

Early Action Incentives

Sign up NOW for *Where GuestBook® New York 2009* to receive all your value-added benefits BEFORE the book even hits the rooms.

As your dynamic marketing partner, we ensure that you'll get exposure all year round.

The sooner you sign up for *Where GuestBook*—the annual in-room publication—the sooner you'll be enjoying all these MVP/NY perks:

- Web presence through Profile Pages
 - Hyperlinks to your homepage
 - Monthly Consumer E-Letter
 - Concierge Connections:
 - Monthly E-Letter
 - Direct Mail
 - Newsletter
 - Collateral distribution at popular special events around the city
 - Mobile/PDA-friendly exposure
- And much, much more...*



Remember—*Where GuestBook New York* is a LIMITED EDITION!

Where GuestBook New York (annual) 2009 rates:

Full Page \$31,442 \$30,379*

Showcase Ads (formatted):

Full Page 24,352

1/2 Page vertical only 16,806

1/3 Page vertical only 14,546

Look Book Photo \$600 Production Charge **

SPECIAL POSITIONING:

- 4th cover—25% premium
- 3rd cover and opposite TOC—15% premium

* Discounted rate for 3+ insertions in one issue (price per insertion)

** Available only with purchase of ad (retail advertiser only)

Don't delay! Act today and contact your account manager or Christine Mularoni at 212.636.2716

