,200	Holiday Inn Select - Greenway Plaza	1,600	La Quinta Inn - Katy Freeway	800	Ramada Inn - NASA	400
Hilton - Lamar	12,400	Holiday Inn Select - I-10 West	1,200	La Quinta Inn - Katy Frwy	800	Ramada Limited - Conroe	800
Hilton - NASA/Clear Lake	800	Homestead Studio Suites - Galleria	800	La Quinta Inn - Kingwood	800	Ramada Limited - Galveston	800
Hilton - Plaza	1,600	Homestead Suites - Med Center	800	La Quinta Inn - LaPorte	800	Ramada Limited - JFK Blvd.	800
Hilton - Post Oak	1,600	Homewood Suites - Clear Lake	800	La Quinta Inn - N. Sam Houston	400	Ramada Limited - N. Freeway	800
Hilton - Southwest	1,200	Homewood Suites - Gull	400	La Quinta Inn - NW Freeway	800	Ramada Limited - SW Freeway	400
Hilton Garden Inn - Galleria	6,400	Homewood Suites - Kingwood Parc	800	La Quinta Inn - Seabrook	800	Ramada Plaza - Katy Freeway	800
Hilton Garden Inn - Intercontinental	1,200	Homewood Suites - N Sam Houston	800	La Quinta Inn - Shenandoah	800	Red Carpet Inn - Sharpstown	800
Hilton Garden Inn - Northwest	800	Homewood Suites - Shenandoah	800	La Quinta Inn - Stafford	800	Red Roof Inn - Hobby	800
Hilton Garden Inn - Six Pines Drive	800	Homewood Suites - Stafford	800	La Quinta Inn - SW Freeway	800	Red Roof Inn - NW Freeway	800
Hilton Garden Inn - Webster	200	Homewood Suites - The Woodlands	400	La Quinta Inn - Texas City	800	Red Roof Inn - Park Ten Place	800
Hilton Garden Inn - Westbelt	800	Homewood Suites - Westchase	800	La Quinta Inn - Tomball	400	Red Roof Inn - W Sam Houston	800
Holiday Inn - Astrodome	1,600	Homewood Suites - Willowbrook	800	La Quinta Inn - Willowbrook	1,200	Regency Inn & Suites - Airport	800
Holiday Inn - Channelview	800	Hotel Derek	3,200	La Quinta Inn - Woodlands	400	Regency Inn & Suites - E.Frwy	800
Holiday Inn - Galveston	800	Hotel Galvez	1,200	La Quinta Inn & Suites - Conroe	800	Renaissance - Greenway	2,800
Holiday Inn - Hobby	800	Hotel Icon	2,400	Lancaster Hotel	800	Residence Inn - Airport Greenspoint	800
Holiday Inn - Intercontinental	800	Houstonian - Post Oak	2,000	Leisure Inn - Humble	800	Residence Inn - Clear Lake	800
Holiday Inn - Medical Center	7,200	Howard Johnson - Katy Freeway	800	Lexington Hotel & Suites	800	Residence Inn - Clear Lake	800
Holiday Inn - North	800	Howard Johnson - N. Sam Houston	800	Lodge Hotel & Suites	400	Residence Inn - Dallas St.	1,200
Holiday Inn - North West	800	Howard Johnson Exp - Conroe	800	Magnolia Hotel	2,400	Residence Inn - Galleria	1,200
Holiday Inn - S.W.Freeway	1,200	Howard Johnson Exp - Medical Center	1,000	MainStay Suites - NW Freeway	800	Residence Inn - Med Center	800
Holiday Inn - Sun Spree - Galveston	800	Howard Johnson Exp - NASA	800	Marina Hotel	400	Residence Inn - SW Freeway	400
Holiday Inn - West Loop South	1,600	Howard Johnson Exp - Rankin Circle	800	Marriott - Brian Park	1,600	Residence Inn - West University	800
Holiday Inn - Willowbrook	800	Howard Johnson Exp - Reliant	200	Marriott - Galleria	1,200	Residence Inn - Willowbrook	800
Holiday Inn Express - Baytown	800	Hyatt Place - Sage Road	4,800	Marriott - Greenspoint	1,200	Residence Inn - Woodlands	800
Holiday Inn Express - Bingle Road	800	Hyatt Regency - Downtown	5,600	Marriott - Hobby	1,600	Roadrunner Motor Inn	800
Holiday Inn Express - Conroe	800	Hyatt Regency - Intercontinental	2,000	Marriott - Intercontinental	1,600	Rodeway Inn - Med Center	800
Holiday Inn Express - Conroe/Stone	800	Inn @ the Waterpark - Galveston	800	Marriott - Med Center	2,800	San Luis Resort	1,200
Holiday Inn Express - Downtown	1,200	Inn at the Ballpark	2,800	Marriott - The Woodlands	800	Sandpiper Motel - Galveston	800
Holiday Inn Express - East Freeway	1,200	Intercontinental - Galleria	2,400	Marriott - Westheimer	2,800	Scottish Inn - Channelview	800
Holiday Inn Express - FM 1960	400	Interstate Motor Lodge	800	Medical Center Visitors Lodge	800	Scottish Inns - Humble	800
Holiday Inn Express - Galveston	800	InTown Suites - FM 1960W	800	Microtel Inn - NASA	800	Scottish Inns - Intercontinental	800
Holiday Inn Express - Gulf Frwy	1,200	InTown Suites - Hwy 290	800	Moody Gardens - Sales	400	Select Inn & Suites - NASA/Clear Lake	800
Holiday Inn Express - IH 10 East	800	Kemah Boardwalk Inn	1,600	Moody Gardens Hotel	1,200	Sheraton - Brookhollow	1,200
Holiday Inn Express - IH10@ Silber	2,400	Knights Inn - Plainfield	800	Motel 6 - Conroe	800	Sheraton - Four Points SW	1,600
Holiday Inn Express - Intercont. Airport	800			Motel 6 - Galveston	800	Sheraton - Intercontinental	800
Holiday Inn Express - Katy	800			Motel 6 - Hobby	800	Sheraton Suites - Galleria	2,400
Holiday Inn Express - Kingwood	800			Motel 6 - Katy Frwy	800	Sleep Inn - Bay Town@Grant Park	1,000
				Motel 6 - South Loop W.	800	Sleep Inn - JFK Blvd.	800
				Motel 6 - W Sam Houston	800	South Shore Harbour Resort	1,600
				Motel 6 - Webster	400	Spring Hill - Park Place	1,600
				Omni Houston Hotel	2,800	Springhill Suites - Galveston	600
				Omni Houston Hotel - Westside	1,600	Springhill Suites - Hobby	1,200
				Pala Inn - Hobby	800	Springhill Suites - Webster	200
				Palace Inn	800		
				Park Plaza - Reliant Center	800		

Continued next page

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HOUSTON DISTRIBUTION *Continued*

St. Regis Hotel	1,200	Victorian Condo Hotel	800	TX Travel Info Ctr - Texarkana	11,200	Best Buy - Old Katy Rd	400
Staybridge Suites - Galleria	2,000	Westin Galleria & Westin Oaks	10,800	TX Travel Info Ctr - Valley	3,600	Best Buy - Sharpstown	500
Staybridge Suites - Webster	800	Wingate Inn - JFK Blvd.	800	TX Travel Info Ctr - Waco	2,000	Best Buy - West Oaks	500
Sterling Inn & Suites - SW Frwy	800	Wingate Inn - Mills Road	800	TX Travel Info Ctr - Waskom	4,000	Best Buy - Willowbrook	600
Studio 6 - Sugarland	800	Wingate Inn - SW Freeway	800	TX Travel Info Ctr - Wichita Falls	6,400	Best Buy - Woodlands	600
Studio 6 - West	800	Wyndham - Greenspoint	2,400	Waco Visitor Info. Center	1,600	Shops at Houston Center	3,200
Studio Six - NW Frwy	400	ZaZa Hotel	1,200			Southern Candles -	
Suburban Lodge - CY/Fair	800			MEDICAL / 1.1%	8,400	Old Town Spring	50
Suburban Lodge -		INFOCENTER / 21.8%	165,300	Baylor College Of Medicine	800	Tax Free Shopping -	
Houston Airport	800	Bay Area Houston CVB	4,000	M D Anderson Hospital	2,000	Bay Town Best Buy	200
Suburban Lodge - NW Frwy	800	Ben Rogers Visitor Info Center	2,000	M D Anderson Image Clinic	1,200	Tax Free Shopping -	
Suburban Lodge - Webster	800	City of Seabrook	800	Memorial Hermann Ciry Hospital	400	Galleria Best Buy	1,100
Sun Suites - Kog	400	City of Webster	400	Rotary House Patient/		Tax Free Shopping - Katy	400
Sun Suites - Stafford	800	Explore Houston VIC -		Guest Relations	4,000		
Sun Suites - Westchase	800	George R Brown	4,000			SHOPPING CENTER / 1.1%	8,000
Super 8 - Astrodome	800	Galveston Island Visitors Center	800	REALTORS / 0.4%	3,200	Conroe Outlet Center	1,600
Super 8 - Baytown	800	Greater Houston CVB	64,000	Coldwell Banker - Bay Area Blvd	400	Galleria Information Center	1,300
Super 8 - Channelview	800	Kemah Visitor Center	400	Crescent Real Estate Equities	1,200	Greenspoint Mall - GHCVB Booth	800
Super 8 - Hobby	800	Lake Conroe Area CVB	1,200	Keller Williams - Post Oak	400	Katy Mills - GHCVB Booth	2,000
Super 8 - Intercont. Airport	800	Palestine Info Center	100	NINO & Assoc. Relocation	1,200	Katy Mills Mall Booth	400
Super 8 - Katy	800	Sam Houston Statue Huntsville				Memorial City Mall	800
Super 8 - Katy Freeway	800	Visitor Info Center	800	RESTAURANT / 0.1%	850	Nordstrom Concierge	1,200
Super 8 - Kingsrow	400	San Antonio Visitor Info.Center	5,600	Hard Rock Cafe	800		
Super 8 - League City	800	Shenandoah Chamber of		Puffabellys - Old Town Spring	50	TRANSPORTATION / 0.5%	3,600
Super 8 - Montgomery	800	Commerce	400			AMTRAK	400
Super 8 - Northwest	800	Shenandoah CVB	400	RETAIL / 1.4%	10,650	Yellow Cab	3,200
Super 8 - Spring	800	Spring (Old Town)		AntiqueLand USA	800		
Super 8 - SW Freeway	800	Visitor Info Center	1,200	Best Buy - Northwest Crsng.	100	TRAVEL AGENT / 0.1%	400
Supreme Hotels, LLC	400	TX Travel Info Ctr - Amarillo	6,800	Best Buy - Baytown	100	Liberty Travel	400
The Woodlands Resort	1,200	TX Travel Info Ctr - Anthony	4,800	Best Buy - Conroe	100		
TownePlace Suites	800	TX Travel Info Ctr - Denison	10,800	Best Buy - Galleria	800	UNIVERSITY / 0.2%	1,200
TownePlace Suites - Louretta	800	TX Travel Info Ctr - Gainsville	5,200	Best Buy - Greenspoint	600	Rice University Art Gallery	400
TownePlace Suites - NW Frwy	800	TX Travel Info Ctr - Langtry	1,600	Best Buy - Gulf Freeway	100	Rice University Welcome Center	800
Travel Lodge - SWFreeway	800	TX Travel Info Ctr - Laredo	2,400	Best Buy - Gulfgate	100		
Tremont House	400	TX Travel Info Ctr - Orange	18,800	Best Buy - I 10 @Fry Road	400	TOTAL	757,500

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MAP AMERICA CORPORATION

Houston Street Map & Guide

Houston Street Map & Guide

Circulation **700,000** annually

PRINT RATES

Sizes:

MAP Side ▶ by decimal

HORIZONTAL UNITS

Half:	3.722" w	x	1.272" h
Single:	3.722" w	x	2.667" h
Single & Half	5.636" w	x	2.667" h
Double:	7.569" w	x	2.667" h
Triple:	11.375" w	x	2.667" h

VERTICAL UNITS

Half:	1.789" w	x	2.657" h
Single & Half	3.722" w	x	4.064" h
Double:	3.722" w	x	5.451" h
Triple:	3.722" w	x	8.250" h

Cover Side ▶ by decimal

HORIZONTAL UNITS

Half:	3.604" w	x	1.299" h
Single:	3.604" w	x	2.736" h
Single & Half	5.463" 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
Single & Half	3.604" w	x	4.160" 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	\$3,400	Annually
Single Unit	\$6,600	Annually
Single & Half Unit	\$9,150	Annually
Double Unit	\$12,400	Annually
Triple Unit/Full Panel	\$16,900	Annually
Back Cover	\$20,500	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**

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 Houston

AJR Media Group

E: MapAmerica@AJRMediaGroup.com

P: 713.942-7676

F: 713.942-0277

Web: www.AJRMediaGroup.com

www.mapamerica.com

MAP Electronic Specs

rv4/27/09

▶ THE RIGHT DIRECTION.®

MAP Final Files:

MAP files are composed in Quark XPress on the Macintosh platform. Electronic ads are placed into the grid and output for print. Therefore it is imperative that we are able to import or copy your electronic file into our Quark XPress documents. Please provide a color proof to confirm we have received the correct ad. **Without a supplied proof, we cannot be responsible for accuracy.**

Macintosh/PC:

Ad submissions **must** be **PRINT READY (300 dpi @ 100%) converted to CMYK not RGB** and may be in the following file formats.

FILE FORMATS:

- .eps
- .jpg
- .pdf (generated for high-res print)
- .tif
- .psd

If supplying original art please generate in these software applications:

SOFTWARE APPLICATIONS:

- QuarkXPress
- Adobe Illustrator,
- Adobe Photoshop

WE DO NOT ACCEPT FILES IN:

- Microsoft Publisher
- WordPerfect

Placed/Imported Files in your art:

All placed/imported files (logos, photos, etc.) **must** be included with your ad submission! Resolution should be 300 dpi @ 100%.

Fonts:

A copy of all fonts (screen & printer) used in your file **must** be included with your ad. This will ensure exact duplication. **If a font is not included and a copy is not on file, the closest font we have will be substituted.**

Adobe Photoshop:

To accurately separate color photographs, these files **must** be converted to CMYK mode. If saved as a TIFF file, be sure that LZW compression is not selected. If you have a clipping path in your file, it needs to be saved as an EPS, with DCS separation function off. For quality reproduction, all color files should be 300 dpi, halftones at 300 dpi, and line art should be at least 600 dpi. Also, Photoshop files should not be enlarged or reduced more than 120% once placed into layout program file.

AD Submissions:

Email: Send to mapprodution@yellowhouse.com with a copy to your sales representative.

FTP: To upload larger files contact your sales representative for passwords.

Mail/Courier Service: Send to the **MAP Production** address below. These files will not be returned.

MAP Side ▶ exact to decimal
Applies to: **Arlington** ▶ **Austin** ▶ **Dallas/Fort Worth**

VERTICAL UNITS

Half:	1.265" w	x	3.611" h
Single:	2.672" w	x	3.611" h
Single & Half	2.672" w	x	5.444" h
Double:	2.672" w	x	7.469" h
Triple:	2.672" w	x	11.201" h

HORIZONTAL UNITS

Half:	2.672" w	x	1.750" h
Single & Half	4.062" w	x	3.611" h
Double:	5.469" w	x	3.611" h
Triple:	8.265" w	x	3.611" h

MAP Side ▶ exact to decimal
Applies to: **Houston** ▶ **San Antonio**

HORIZONTAL UNITS

Half:	3.722" w	x	1.272" h
Single:	3.722" w	x	2.667" h
Single & Half	5.636" w	x	2.667" h
Double:	7.569" w	x	2.667" h
Triple:	11.375" w	x	2.667" h

VERTICAL UNITS

Half:	1.789" w	x	2.657" h
Single & Half	3.722" w	x	4.064" h
Double:	3.722" w	x	5.451" h
Triple:	3.722" w	x	8.250" h

COVER Side ▶ exact to decimal
Applies to: **All Cities**

HORIZONTAL UNITS

Half:	3.604" w	x	1.299" h
Single:	3.604" w	x	2.736" h
Single & Half	5.463" 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
Single & Half	3.604" w	x	4.160" 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

SUBMISSIONS ▶ QUESTIONS

615-794-5345 Or e-mail:

mapprodution@yellowhouse.com

MAP Production

Yellowhouse, Inc., 112 Fulwood Drive, Franklin, Tennessee 37067
(615) 794-5345 / FAX (615) 465-8362

Contact: Sandy Terrano

▶ ARLINGTON, TX ▶ AUSTIN ▶ DALLAS/FORT WORTH ▶ HOUSTON ▶ SAN ANTONIO
M A P A M E R I C A C O R P O R A T I O N