

Reynolds Maps

Serving the DC/Metro Area

International Spy Museum

- Project:** *The Street Map of Montgomery County, MD*
The official Map of The Greater Bethesda-Chevy Chase Chamber of Commerce
- Circulation:** -125,000 + copies annually.
-1 printings per year.
-All distributed *free*.
- Visitor Profile:** -21.2 million visitors per yr. in Washington Metropolitan Area.
-\$5.91 billion in total spending.
-Dollaring out an average of \$150 per day.
-Average age of 44.
-Average stay of 3.6 nights .
- Ad Size:** **Main Map Side - 1 unit - 2.625" (H) x 3.5" (V)**
Cover Side - 1 unit - 3.5" (H) x 2.625 (V)
Main Map - 2 units - 2.625 (H) x 7.395" (V) Vertical
Main Map Side - 2 units - 5.425" (H) x 3.5" (V) Horiz
Cover Side - 2 units - 3.5"(H) x 5.5" (V) Vertical
Cover Side - 2 units - 7.25" (H) x 2.625" (V) Horiz
Full Panel - 3.5" (H) x 8.375 (V)
Back Cover - 3.375" (H) x 8.375" (V)
Supporter - 1.31" (H) x 1.87" (V) - Main Map Side
1.825" (H) x 1.375" (V) - Cover Side
- Features:** -4 color ad at no additional charge.
-Color company logo with telephone number printed on map.
-Highlighted in *Street Index*.
- Investment:** 1 unit-\$1,950 per year-Superstar
2 units-\$2,880 per year-Gold Superstar
Full Panel-\$4,400 per year
Back Cover-\$5,950 per year
½ Unit-\$1,000 per year-Supporter
Listing-\$650 per year
Logo/Listing-\$800 per year
WebSite Banner Advertising- \$1,300.00
- Terms:** **Payment due upon execution of agreement.**
- Deadlines:** **2005 Issue - Space Reservation: 12/27/04**
Artwork Deadline: 1/24/05