

2010/2011

NEW ENGLAND GO PLAY!

WINTER MAP

COUPONS • SKI & BOARDING • WINTER FUN IN NEW ENGLAND



Reach more visitors with CTM's widely distributed New England Winter Travel Map.

Showcase your services, resorts, events and attractions to area travelers and locals looking for things to do and unique experiences during the winter months.

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 Go Play! New England Winter Maps will be distributed (while they last!) at over **500** targeted CTM distribution points and through the **Etractions.com** store during peak travel season beginning in October 2010 through the end of the '10-'11 ski 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 and special offers to map users during the travel season.

TRY IT NOW! Text GPNE to 71297

Message & data rates may apply.

DEADLINES (2010-11 Map)

Space Reservations:	September 1, 2010
Ad Materials Due:	September 8, 2010
Distribution Begins:	October 2010

AD SIZES:

(WxH) non bleed

Full Panel Ad	3.25"w x 8.125"h
Half Panel Ad	3.25"w x 4"h
Quarter Panel Ad	3.25"w x 1.875"h

POWDER PACKAGE*

Half Panel Ad PLUS	3.25"w x 4"h
Quarter Panel Coupon Ad	3.25"w x 1.875"h Coupon ad is double sided!

*This package includes one half panel image ad PLUS one double-sided quarter panel coupon ad. Only 8 coupon packages are available. 1/4 panel coupon copy may be different on each side

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. 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 \$3,500 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

Boston:	781-935-6690
Vermont:	802-875-6161
New Hampshire:	603-753-8172



- Distribution includes **500+** locations including sporting good retailers, corporations and hotel & visitor locations throughout Philadelphia, New York, Massachusetts, Connecticut, Rhode Island, Vermont and New Hampshire
- User-friendly design in clean and easy to read.
- Demand is high due to valuable coupons included. Coupons extend the shelf-life and value of the map and encourage direct response from consumers.
- Limited number of ad spots gives high visibility to advertisers. Only 8 double-sided coupon spots are available and offer exposure on both sides of the map. Ad 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 October 2010—mid April 2011. Ask for more details!
- Published for over 14 years.



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