

Reynolds Map, Inc

- Project:** *The Street Map of the Eisenhower Valley and Alexandria, VA*
- Circulation:**
-125,000 + copies annually.
-1 printing /All Copies Distributed
-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.
-Highlighted in *Street Index*.
- Investment:**
1 unit - \$2,450 per Issue-Superstar
2 units - \$4,395 per Issue-Gold Superstar
3 units - \$5,500 per Issue-Full Panel
Back Cover - \$8,250 per Issue
Listing - \$1,250 per Issue
Listing/Logo - \$1,750 per Issue
Website Banner & Hotel Reservation Online - \$400 monthly
Front Cover Logo Placement \$3,000
- Deadlines:**
2008 Issue - Space Reservation: 4/15/08
Artwork deadline: 5/12/08