



**The #1 City Visitor Map for more than 26 years!**



**MEDIA KIT**





## Find the visitors that are trying to find you.

Be a part of a great visitor resource that works hard to drive business to your front door. Through pinpointed distribution and useful content, MAP America products are the right solution for identifying profitable visitor traffic and directing them to you.

### Why you should include MAP America multimedia products in your marketing plan:

**Sheer numbers** – annual circulation is the largest in the market.

**Distribution** – unmatched network; convention delegate outreach; CVB visitor centers; local hotels – downtown and suburban; airport information counters; car rental offices.

**Integration** – MAP America maps and MAPAmerica.com are practical, usable solutions for reaching visitors 24/7/365.





**Literature of Preference** – A map is an item specifically sought by visitors and many times is desired over mobile devices because of its functionality (you can see more on a map when it's unfolded as opposed to a small mobile screen). Visitors still ask for maps and save them for repeated referencing.

**Coupons** – both in print and online – great way to track your return on investment.

**Logo Display** – only MAP America maps place your company logo and telephone number at your location on the map.

**International Visitors** – can read a map where they may not be able to read other English-language publications. Foreign travelers ask for maps.

**See & Do Series** – only MAP America provides sample daily itineraries for the visitor.

**Distribution Reports** – only MAP America provides reports to advertisers detailing where each copy has been distributed.

**Value** – MAP America gets you the broadest reach with the lowest price per thousand in the market.



**MAPAmerica.com  
Provide Real-Time  
Response!**

## Standard Features

- Full contact information, including a link and email address
- A link to your existing website
- Unlimited calendar event listings

## Participation Levels:

### Bronze Level

- Includes Standard Features
- Main Page (up to 300 words total)
- 1 Color Logo
- 1 Color Photo

### Silver Level

- Includes Standard Features
- Main page and 1 sub-page (up to 600 words total)
- 1 Color Logo
- 3 Color Photos
- 3 Hyperlinks
- Leads Retrieval

### Gold Level

- Includes Standard Features
- Main Page and 2 sub-pages (up to 1,000 words total)
- 1 Color Logo
- 5 Color Photos
- 6 Hyperlinks
- Leads Retrieval

### Platinum Level

- Includes Standard Features
- Main Page and 3 sub-pages (up to 2,000 words total)
- 1 Color Logo
- 12 Color Photos
- 12 Hyperlinks
- Leads Retrieval

*Contact Us Today!*

**MAP@AJRMediaGroup.com**  
**1.855.GoToAJR (1.855.468.6257)**



# DALLAS/FORT WORTH DISTRIBUTION

25132 Oakhurst Drive, Suite 201 Spring, TX 77386 | 1.855.GoToAJR | MAP@AJRMediaGroup.com

\* 230 distribution points with 200,000 distributed twice annually, Spring/Summer and Fall/Winter

[www.MAPAmerica.com](http://www.MAPAmerica.com)

## 75- North Dallas Area

Intercontinental - Dallas Pkwy. Addison  
 Courtyard - Quorum Addison  
 Spring Hill Suites - Addison Addison  
 Holiday Inn - Addison Addison  
 Summerfield Suites - Addison Addison  
 Best Western - Addison Addison  
 Crowne Plaza - Midway Addison  
 Holiday Inn Express Addison Addison  
 Hampton Inn - Addison Addison  
 Hilton Garden Inn - Addison Addison  
 Million Air - Addison Airport Addison  
 Hilton Garden Inn - Allen Allen  
 Allen Premium Outlets Allen  
 Best Western City Place Inn Dallas  
 La Quinta Inn - North Central Dallas  
 Radisson - Central Dallas  
 DoubleTree Hotel - North Central Dallas  
 Holiday Inn Select - North Central Dallas  
 Holiday Inn Express - Greenville Dallas  
 Homewood Suites - Markville Dallas  
 Fairfield Inn - Greenville Dallas  
 Candlewood Suites - Greenville Dallas  
 Best Western - DallasTelecom Dallas  
 Country Inn & Suites - Park Central Dallas  
 Embassy Suites - North Central Dallas  
 Westin - Park Central Dallas  
 Courtyard - Greenville Dallas  
 La Quinta Inn- Midpark Dallas  
 Comfort Suites - Cntrl. Expresswy Dallas  
 Wyndham Garden - Park Central Dallas  
 Crowne Plaza - LBJ Dallas  
 Staybridge Suites - Dallas Dallas  
 Residence Inn - Dallas Park Central Dallas  
 Hilton - Dallas Park Cities Dallas  
 Le Meridian Hotel Galleria Dallas  
 Candlewood Suites - Galleria Dallas  
 Embassy Suites - Galleria Dallas  
 Hyatt Place - Spring Valley Dallas  
 Staybridge Hotels - N. Dallas Parkway Dallas  
 Holiday Inn - Plano Plano  
 Best Western - Plano Plano

La Quinta Inn & Suites - Plano Plano  
 Fairfield Inn - Plano Plano  
 Courtyard - Plano Plano  
 Homewood Suites - Plano Plano  
 Hampton Inn - Plano Plano  
 Courtyard - Legacy Park Plano  
 Marriott - Legacy Town Ctr. Plano  
 Hyatt Place - Plano Plano  
 Holiday Inn Express - Legacy Plano  
 Residence Inn - Plano Plano  
 Towne Place Suites - Plano Plano  
 Candlewood Suites - Legacy Plano  
 Comfort Inn- Plano Plano  
 Courtyard - Richardson Richardson  
 Homestead Studio Suites - Richardson Richardson  
 Holiday Inn Select - Richardson Richardson  
 Hampton Inn - Richardson Richardson  
 Radisson - Richardson Richardson  
 Residence Inn - Richardson Richardson  
 Hawthorn Suites - Richardson Richardson

## 28- Dallas FairPark, Duncanville area

Adolphus Hotel Dallas  
 Bradford Homesuites Dallas  
 Crescent Court Hotel Dallas  
 Crowne Plaza Downtown Dallas Dallas  
 Fair Park - Administration Bldg Dallas  
 Fairmont Hotel Dallas  
 Hampton Inn - Dallas Dallas  
 Hotel Indigo Dallas  
 Hotel Lawrence Dallas  
 Hotel St. Germain Dallas  
 Hotel Zaza - Dallas Dallas  
 Hyatt Regency Dallas  
 Homewood Suites - Market Center Dallas  
 Embassy Suites - Stemmons Dallas  
 Marriott Suites - Stemmons Dallas  
 Hilton Garden Inn - Market Center Dallas  
 Sheraton Suites - Stemmons Dallas  
 Best Western - Market Center Dallas  
 Double Tree Dallas  
 Ramada Limited - Market Center Dallas

Fairfield Inn - Market Center Dallas  
 Courtyard - Market Center Dallas  
 Renaissance Dallas Hotel Dallas  
 Residence Inn - Stemmons Dallas  
 Crowne Plaza - Market Center Dallas  
 Best Western - Desoto Desoto  
 Holiday Inn - Desoto Desoto  
 Hilton Garden Inn Duncanville Duncanville  
 Hampton Inn - DFW Airport Irving  
 Drury Inn - DFW Airport Irving

## 22- Dallas, Mesquite, Terrell area

La Quinta - Balch Springs Balch Springs  
 Best Western - E. NW Highway Dallas  
 Howard Johnson - I 30 Dallas  
 La Quinta Inn - Thornton Dallas  
 Best Western - Garland Garland  
 La Quinta Inn - Garland Garland  
 Comfort Inn - Mesquite Mesquite  
 Best Western Mesquite  
 Comfort Suites - Mesquite Mesquite  
 Courtyard - Mesquite Mesquite  
 Fairfield Inn - Mesquite Mesquite  
 Hampton Inn & Suites Mesquite  
 Holiday Inn Express - Mesquite Mesquite  
 La Quinta Inn & Suites - Mesquite Mesquite  
 La Quinta Inn & Suites - Rockwall Rockwall  
 Holiday Inn Express - Rockwall Rockwall  
 Comfort Suites - Rowlets Rowlett  
 Comfort Inn - Terrell Terrell  
 Best Western - Terrell Terrell  
 La Quinta Inn - Terrell Terrell  
 Tanger Outlet Mall Visitors Center Terrell





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## 19 - Lewisville/Denton area

Omni Dallas	Dallas
Courtyard - Forest	Dallas
Hilton - Dallas - Lincoln Center	Dallas
Quality Inn	Dallas
Hampton Inn - Stemmons	Dallas
La Quinta Inn Stemmons	Dallas
Econolodge	Dallas
Farmers Branch CVB	Farmers Branch
Comfort Inn - North 35E	Farmers Branch
La Quinta Inn - Hulen	Fort Worth
Modern Art Museum - Fort Worth	Fort Worth
National Cowgirl Museum	Fort Worth
Quality Inn	Fort Worth
Quality Inn Fort Worth	Fort Worth
Radisson - Fort Worth South	Fort Worth
Renaissance	Fort Worth
Residence Inn - University	Fort Worth
La Quinta Inn - Lewisville	Lewisville
Best Western - Lewisville	Lewisville
Homewood Suites - Lewisville	Lewisville
Budget Suites - Lewisville	Lewisville
Fairfield Inn - Lewisville	Lewisville
Country Inn & Suites - Lewisville	Lewisville
Comfort Suites - Lewisville	Lewisville
Residence Inn - Lewisville	Lewisville
Courtyard - Lewisville	Lewisville

## 82 - Fort Worth area

Comfort Inn - Bedford	Bedford
LaQuinta Inns & Suites	Bedford
Homewood Suites - Bedford	Bedford
Courtyard - Bedford	Bedford
Towne Place Suites - Bedford	Bedford
Verizon - DFW Airport	DFW Airport
Quality Inn - Euless	Euless
Country Inns & Suites - FTW Northside	Fort Worth
Hotel Texas - Stockyards	Fort Worth
Stockyards Hotel	Fort Worth

Hyatt Place - Stockyard	Fort Worth
Cowboy Hall of Fame Museum	Fort Worth
Fort Worth Visitors Info/Stockyards Station	Fort Worth
Homewood Suites - Fort Worth	Fort Worth
Texas Civil War Museum	Fort Worth
Courtyard - FTW	Fort Worth
Fairfield Inn - FTW	Fort Worth
Amon Carter Museum	Fort Worth
Ashton Hotel - Fort Worth	Fort Worth
Bass Hall	Fort Worth
Best Western - FW South	Fort Worth
Best Western - FW W Loop	Fort Worth
Comfort Inn - Forest Hill	Forest Hill
Comfort Suites - Fort Worth	Fort Worth
Courtyard - FW Downtown	Fort Worth
Courtyard - Lands End	Fort Worth
Courtyard - Riverfront	Fort Worth
Embassy Suites FTW Downtown	Fort Worth
Etta's Place - Sundance Square	Fort Worth
Fairfield Inn - University	Fort Worth
Fort Worth Botanic Garden	Fort Worth
Fort Worth CVB - Cultural District	Fort Worth
Fort Worth Zoo	Fort Worth
Hampton Inn - FW Loop	Fort Worth
Hilton - Fort Worth	Fort Worth
Holiday Inn Express - Fort Worth	Fort Worth
Holiday Inn Express - FW West	Fort Worth
Homestead Fort Worth	Fort Worth
Hyatt Place Hulen	Fort Worth
Kimbell Art Museum	Fort Worth
La Quinta Inn - FTW Cherry	Fort Worth
Residence Inn - Fossil Creek	Fort Worth
Best Western - Fossil Creek	Fort Worth
Residence Inn - Alliance Airport	Fort Worth
Hampton Inn & Suites - Alliance Airport	Fort Worth
Marriott- Alliance	Fort Worth
Comfort Suites - Grapevine	Grapevine
Fairfield Inn - Grapevine	Grapevine
Bass Pro Shops - Outdoor World	Grapevine
Embassy Suites - Grapevine	Grapevine
Grapevine Mills Mall	Grapevine

Spring Hill Suites - Grapevine	Grapevine
Hyatt Place - Grapevine	Grapevine
Homewood Suites - Grapevine Mills	Grapevine
Hilton - DFW Lakes	Grapevine
Residence Inn	Grapevine
Holiday Inn Express - Grapevine	Grapevine
Holiday Inn Express & Suites	Hurst
Hampton Inn & Suites - Hurst	Hurst
Hyatt Place Hurst	Hurst
Quality Inn - Haltom City	Haltom City
Best Western - Lakeworth	Lakeworth
Holiday Inn Express - Lake Worth	Lake Worth
Best Western - N Richland Hills	N. Richland Hills
Comfort Suites - Roanoke	Roanoke
Best Western - Roanoke	Roanoke
Roanoke Visitor Information	Roanoke
Hampton Inn & Suites - Grapevine Mills	Grapevine
Grapevine Visitors Center	Grapevine
Spring Hill Suites - Fort Worth	Fort Worth
Towne Place Suites - Hulen	Fort Worth
Marriott - Solano	Westlake
Sid Richardson Museum of Western Art	Fort Worth



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## 86 - Irving area

Holiday Inn Express Love Field	Dallas
Courtyard-Stemmons	Dallas
Spring Hill Suites - Love Field	Dallas
La Quinta Inn & Suites - NW Hwy	Dallas
Best Western- Millennium Inn	Dallas
Hilton Garden Inn - Las Colinas	DFW Airport
DFW Ambassador (Sheridan)	DFW Airport
Hyatt West - DFW	DFW Airport
Sheraton Grand - DFW Airport	DFW Airport
Hyatt Grand - DFW	DFW Airport
Best Western-DFW Airport	Irving
Comfort Inn-DFW Airport	Irving
La Quinta Inn & Suites - Irving	Irving
Fairfield Inn	Irving
Homestead Suites	Irving
Motel 6 - Irving	Irving
Sleep Inn - DFW Airport	Irving
Hawthorn Suites - Irving	Irving
Capps Van & Car Rental	Irving
Super 8 - North	Irving
Comfort Suites Irving	Irving
Holiday Inn Express	Irving
Quality Suites - DFW Airport North	Irving
Days Inn - DFW Airport	Irving
Red Roof Inn - Esters	Irving
Ramada Inn - DFW North	Irving
Wingate Inn - Esters	Irving
Residence Inn - Esters/Freeport	Irving
Courtyard-Regent	Irving
Spring Hill Suites - High Pt. Drive	Irving
Comfort Suites	Irving
Courtyard - Walnut Hill	Irving
StayBridge Suites	Irving
Residence Inn - Irving	Irving
Towne Place Suites - Irving	Irving
Wingate Inn - Irving	Irving
Hampton Inn	Irving
Budget Suites Irving	Irving
Hyatt Place	Irving
Extended Stay - Las Colinas	Irving
Candlewood Suites	Irving
Extended Stay- StudioPLUS	Irving
Homestead Village - Irving	Irving
La Quinta Las Colinas	Irving
Four Seasons (adam)	Irving

Summerfield Suites	Irving
Fairfield Inn	Irving
Wyndham Garden - Irving	Irving
Omni - Mandalay	Irving
Marriott - Las Colinas	Irving
AmeriSuites- Las Colinas/Dallas	Irving

## Additional Distribution Points

### CVB / Visitor Info Centers

Dallas Conv. & Visitors Bureau
Fort Worth Conv. & Visitors Bureau
Arlington Conv. & Visitors Bureau
Denton Conv. & Visitors Bureau
Frisco Conv. & Visitors Bureau
Grand Prairie Conv. & Visitors Bureau
Grapevine Conv. & Visitors Bureau
Irving Conv. & Visitors Bureau
Lewisville Conv. & Visitors Bureau
McKinney Conv. & Visitors Bureau
Mesquite Conv. & Visitors Bureau
Plano Conv. & Visitors Bureau

### Airport Distribution

DFW Ambassadors
DFW International Airport
Love Field Airport
Car Rental Locations
Private Jet Terminals
Travelers Aid center

**For more information about  
MAP America products &  
services, please contact:**

## AJR Media Group

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# RATES

Reach the right travelers at the right time.

Your advertisement + MAP multimedia = increased response and improved results.

As a part of the annual MAP America Street Map & Guide, your advertisement is seen by more than 400,000 visitors – prospective customers to your destination, attraction, accommodation, event or dining establishment.

With distribution targeting the most qualified visitors, this important resource maintains its position as the #1 map for visitors covering the region.

Build Awareness.  
Drive Traffic. Capture Leads.

MAPAmerica.com is the answer.

MAPAmerica.com provides advertisers the opportunity to receive leads from opt-in travelers — including coveted email addresses — when one of the eligible content options are included in an MAP Multimedia Package.

Receive a 10% discount when purchasing advertising in the MAP America Street Map & Guide and on MAPAmerica.com in a single insertion order. All rates net. Contact your MAP account executive today to learn more about how your organization can participate.

Proudly and exclusively represented by



Phone: 1.855.GoToAJR Email: MAP@AJRMediaGroup.com  
Fax: 713.942.0277 www.AJRMediaGroup.com/MAP

## PUBLICATION DATES

- April 2013 (Spring/Summer)
- October 2013 (Fall/Winter)

## CIRCULATION

- 400,000 MAPS per city annually

## CLOSE & MATERIALS

Spring/Summer

Close: Feb. 22 Materials Due: Mar. 1

Fall/Winter

Close: Aug. 23 Materials Due: Sept. 6



## ADVERTISING RATES

	RATES (Annual)	w/ discount
Logo Listing **	\$2,400	\$2,160
Single Unit **	\$4,700	\$4,230
Double Unit **	\$8,460	\$7,614
Triple Unit/Full Panel **	\$11,986	\$10,787
Back Cover **	\$14,982	\$13,484
Extra Logo *	\$100	\$90
Special Positioning	10% Additional	

\* Must be purchased with ad.

\*\* Single printing rate is 60% of the annual, double printing rate

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, a cromalin-type proof, should accompany the file. Please ask for our Electronic Publishing Specifications.



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 Fax: 713.942.0277  
 Email: MAP@AJRMediaGroup.com  
 www.AJRMediaGroup.com/MAP

# WEB RATES

## ADVERTISING RATES

Receive a 10% discount when purchasing advertising in the MAP and on MAPAmerica.com in a single insertion order.

ALL RATES NET.



CONTENT (Annual Rates)	RATES	
		w/discount
Bronze	\$375	FREE with Ad Placement
Silver	\$775	\$697
Gold	\$1,075	\$967
Platinum	\$1,375	\$1,237
<b>Options</b>		
• Coupon	\$65	FREE with Ad Placement
• PDF	\$65	\$58
• Video	\$65	\$58
<b>EXCLUSIVE CONTEST</b> (Quarterly) database of entrants included	\$1,475	\$1,328
<b>NEWSLETTER</b> (Sent monthly to 100,000 travelers)		
Featured Spotlight	\$1,250	\$1,125
Exclusive Banner - 300px/250px	\$700	\$630
<b>BANNERS</b> Width/Height (Monthly)		
Med. Rectangle – 300px/250px	\$495	\$446
Leaderboard - 728px/90 px	\$375	\$338
Wide Skyscraper – 160px/600px	\$375	\$338
Mobile Leaderboard	\$175	\$158
Rectangle – 180px/150px	\$175	\$158
<i>Banners are sold in 25,000 impression-increments which are scheduled to be delivered in a 30-day period. In the event that the impressions are not delivered in 30 days, banners will run until 25,000 impressions are delivered. Limit of 6 banners in each position (18 banners total) may be purchased for each product/service in a 12-month period.</i>		
<b>STAND ALONE EMAIL BROADCASTS</b> (priced per thousand)		
0 – 50,000	\$67	\$60
50,000 – 1,000,000	\$54	\$49





## AD SIZES

### Horizontal Units

Logo listing:

- logo (.jpeg only)
- Up to 50 words (.doc/.txt files only)

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

Double: 3.604" w x 5.590" h

Triple: 3.604" w x 8.444" h

## 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.

## AD SUBMISSIONS:

Please upload your ad at <http://Materials.AJRMediaGroup.com> and select the appropriate MAP America city from the dropdown menu. If you have any questions, please contact us.

## DESIGN SPECIFICATIONS

### MACINTOSH/PC:

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

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

If supplying original art please generate in these 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.

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Fax: 713.942.0277

Email: [MAP@AJRMediaGroup.com](mailto:MAP@AJRMediaGroup.com)

[www.AJRMediaGroup.com/MAP](http://www.AJRMediaGroup.com/MAP)

# Optional Integrated Options



## Destination Spotlights

Highlight your organization on the home page of MAPAmerica.com. With a limited number of positions available each month, the Destination Spotlight is the place to stand out from the crowd.

## Exclusive Contest

Each month, thousands of MAPAmerica.com customers visit the website to enter the exclusive contest. As a result, the advertiser featured in the contest not only receives high-value exposure to those customers, but also all of the entrant information, including coveted and valuable email addresses. Additional exposure for the advertiser is received through a mention and link in the monthly eNewsletter.

## Web Banners

Target and acquire the travelers you need by placing your banners on MAPAmerica.com. With a variety of creative sizes, you will keep your organization top-of-mind with travelers gathering information about their visit to your great state. Ask about taking all banner positions for selected time periods for a special promotion for your organization.

## eNewsletter (sent monthly to over 100,000 travelers)

### » Exclusive Banners

As the only advertising banner in each edition of the MAPAmerica.com eNewsletter, this prime position is sure to grab the attention of everyone who opens the eNewsletter.

### » Featured Spotlights

With the option of including an image, creative copy and links, this exclusive position is the “main attraction” of each eNewsletter.



For more information including pricing and availability, contact us today!



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