

2011

BOSTON METRO

## MAP

HISTORICAL SITES, MUSEUMS, ATTRACTIONS, FAMILY FUN ON LAND &amp; SEA.



## Promote Your Metro Boston Business to New England Visitors in CTM's Widely Distributed 2011 City in a Pocket Boston Metro Map

Showcase your services, events and attractions to New England travelers and locals looking for things to do and unique experiences.

**CTM Media Group** is the expert in developing visitor maps, producing over 2.6 million each year in over 10 markets. Maps provide a great sense of safety and security for tourists, assist visitors in planning their vacation, day trips or weekend getaways and are the #1 moving item in the stands.

**200,000** Metro Boston travel maps will be distributed (while they last!) at over **1,000** CTM distribution points during peak travel season beginning in April 2011 through the early autumn season.

All map ad purchases include a map locator with your phone number and web address PLUS a Mobile Text Message Program (140 character message) to deliver timely updates & special offers to map users during the travel season.

### TRY IT NOW! Text BOSMAP to 71297

Message & Data Rates May Apply.

#### DEADLINES (2011 Map)

Space Reservations:	March 1, 2011
Materials Due:	March 9, 2011
Distribution Begins:	April of 2011

Ad Sizes:	(W x D) Non-bleed
Full Panel	3.25" x 8.125"
Half Panel	3.25" x 4"
Quarter Panel	3.25" x 1.875"
Listing Only	N/A

#### ARTWORK SPECIFICATIONS

Artwork must be saved as a high resolution .pdf, .jpg, .tiff or .eps file. Quark, InDesign, Illustrator and layered .psd files are also accepted. All artwork must be saved at 300 dpi at final size (100%). Artwork larger than 10MB can be uploaded to the CTM ftp website: <ftp.ctmpower.com>, username **boston** / password: **boston77** (all case-sensitive.) Ads under 10MB may be e-mailed to [kehrismann@ctmmedia.com](mailto:kehrismann@ctmmedia.com). Professional design services and file alteration assistance for files not set up to the above specifications is available at a rate of \$30/hour.

*\*CTM clients also running 2011 brochure distribution or RightCard campaigns are eligible for special discounted map ad rates. Premium back panel position (full panel ad only) is available for \$2,500 on a first-contracted basis. Map-only advertisers are eligible for a 5% discount off full map price rates when purchasing at least two ads from our 2011 CTM Map product line. All map ad rates are net, and no other discounts may be applied.*



- Distribution includes 750+ hotels in Massachusetts, Connecticut, Rhode Island, Vermont and New Hampshire; 300 New England corporations, AAA offices in Massachusetts and Rhode Island, Logan Airport and major visitor centers.
- User-friendly design in clean and easy to read.
- Back side is a travel map of Boston's popular surrounding areas including Worcester, Newburyport, Gloucester, New Bedford, Plymouth and Cape Cod including ferry services and whale watches.
- Front side is a street map of downtown Boston including Cambridge, Harvard Square with major attractions and historical sites and trails.
- Limited number of ad spots gives high visibility to advertisers. Ad and listing space is subject to sell-out. Reserve early!
- Mobile program is included in map pricing, has map-specific keywords assigned to each advertiser and includes one message change per month April 2011—October 2011. Ask for more details!