

# 2010 TORONTO MAP

CITY IN THE POCKET



**Attractions • Entertainment • Districts • Tours • Hotels • Festivals & Events**

The Toronto Maps have been one of the most sought after reference pieces by the over 19 million visitors, GTA Hotels, Travel Centres and Attractions. As we launch into 2010 tourism season CTM once again looks forward to working with you and providing you with this exceptional marketing vehicle/opportunity.

**NEW 2010 MOBILE MARKETING** CTM includes a Mobile Marketing component with each display ad purchase. Mobile makes ads dynamic and ads flexibility to your promotion. Due to the high demand the 350,000 Toronto Visitors Map copies will be distributed during the busiest tourism seasons through to the end of 2010.

**NEW!**



- ✓ Toronto CIP Map Advertisements will get additional exposure on **ettractions.com** CTM's pre-planning website.
- ✓ The CIP Toronto map will be available for download for pre-destination web savvy visitors giving your advertisement additional exposure. Existing **ettractions.com** profile customers will have links from the Toronto map to their **ettractions.com** profile page.

## MOST COMPREHENSIVE COVERAGE

High volume GTA hotels, attractions, travel, retail, and corporate display locations including ten Hwy 401 and Hwy 400 Rest Stops Centres on route from Windsor to Toronto, Cornwall to Toronto, and Barrie to Toronto. Visitors choose to pickup the CTM Toronto Visitors Map and can expose your business to these targeted visitors to Toronto and local residents seeking Toronto area activities. No other visitors map has such comprehensive coverage.

## PROVEN DISTRIBUTION

Display stands are located all over the US, Canada and other parts of the world and are a well known and reliable source of information.

## ENSURED RELIABILITY

CTM owns the display stands and distributes through it's own in-house carrier force providing more reliability and control over its distribution. All locations are routed and visited/serviced on a need basis ensuring the location has the appropriate amount of maps to service their visitors. Multiple pockets will be assigned for the map in those locations that experience very high volume.

## EFFECTIVE TOOL

Maps have been known for years, as a very highly desired tool for visitors. After all, they are the fastest moving item in visitor display stands. The Map size allows visitors to carry it with them and with "advertisers" clearly indicated on the map visitors can easily find your location.

## HISTORY

CTM has been providing a marketing tool through distribution of information material for over 5 years. We specialize in the Tourism Industry and have created very successful campaigns with many tourism experts such as Tourism Toronto, CN Tower, AGO, ROM, Ontario Place, Casa Loma and the Ontario Science Centre to name but a few.

Text **CIPTOR**  
to **71297**  
To Demo This Service  
\*Standard Rates Apply

2010 TORONTO CITY IN THE POCKET  
**MAP**

attractions • entertainment • districts

Text **TORONTO** to **71297**  
To get the latest news and best offers for what to do and where to go.

Art Gallery of Ontario Casa Loma

The CN Tower

Canada's Wonderland Eaton Centre

tours • festivals & events • hotels

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Toronto Convention & Visitors Association

**DON'T MISS OUT!  
BOOK TODAY!**

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