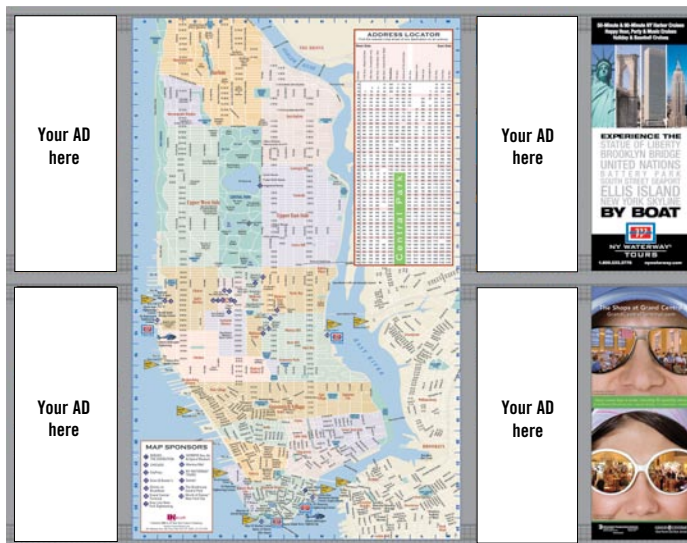
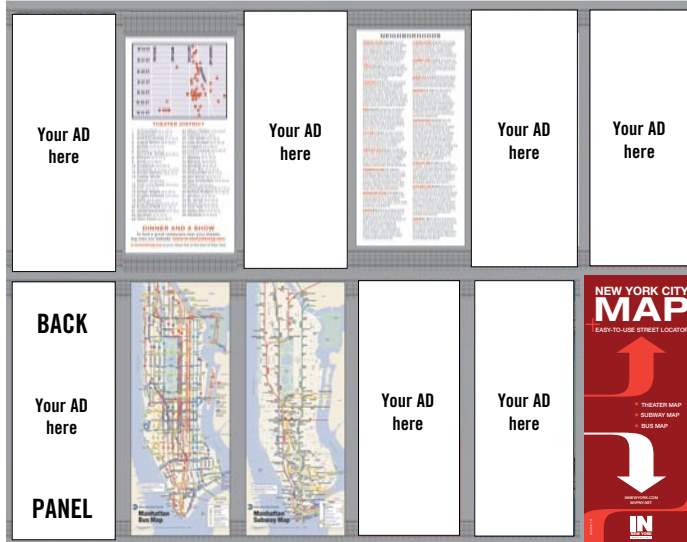


# IN New York Map: Limited Space, Unlimited Response!

MARCH, JUNE, SEPTEMBER AND DECEMBER 2009



## MARK YOUR LOCATION WITH A STAR!

All full-panel map advertisers will have up to 5 locations highlighted on the map with a special icon to help visitors easily locate your business.

## 4 AMAZING OPPORTUNITIES: 3,000,000 MAPS PER YEAR!

A great map is one of the most powerful vehicles for keeping your message in front of visitors. The *IN New York Map* has become the map of choice for New York City guests with four editions per year—March, June, September and December! And, because people keep a good map, your ad will literally be seen for years!

With a print run of three-quarters of a million copies and only 13 advertising panels on each map, this is an extremely limited opportunity. Don't delay! Reserve your panel today!

## DON'T MISS OUT!

To put your business on the map, please contact your Account Manager or Christine Mularoni at 212.636.2716.

"We go through at least **two large boxes** [of *IN New York* maps] every month, because we all love them, like them, and use them"

- GREGORY SMITH,  
Chef Concierge, FLATOTEL

"I picked this map up a while ago and have used it exclusively on my trips...It is **the best map** I have ever found of the City."

-M. DALY,  
NYC Visitor

## RATES

1 Panel:

\$16,239 (gross) (2.1¢ per map)  
\$13,803 (net) (1.8¢ per map)

\*For 4x Advertisers:

\$14,615 (gross) (1.9¢ per map)  
\$12,423 (net) (1.6¢ per map)

Back Panel:

\$22,635 (gross) (2.9¢ per map)  
\$19,240 (net) (2.5¢ per map)

## \*DISCOUNT FOR 4X ADVERTISERS

All 4x advertisers will automatically receive a 10% discount off the cost of advertising on the *IN New York Map* (Does not apply to back panel).

## UNIQUE POINTS OF DISTRIBUTION

In addition to prime locations throughout the city, the finest hotels, plus major visitor centers, your ad will appear in corporate housing, tri-state area hotels, out-of-market travel agencies and tour operators, Amtrak 1st Class Acela lounges in five states, and at major events including the *New York Times* Travel Show and Taste of Times Square.