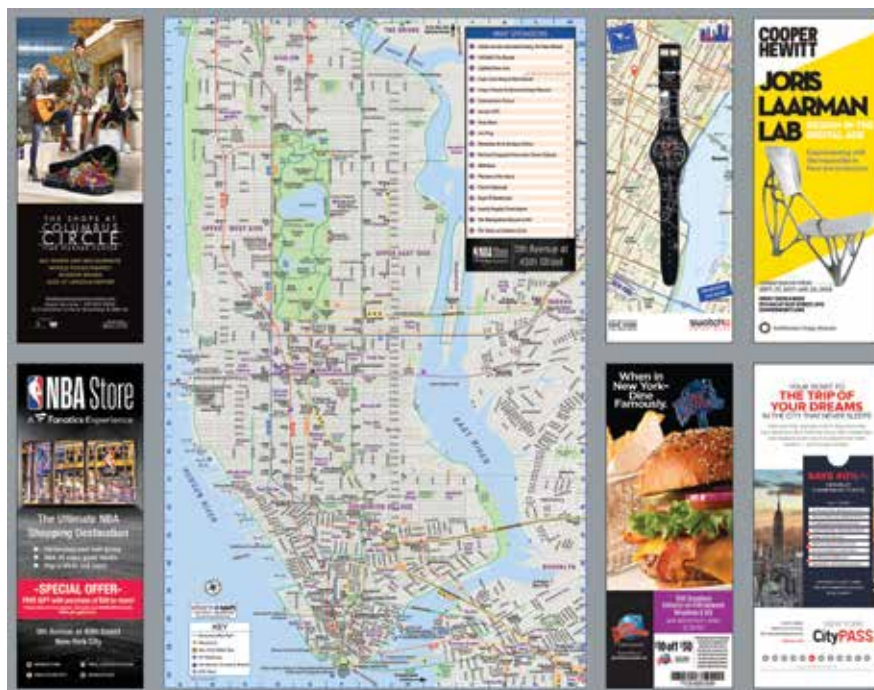
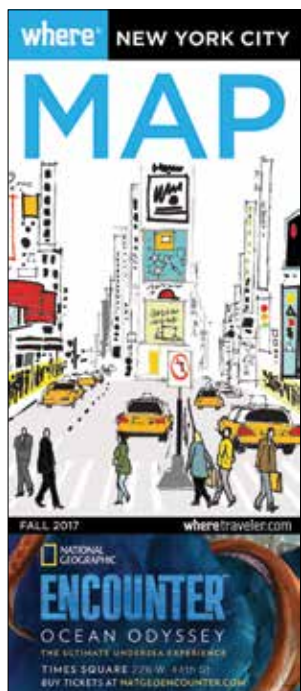


2018 WHERE® NEW YORK MAP | The Concierge's Partner.



WHERE® NEW YORK MAP BENEFITS:

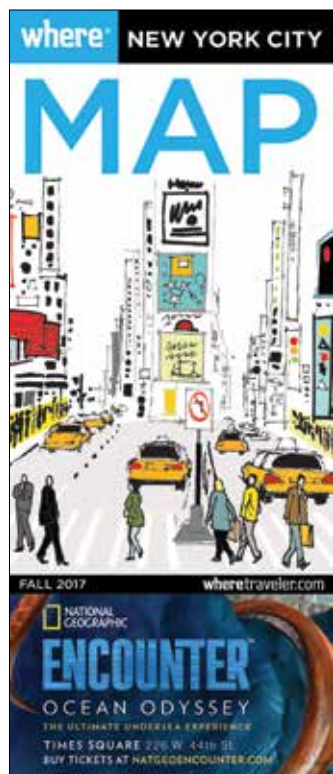
- ➔ Where® Maps is a trusted brand, guiding visitors in 22 cities nationwide with an annual circulation of 12.8 million
- ➔ More than three million Where® New York Maps distributed at 300-plus concierge and information desks at hotels, corporate residences & visitors centers throughout the year
- ➔ Prominently displaying your ad in Where® New York Map guarantees that travelers will know about your business and how to find you
- ➔ An address locator pinpointing your location will bring visitors directly to your door

Where® Maps offer the single best visual overview of the city. A must-have for visitors on the go, as well as an essential resource for hotel concierges—who offer hotel guests recommendations on what to experience in their destination.

Last year, 60.7 million visitors spend \$43 billion in New York, and Where® New York Map guides these travelers around town—influencing their dining, shopping and entertainment selections. Featuring New York City neighborhood-highlighted city, theater and subway maps, as well as traveler-friendly navigation tools, Where® New York Map is a must-have, user-friendly guide for the city's most active visitors—and an essential resource for hotel concierges.

Distribution | 2018 WHERE® NEW YORK MAP

Average quarterly circulation of 600,000. 3 million maps distributed annually.



AIRPORTS

JFK International Airport

Jet Blue Terminal, 1 Kiosk
Terminal 1 North and South End:
Air France
Alitalia
Japan Airline
Korea Air
Lufthansa
Olympic
Saudi Arabian Airlines
Arrivals Building Terminal 4:

Aer Lingus
Air India
Continental
Egyptair
El Al
Emirates
Jet Blue (San Juan)
North American
North West
Singapore
Virgin Atlantic
National Car Rental
Dollar Rent A Car
Terminal 4:
NYC Airporter Desk

LaGuardia Airport

Central Terminal Building and Arrivals, 12 Kiosks
Central Terminal:
Air Canada
America West
American Eagle
Continental
Jet Blue
Midwest
Spirit
Delta Airlines Terminal
Marine Air Terminal Main Course
US Airways Arrivals East and West
US Airways Shuttle-Departures Main Level/Arrivals
Avis Car Rental
Dollar Rent A Car

Newark International Airport

Jet Aviation Building
Terminal A East and West:

Air Canada
Alaska Airlines
American
Jet Blue
United
Terminal B Bottom and Main Level Arrivals:
Air France
Alitalia
British Airways
Delta
El Al
L'Avion
Northwest
Virgin Atlantic
Terminal C:
Continental Express Jet

CORPORATE HOUSING

AKA: Central Park
Alternative Business Accommodations
BridgeStreet Worldwide
Furnished Quarters
French Quarters Guest Apartments
Marriott ExecuStay
The Nash — Oakwood Extended Stay
Oakwood Worldwide
Sessanta

NEW YORK CITY HOTELS


414 Hotel
50 NYC
6 Columbus, A SIXTY Hotel
AKA Wall Street
Aloft Downtown—Financial District
Ameritania

Amsterdam Court, The
Anthem
Archer New York Hotel
Astor on the Park
Baccarat Hotel and Residences
Bedford
Belnord Hotel, The
Bentley Hotel
Best Western Arena Hotel
Best Western Convention
Best Western President
Blakely New York Hotel
Blue Moon Hotel
Bowery Hotel
Bryant Park Hotel
Buckingham Hotel, The
Carlton Hotel, The
Casablanca
Cambria Hotel & Suites New York—Times Square
Chambers
Chelsea Inn
Chelsea Savoy
City Rooms NYC
CitizenM
Clarion Hotel Park Ave.
Club Quarters
Club Quarters Downtown
Club Quarters Grand Central
Club Quarters World Trade Center
Comfort Inn Midtown West
Comfort Inn — W. 25th St.
Comfort Inn — W. 36th St.
Comfort Inn — W. 39th St.
Comfort Inn — W. 46th St.
Comfort Inn — W. 71st St.
Cornell Club, The
Cosmopolitan Hotel

Court, The
 Courtyard by Marriott East
 Courtyard by Marriott Fifth Ave.
 Courtyard by Marriott Times Square
 Courtyard by Marriott Upper East Side
 Crosby Street Hotel, The
 Crowne Plaza Times Square Manhattan
 Distrikt Hotel
 DoubleTree Metropolitan Hotel New York
 DoubleTree Times Square
 Dream Hotel
 Dumont NYC
 Dylan Hotel
 East Village Hotel
 Edge Hotel, The
 Element Times Square
 Embassy Suites New York-Midtown Manhattan
 Empire Hotel
 Envoy Club
 Excelsior, The
 Fairfield Inn and Suites LIC
 Fairfield Inn & Suites Manhattan Financial District
 Fairfield Inn by Marriott Times Square
 FIT Hotels
 Fitzpatrick Grand Central
 Fitzpatrick Manhattan
 Four Points by Sheraton SoHo
 Four Points by Sheraton Times Square
 Gansevoort Meatpacking NYC
 Gansevoort Park Avenue NYC
 Gem Hotel Chelsea, The
 Gem Hotel SoHo
 Gem Midtown West

Gershwin, The
 Gild Hall
 Hampton Inn
 Hampton Inn — Pearl St.
 Hampton Inn Chelsea
 Hampton Inn Manhattan SoHo
 Hampton Inn Manhattan Times Square North
 Hampton Inn Manhattan/Downtown Financial Center
 Hampton Inn W. 24th St.
 Hampton Inn W. 31st St.
 Harvard Club, The
 Herald Square Hotel
 HGU New York
 Hilton Club
 Hilton Garden Inn New York/Midtown Park Avenue
 Hilton Garden Inn, W. 35th St.
 Hilton Garden Inn Times Square South
 Hilton Manhattan East
 Hilton New York Fashion District
 Hilton Times Square
 Holiday Inn Downtown
 Holiday Inn Express JFK
 Holiday Inn Express Manhattan West Side
 Holiday Inn Express W. 29th St.
 Holiday Inn Express W. 45th St.
 Holiday Inn Financial District
 Holiday Inn LaGuardia
 Holiday Inn LES
 Holiday Inn Midtown W. 57th St.
 Home2Suites by Hilton
 Hotel 31
 Hotel 373 Fifth Ave.
 Hotel 41
 Hotel Americano
 Hotel at Times Square, The
 Hotel Beacon

Hotel Belleclaire
 Hotel Carter
 Hotel Chandler
 Hotel Deauville
 Hotel East Houston
 Hotel Elysée
 Hotel Five44
 Hotel Indigo
 Hotel Indigo Lower East Side
 Hotel Mela
 Hotel on Rivington
 Hotel Pennsylvania
 Hôtel Plaza Athénée New York
 Hotel Verite
 Hotel Wales
 Hotel Wolcott
 Howard Johnson Express
 Hudson, The
 Hyatt Union Square
 Hyatt Place NYC
 Ink 48
 Inn at Irving Place
 Inn on 23rd
 InterContinental New York Barclay, The
 InterContinental New York Times Square, The
 Iroquois New York, The
 Jade Hotel, The
 James New York, The
 Jane Hotel, The
 Jazz on Columbus Circle
 Jazz on the Park
 Jewel Hotel, The
 JW Marriott Essex House NY
 Kimberly, The
 King and Grove
 Kitano New York, The
 La Quinta Manhattan
 Langham Place, Fifth Avenue
 Latham Hotel


We go through so many boxes of the Where® New York Map. Our guests love how easy they are to use to get around the city.
 Sharon Cardona, Shoreham Hotel


 Le Parker Meridien NY
 Lex NYC, The
 Lexington NYC, The
 Library, The
 Loews Regency
 Lombardy Hotel
 London NYC, The
 Lowell, The
 Ludlow Hotel
 MADE Hotel
 Mandarin Oriental, New York
 Manhattan Broadway
 Manhattan Centre Hotel
 Manhattan Club, The
 Manhattan West Hotel
 Mansfield Hotel
 Marcel, The
 Mark, The
 Marmara-Manhattan, The
 Mayfair New York
 Mercer, The
 Milburn Hotel
 Milford Plaza Hotel
 Mondrian Park Avenue
 Morningside Inn
 Murray Hill Suites
 Muse, The
 New York Hilton Midtown
 New York Hostels Inc
 New York Marriott Downtown
 New York Marriott East Side
 New York Marriott Marquis Times Square
 New York Palace, The

“ **The Where® New York Map is perfect for showing our guests how to get around the city. The subway lines on top of the map make it very user-friendly.** Rosa Arias, New York Hilton Midtown



Newton Hotel
 NH Jolly Madison Towers (closing for renovations)
 Night Hotel
 Nomad Hotel
 NOMO SOHO
 Novotel
 Omni Berkshire Place
 Opera House Hotel
 Paramount Hotel
 Park 79 Hotel
 Park Central New York, The
 Park Lane Hotel, The
 Park South Hotel
 Phillips Club
 POD Hotel
 Princeton Club of New York, The
 Radisson Lexington Hotel New York
 Radisson Martinique on Broadway
 Redbury NY, The
 Renaissance New York Hotel 57
 Renaissance New York Midtown Hotel
 River Club
 Roger Smith Hotel
 Roger, The
 Room Mate Grace
 Roxy, The
 Royalton
 Salisbury Hotel
 San Carlos Hotel
 Sanctuary, The

Seton Hotel
 Shelburne NYC
 Sheraton New York Hotel & Towers
 Sherry-Netherland, The
 Shoreham, The
 SIXTY LES
 Smyth Tribeca
 Sofitel New York
 St. James Hotel
 St. Marks Hotel
 Standard East Village
 Standard New York
 Stay Hotel
 Strand Hotel, The
 Surrey, The
 Sutton Court Hotel
 Time Hotel
 Townhouse Inn of Chelsea, The
 Travel Inn
 Trump International Hotel & Tower® New York
 Trump Tower
 Tuscany, The
 Twin America
 Union League Club, The
 University Club of New York
 Viceroy New York
 W New York
 W New York—Union Square
 Waldorf Astoria New York
 Wall Street Inn, The
 Wanderer’s Inn
 Washington Jefferson Hotel
 Washington Square Hotel
 Wellington Hotel
 WestHouse Hotel
 Westin Governor Morris, The
 Wyndham Garden (W. 24th)
 Wyndham Garden (W. 58th)
 Wyndham Garden Inn Chelsea
 Wyndham Midtown 45

BROOKLYN/QUEENS/LONG ISLAND

Box House Hotel, The
 Comfort Inn JFK
 Comfort Inn Maspeth NY
 Crowne Plaza Laguardia Airport
 Fairfield Inn (LIC)
 Fairfield Inn and Suites Brooklyn
 Four Points by Sheraton LIC
 Franklin Guesthouse
 Hampton Inn — LaGuardia
 Holiday Inn Express Brooklyn
 Holiday Inn Manhattan View (LIC)
 Holiday Inn New York Queens—JFK Airport
 Hyatt Place Long Island City
 John Hotel
 Moore Hotel Brooklyn
 NY Moore Hostel
 New York Marriott at the Brooklyn Bridge
 Pointe Plaza Hotel
 Ritz-Carlton Residences, The; Long Island, North Hills
 Wyndham Garden Brooklyn
 Sunset Park
 Z NYC Hotel

NEW JERSEY HOTELS

Candlewood Suites Jersey City
 Clinton Inn Hotel
 Courtyard Secaucus Meadowlands
 Crowne Plaza Hotel
 Seaucus-Meadowlands
 DoubleTree by Hilton Fort Lee—George Washington Bridge
 Doubletree by Hilton Jersey City
 Doubletree New Jersey
 Hilton Garden Inn Ridgefield Park
 Hilton Hasbrouck Heights
 Hilton Newark Airport
 Hilton Short Hills NJ

Holiday Inn Hasbrouck Heights
 Holiday Inn Express New Jersey
 Hyatt Regency Jersey City
 Madison Hotel
 Newport Yacht Club & Marina Jersey City
 Newark Happenings
 NYC–JC Luxury Suites Jersey City
 Oakwood Corporate Housing Jersey City
 Sheraton Crossroads Mahwah
 Sheraton Meadowlands
 Sheraton Parsippany Hotel
 SpringHill Suites by Marriott
 W Hoboken
 Westminster Hotel, The (Livingston)

CONNECTICUT HOTELS

Holiday Inn Select, Stamford
 Stamford Marriott Hotel & Spa

MAJOR NEW YORK CITY EVENTS, TRADE SHOWS & CONVENTIONS

American Crafts Festival at Lincoln Center
 Big Apple Greeter Fundraisers
 City Harvest Fundraisers
 GLBT Expo at Jacob K. Javits Convention Center
 Grand Gourmet
 Hotel/Motel & Restaurant Show at Jacob K. Javits Convention Center
 New York Times Travel Show at Jacob K. Javits Convention Center
 Taste of Times Square
 Winter’s Eve

TOUR OPERATORS /TRAVEL AGENCIES

Allied T Pro (largest receptive Tour Operator in U.S.A.)
 AmericanTours International
 Ar-Col Travel Arrangements, Inc.
 Atlas Travel Solutions
 Bursch Travel
 Carte Postale Tours/Thomas Cook Canada
 CIG North America
 Discover New York with Kitt Garrett
 Event Travel Solutions
 Euro Travel
 First Incentive Travel (NY)
 Five A Tours Incentives Planners
 Focus Travel
 GoGo Worldwide Vacations
 GoGo Receptive Services
 New World Travel
 PRA Destination Management
 RMP Travel
 Shackman Associates New York

Travel Connection with Russ Head
 USA Bound
 Visit America, Inc
 Windsor Travel (Houston, TX)

ADDITIONAL LOCATIONS

34th Street Partnership (Penn Station)
 AIG Insurance
 American Management Association
 Artist Travel Consultants
 Avalon Riverview Building
 Big Apple Greeter
 Bloomingdale's Visitors Center
 Cityami
 City Hall Information
 Cliqcar
 Discover New York with Kitt Garrett
 DJK Residential
 Downtown Association, The
 Equinox Fitness
 FAO Schwarz

Federal Hall
 Globe Quarters
 Grand Central Partnership
 Gray Line New York
 Sightseeing Visitors Center
 Hornblower Cruises & Events
 Intrepid New Yorker
 La Maison d'Art
 Lincoln Square BID
 Lower Eastside Visitor Center
 Macy's Visitors Center
 Madison Belvedere
 New York Presbyterian Guest Facility
 New York University — Jeffrey S. Gould Welcome Center
 NY Presbyterian Hospital
 W Cornell Campus
 New York University Student Resource Center
 New York Water Taxi
 Northway—Saratoga Travel Center
 NYC & Company Visitors Center
 Oh Show Ticket Booking

OPEN LOOP New York
 One Beacon Court Residential Building
 Saks Fifth Avenue Ambassador Desk
 Sheffield 57 Residential Building
 Shoe Parlor
 Shops at Columbus Circle, The
 Suites at Silver Towers
 Travelex
 Twin America
 United Airlines Red Carpet Club
 Upper Manhattan Empowerment Zone
 Wempe
 Westfield World Trade Center
 World Windows

Rates, Specs & Schedules | 2018 WHERE® NEW YORK MAP

RATES/SIZES

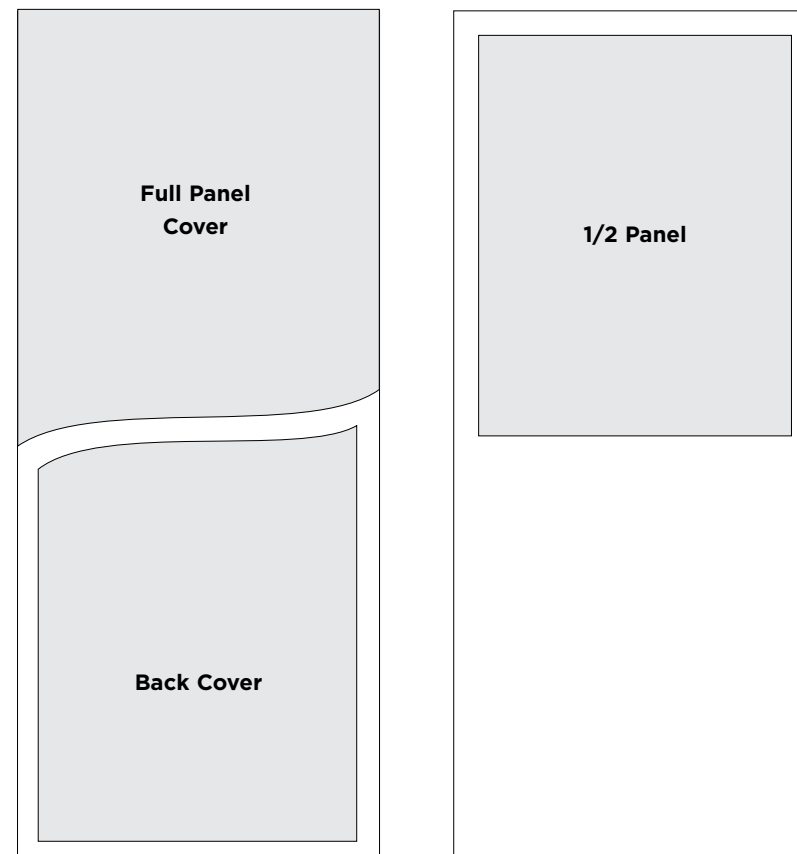
UNIT	INCLUDES	1X	4X*
Full Panel	Map Coordinates & Diamond locator	\$14,640	\$13,175
1/2 Panel	Map Coordinates & Diamond locator	\$9,475	\$8,530
Back Panel	Map Coordinates & Diamond locator	\$20,410	n/a
Cover Banner**	Map Coordinates & Diamond locator	\$6,000	n/a
Map Key Banner	Map Coordinates & Diamond locator	\$4,500	n/a
Theatre Map Banner	Map Coordinates & Diamond locator	\$3,500	n/a

*Must be combined with purchase of a half or full panel

SPECIFICATIONS

UNIT	LIVE AREA	BLEED*	TRIM
Full Panel	3.125" x 8"	3.875" x 8.75"	3.625 x 8.5
Back Cover	3.125" x 8"	n/a	n/a
1/2 Panel	3.125" x 3.875	n/a	n/a
Cover Banner	3.5" x 1.75"	3.875" x 2.25"	3.625" x 2"
Map Key Banner	2.5" x 0.75	n/a	n/a
Theatre Map Banner	3.125" x 0.75	n/a	n/a

All ads must conform to the dimensions above. If they do not, the ad will be modified to fit the appropriate space at the advertiser's expense.



ADVERTISING DEADLINE

ISSUE	AD CLOSE	MATERIALS DUE
March	Jan. 19	Jan. 24
June	Apr. 20	Apr. 24
September	Jul. 19	Jul. 25
December	Oct. 19	Oct. 24

Technical Information | 2018 WHERE® NEW YORK MAP

MECHANICAL REQUIREMENTS

- Where® is produced in accordance with accepted standards for web offset printing (SWOP), using four-color process inks (CMYK). Please refer to these standards for more information. You may obtain these at <http://www.idealliance.org/specifications/swop/>.
- No film will be accepted.
- Final digital ads should be supplied as PDF/x1-a or Press format PDFs, saved as version 1.3 (Acrobat 4.x) with high-resolution transparency flattening. Include all fonts subsetted at 100%. These files must be created using one or more of the following software programs only: Adobe InDesign, PhotoShop or Illustrator, and QuarkXpress. PDFs may be generated directly from the application or distilled from PostScript files using Acrobat Distiller. Please do not use Microsoft Publisher or Office applications as these cannot create acceptable PDFs.

Build your ad so that it conforms to these specifications AT FINAL SIZE:

- Image (photo) files should be 300 pixels per inch in CMYK, in Tiff or EPS formats. One-bit images (such as black and white logos) should be minimum 600 pixels per inch.
- Check that all colors used are 4/C process colors (CMYK). No Pantone, RGB, or Lab Color.
- Check that the maximum total ink coverage (TAC) does not exceed 300%.
- Minimize the number of steps used to create a gradation or blend.
- Provide 1/4" bleeds (image beyond trim) in bleed ads.
- Keep all live matter 1/4" from the trim on all four sides.
- All ads must conform to the spec sheet dimensions. If they do not, the ad will be modified to fit the appropriate space at the advertiser's expense.
- Files must be in .zip format if compression software is used.
- Ad Proofs: We follow industry standards on press. If running a color ad, you may supply a color proof, which we will check for content. Please note that consumer inkjets cannot be relied upon to predict press color as the inks used are not true press colors (i.e. they cannot always be achieved in process printing).

GENERAL INFORMATION

MVP is not responsible for nor does it guarantee the accuracy or reproduction quality of materials that do not meet these specifications. Changes to supplied material will be made by the publisher only on written instructions from agency or client, and such changes must be received at least 30 days prior to cover date. MVP can accept native files in a limited number of formats. Changes can only be made if the native files, fonts, and graphics are supplied. MVP endeavors to comply with all advertiser's changes. However, MVP assumes no responsibility for errors and omissions resulting from such changes.

Digital/Web:

- Be sure to include your Web address in your ad creative.
- Online editions will include your ad exactly as it appears in print, but for us to legally link the ad to your Web site, your Web address must be included in the ad.

SHIPPING INFORMATION

All materials must be received on or before issue closing date.

Ads can be submitted on CD, DVD or via electronic transmission. Please contact your sales rep regarding digital transfer of ad materials. Many of our publications can accept materials by a proprietary web-based system called AdDrop. Please ask your publication's Advertising Services Coordinator for unique private ftp credentials if AdDrop is unavailable. We do not have a "common use" ftp site for security reasons.

Mail to:

Production Department
Where® IN New York
79 Madison Avenue, 8th Floor
New York, NY 10016

Email to:

newyorkads@ftp.wheremagazine.com

CANCELLATIONS

Cancellations not received in writing prior to the space reservation date will not be accepted. Advertisers not completing contract schedule are subject to short rate.