



Atlanta Street Map & Visitor Guide Atlanta's Only Visitor Map

Is your message **“lost in the clutter”** of advertising overload? Stop throwing your marketing budget away. The MAP delivers your message to an audience that is **ready to buy** in a format that they want and ask for—a map.

The MAP is the most **cost effective** visitor publication in Atlanta. You could spend less money, but you'll get far fewer people seeing your message. Your ad in the MAP will be seen by more potential customers at a much lower rate per copy!

The MAP is a portable capsule of almost everything any visitor would want to know about Atlanta. The MAP includes attractions, dining, lodging and shopping.

- ➔ MAP advertisers benefit from repeat exposure. The map gets used many times and is kept for future visits.
- ➔ MAP pinpoints your business right on the map and will easily guide your new customer right to your door.
- ➔ MAP readers are searching for ideas for things to do, places to eat and where to stay.
- ➔ MAP features an accurate and detailed road map with a street index.
- ➔ MAP is FREE for Atlanta's visitors, newcomers and locals.
- ➔ MAP has a recommended itinerary in our exclusive See & Do Atlanta... series.
- ➔ MAP has detailed inset maps of Downtown/Midtown and Buckhead.

Only the **Atlanta Street MAP & Visitor Guide** reaches the entire visitor and relocation market, thanks to our unparalleled distribution system. With an ad in the MAP you reach business travelers, tourists, valuable day visitors and newcomers to Atlanta. **If our visitors can't find you, they cannot spend their money with you.**

Only the **Atlanta Street MAP & Visitor Guide** is asked for by name, only MAP stays in the readers' hands for the entire stay with multiple readership, and only MAP gives you a full color display advertisement while clearly showing your location(s).

Compare for yourself and see why MAP is the most effective visitor and newcomer publication in Atlanta for your business.





Atlanta Street Map & Visitor Guide

Targeted Distribution

170 Metro Atlanta Hotels and Motels

- Concierge and front desk in our exclusive MAP display holders.

11 State of Georgia Welcome Centers

- Average 900 per day, 7 days a week.

Atlanta Convention and Visitors Bureau (ACVB) Information Centers

Average 3,500 per month

- Airport → Underground Atlanta
- Georgia World Congress Center

Car Rental Firms at Hartsfield-Jackson International Airport

Concierge Services

- Atlanta Airport Concierge → Concierge International
- Concierge Services of Atlanta

Conventions

- Available to convention planners for registration packets.

Post Apartment Homes

- Available at over 23 Post Community locations

Universities

- Clark Atlanta University → Emory University
- Georgia State University → Georgia Tech

Visitor Attractions

- Atlanta Botanical Garden → Stone Mountain
- Atlanta History Center → Turner Field
- CNN Center → Underground Atl
- Margaret Mitchell House → World of Coca-Cola
- MLK Jr. Hist Site → Zoo Atlanta
- State Capitol

Internet

- www.mapatlanta.com

Shopping Centers

- Atlantic Station → Lenox Square
- Phipps Plaza → Southlake

Area Businesses

- Allstate Insurance → MEAD
- BellSouth → Motorola
- CDC → Panasonic
- CNN → Siemens
- City of Atlanta → State Farm Insurance
- Coca-Cola → Trammell Crow
- Delta → Troutman Sanders
- Federal Reserve Bank → USPS
- Honeywell → United Airlines

International Visitors

- International Concourse Information Center at Hartsfield-Jackson
- Georgia Council for International Visitors
- Foreign Consulates

Relocation Departments

- Apartment Finders → Jenny Pruitt
- Caldwell Banker → New Neighbors
- Century 21 → Northside Realty
- Exclusive Relocation → Prudential Realty
- Harry Norman → ReMax

Area Convention & Visitors Bureaus and Chambers of Commerce

- Alpharetta CVB → DeKalb Chamber of Commerce
- Athens Welcome Center → DeKalb CVB
- Atlanta Chamber of Commerce → Douglasville CVB
- Atlanta CVB → Henry County CVB
- Augusta CVB → McDonough CVB
- Buckhead Coalition → Marietta Welcome Center
- Clayton County CVB → Roswell Welcome Center
- Cobb County CVB
- Coweta County CVB



Atlanta Street Map & Visitor Guide 2009 Package Rates

Size	6x per month	12x per month
Full Panel:	\$2,025	\$1,800
2/3 Panel:	\$1,350	\$1,220
1/3 Panel	\$675	\$650
Enhanced Listing	\$335	\$292
Back cover	\$2,330	\$2,245
Front cover	\$2,330	n/a

All rates include 4-Color Process

Dimensions

Full Panel	3-5/8" Wide x 8-5/8" Tall
2/3 Panel	7-3/8" Wide x 2-5/8" Tall or 3-5/8" Wide x 5-3/8" Tall
1/3 Panel	3-5/8" Wide x 2-5/8" Tall
Enhanced Listing	40 words, logo or photo
Back Cover	3-1/2" Wide x 8-5/8" Tall

Editions

Issue:	Circulation	Close
Summer 2009	June - November	April 24
Winter 2009/2010	December - May	October 23

Packages include:

Color display advertisement, logo placement, **See & Do Atlanta** series, listing in the index to advertisers, web category listing and Web listing (www.WhereTraveler.com)

Annual circulation: 850,000 copies

Map is a full color publication, printed on a web press. All rates are based on 4-color process reproduction from advertiser-supplied electronic files. A color key or cromalin type proof should accompany the file. Please ask for an electronic publishing specification sheet. Ads designed by Morris Visitor Publications are the copyrighted property of Morris Visitor Publications and may not be copied or reproduced in any form unless written permission is granted. Positions are not guaranteed unless reserved in the advertising agreement.

Terms:

Each issue (6 months) due net 30 from date of invoice.

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Atlanta Street Map & Visitor Guide Our Customers Say...

Not only does the MAP bring visitors to the Jimmy Carter Library and Museum, but our guests appreciate being able to pick up a copy of the MAP while they're here, to help them plan visits to other area attractions.

Executive Director
Jimmy Carter Museum and Library

It seems as if nearly every visitor from out of town arrives at the Museum holding a MAP.

Director of Visitor Services
William Breman Jewish Heritage Museum

The MAP is a great vehicle for attracting visitors to our location due to its superb distribution and usefulness to visitors. I have seen proven results at both my current position... and my previous job at a for-profit attraction.

Marketing Director
Center for Puppetry Arts

We use them in our Atlanta Information Packages for people moving into the area. An added bonus are the advertisers who can spark the interest of our new Atlanta resident.

Realtor
Jenny Pruitt & Associates Realtors

We track every ad we place by providing a free gift when the ads are shown. The MAP is consistently the leader in both Web and print ad redemptions. It also helps that the map is available everywhere!

Executive Director
Braves Museum and Hall of Fame at Turner Field

Our ad in the map averages a return of four to six times the amount we spend on our ad. The MAP is the only place we advertise to the visitor market.

Senior Sales Manager
Hard Rock Cafe

MAP Atlanta is the only publication we advertise in that consistently brings us business. MAP Atlanta has made a believer out of us.

President
Clayton County CVB

When I ask our visitors how they learned about the Fräbel Studio and Gallery, many of them tell me they saw our ad in the Atlanta Street MAP and Visitor Guide. Because the Studio is slightly hidden, we rely on the MAP to show customers where we are and what we offer.

Manager
The Fräbel Studio

The MAP has literally put the Museum "on the map" as Atlanta's newest cultural attraction. The MAP has been an invaluable tool for introducing us to the city's residents, newcomers and visitors by telling them how to find us, what we have to offer and when we are open.

Founder
National Museum of Patriotism