

2011

NORTHERN OHIO & ERIE SHORES

MAP

CITY ^{IN}/_A POCKET

ATTRACTIONS • ENTERTAINMENT • DINING • FESTIVALS & EVENTS IN NORTHERN OHIO



Maps Are The #1 Moving Item In CTM Brochure Stands

Proven Distribution

The key to Northern Ohio & Erie Shores is the distribution. CTM will be printing **50,000 copies** and distributing them in over **200 high profile and high volume visitor locations**. CTM's brochure display stands are located throughout Northern Ohio & Erie Shores and are a well-known, reliable source of information.

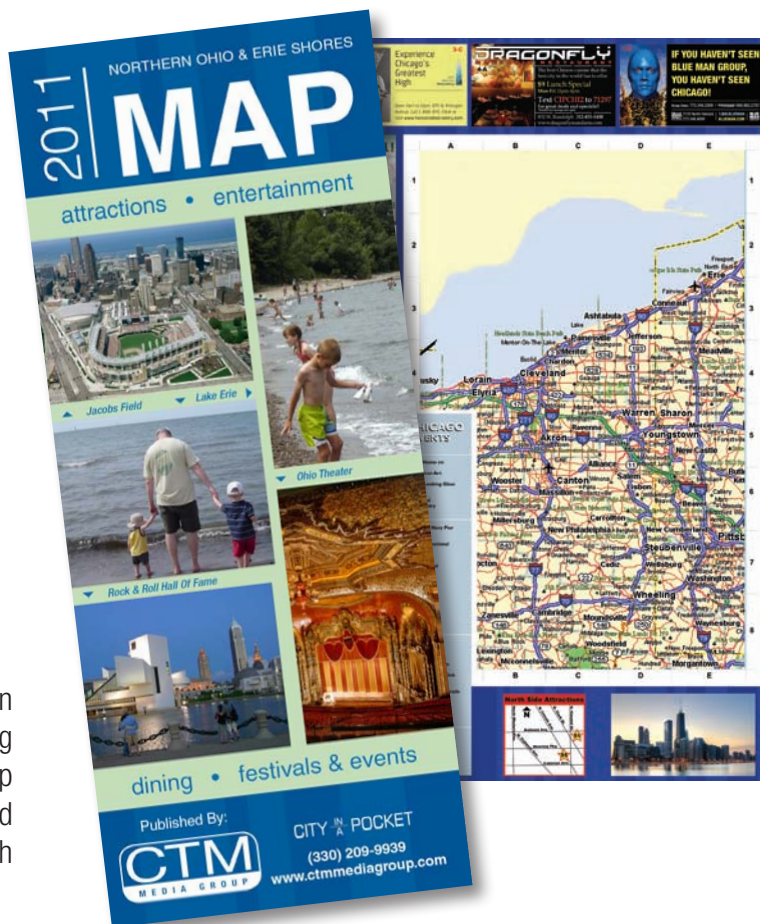
Locations Include:

- Canton / Akron Area & Hotel Network
- Best of Sandusky Network
- Sandusky Hotel & Visitor Network
- Cleveland Hotels Network
- Greater Cleveland Attractions Network
- Cleveland Corporate & Local Residents Network
- Ohio Sport & Outdoor Network

CTM Media Group reaches visitors while they are in-town making their plans for what to see and do. If you are looking for a high return on your marketing investment, this map delivers your information to Northern Ohio visitors and residents planning area day trips and getaways using both print and mobile media platforms!

User-friendly design is clean & easy to read.

- Map is highly useful for both in-market visitors and locals pre-planning Northern Ohio vacations.
- All display ads include a mobile component and map-specific keyword which allows advertisers to promote current events, offers, and information to visitors. This message can be updated monthly.
- Northern Ohio Map Advertisers will get additional exposure on attractions.com. CTM's pre-planning website. The map will be available for download for pre-destination web savvy visitors giving your advertisement additional exposure.



Ad Sizes

Ad Size	(W x D) Non-Bleed
Full Panel	3.375" x 8.75"
1/2 Panel	3.375" x 4"
1/4 Panel	3.375" x 1.875"

- Professional CTM ad design assistance is available for an affordable \$25 per hour.

Deadlines

Space Reservations:	March 31, 2011
Materials Due:	April 8, 2011
Distribution Begins:	May - October

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