

## Reynolds Map, Inc

- Project:** *The Street Map of Washington*
- Circulation:**  
-1,000,000 + copies annually.  
-2 printings 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 an 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*.  
-Your company prominently featured with entry in the “Day 1, 2, 3, 4...” section.
- Investment:**  
**1 unit** - \$950 per month with 12 month commitment.  
**2 units** - \$1,400 per month with 12 month commitment.  
**3 units** - \$1,950 per month with 12 month commitment.  
**Back Cover** - \$2,800 per month with 12 month commitment.  
**Logo Placement Front Cover** - \$4,000 per quarter  
**Exclusivity** - \$5,000 per quarter  
**Hotel Reservation Online** - \$500 monthly
- Deadlines:**  
**2008 Issue – Space Reservation: 4/15/08**  
**Artwork deadline: 5/12/08**