



Build your business with the NEW NYC's Official QuickGuide

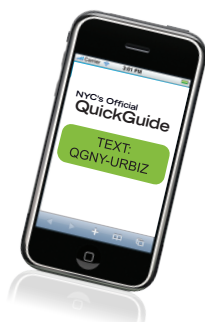


Minimum Spending Maximum Value

Published seasonally in Spring, Summer and Fall/Winter, the **NEW QG** provides all the information you need to get around the Big Apple and more for **3,120,000 TRAVELERS AND LOCALS** who love everything that New York—and you—have to offer.

NEW FEATURES

- ▶ **ENHANCED EDITORIAL**—Neighborhood info; navigation tips; new maps with address locator; travel tools (e.g. temperature and shoe size conversion), important phone numbers and more!
- ▶ **PERSONAL CONCIERGE**—Your ad is in good company with New York's most hospitable city experts, all offering great tips
- ▶ **PHOTO EDITS**—Make your presence felt and extend your brand on our attractive advertorial pages¹
- ▶ **FRONT COVER ADVERTISER PHOTO**—A photo of your business venue can grace the front cover with full page ad commitment!²
- ▶ **COMPLEMENTARY GUIDE OF YOUR BUSINESS BY CELL SERVICE**—Educate visitors with dynamic audio guides coded to your ad and easily accessed by mobile phones!



+ PLUS As an added value bonus for full page advertisers...receive up to **2 FREE PERFORATED COUPONS** to complement your advertising in *QuickGuide*, giving you deeper market penetration and immediate promotional response!

¹ You must provide up to 35 words and a high-resolution image (at least 300 DPI, no logos)
² With \$3,000 net additional charge

QG FAVORITES

- ★ **OUT-OF-MARKET DISTRIBUTION**—Reach our readers before they arrive in NYC (airports, Amtrak and tour operators)
- ★ **BE A STAR ON OUR MAP**—Cross-referenced to your listing
- ★ **NEIGHBORHOOD-FOCUSED ITINERARIES**—All full-page advertisers receive complimentary inclusion in one of these great itineraries!

RATES:

Full Page*	back cover	\$17,647 gross
	3rd cover	15,294 gross
	front flap (cover 2)	15,294 gross
	premium positions	12,950 gross
	run of book	10,950 gross
1/4 Page Advertorial**		3,000 net
Cover Photo***		3,000 net

Above amounts are a single page gross rate unless specified
*Full-page ad/cover materials due Feb. 16
**Advertorial materials due Feb. 5
***Available only with purchase of full-page ad

DON'T DELAY! ACT TODAY!

Contact your account manager or Christine Mularoni at 212.636.2716.

Sign up by Feb. 2* to get in to our **SPRING ISSUE!**

THE RIGHT READERS. THE RIGHT RESPONSE. THE RIGHT RETURNS.

