

2011

NEW ENGLAND TRAVEL GAY &amp; LESBIAN

## MAP



NEW ENGLAND ATTRACTIONS, LODGING, GLBT EVENTS &amp; DESTINATION WEDDING OPTIONS

## Place Your Print Advertisement In CTM's Widely Distributed Gay & Lesbian New England 2011 Travel Map

Highlight your services, events, attractions and/or amenities to attract GLBT travelers and locals looking for destination wedding venues.

**150,000** Gay & Lesbian New England travel maps will be distributed (while they last!) at over **1,000** CTM distribution points during peak spring and summer travel seasons (beginning in March 2011) in plenty of time for pre-planning visits to area summer Pride events.

**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.

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

**TRY IT NOW!** Text **GLNE** to **71297**

**DEADLINES** (Spring/Summer 2011 Map)

<b>Space Reservations:</b>	February 4, 2011
<b>Materials Due:</b>	February 11, 2011
<b>Distribution Begins:</b>	March 2011

### AD SIZES & RATES

Ad	(W x D)
<b>Sizes:</b>	<b>Non-bleed</b>
Full Panel	3.25" x 8.125"
Half Panel	3.25" x 4"
Quarter Panel	3.25" x 1.875"

### ARTWORK SPECIFICATIONS

Artwork must be saved as a high resolution .pdf, .jpg, .tiff or .eps file. Quark, inDesign, Illustrator and layered .pds 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 [kehrsmann@ctmmmedia.com](mailto:kehrsmann@ctmmmedia.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.*



- The estimated economic impact of GLBT travelers in the U.S. is **\$70.3 Billion**.
- Visitors will find this map at hundreds of top hotels, visitor centers, shopping malls, high-profile locations including corporations, metro public transportation hubs throughout New England **PLUS** Philadelphia, Chicago & Miami.
- User-friendly design is clean and easy to read. Unfolded map size is 21 3/4" wide x 17" tall and includes map locators plus event listings for major Pride and gay events in New England.
- Boston & Provincetown, MA are in the **Top 16** most visited leisure travel destinations among GLBT Americans.\*
- **23%** surveyed traveled more than 50 miles from home for a Pride celebration and spent an average of 2 nights in a hotel.\*
- **50%** surveyed said the hotel brand's reputation as gay-friendly motivates their choices.

*\*Community Marketing, Inc., SF, CA '08-'09*