

Reynolds Map, Inc

- Project:** *The Street Map of Montgomery County, MD*
The Official Map of The Conference and Visitors Bureau of Mont. Cty.
- Circulation:**
-175,000 + copies annually.
-1 printing per year.
-All distributed *free*
- Visitor Profile:**
-31.2 million visitors per year in Washington Metro Area.
-\$6.91 billion in total spending.
-Dolling out average of \$250 per day.
-Average age of 44.
-Average stay of 3.6 nights.
- Ad Size:**
Main Map Side – 1 unit – 2.5625” (W) x 3.625” (H)
Cover Side – 1 unit – 3.5” (W) x 2.625” (H)
Main Map-2 units - 2.5625” (W) x 7.4845” (H) Vertical
Main Map Side – 2 units – 5.375” (W) x 3.625” (H) Horiz
Cover Side-2 units - 3.5” (W) x 5.5” (H) Vertical
Cover Side – 2 units – 7.25” (W) x 2.625” (H) Horiz
Cover Side – 3 Units – 3.5” (W) x 8.375” (H) Vertical
Cover Side - 3 Units – 11” (W) x 2.625” (H) Horiz
Main Map Side- 3 Units – 2.5625” (W) x 11.3430” (H) Ver
Main Map Side- 3 Units – 8.1875” (W) x 3.625” (H) Horiz
Back Cover – 3.5” (W) x 8.375” (H)
- Features:**
-4 color ad at no additional charge.
-Color company logo with telephone number printed on map. **\$400 Monthly**
-Highlighted in *Street Index*.
- Investment:**
1 unit - \$3,350 per year - Superstar
2 units - \$4,590 per year - Gold Superstar
3 units - \$7,580 per year
Back Cover - \$9,350 per year
Listing - \$1,950 per year
Listing/Logo - \$2,250 per year
Website Banner & Hotel Reservation Online - \$450 monthly
Front Cover Logo Placement \$6,000
- Deadlines:**
2008-09 Issue - Space Reservation: 10/21/08
Artwork deadline: 11/9/08