



Madison's Central Business Improvement District (BID)

ADVERTISE in the 2014-15 Downtown Madison Map & Guide

Reach 200,000+ people interested in downtown Madison shopping, dining, visiting, and living.

"Google Maps is useful, but nothing beats a foldout map to help explore a city on foot . . ." –Seth Kugel, NY Times Frugal Traveler

The BID Downtown Madison Map and Guide is a detailed walking map of the central downtown district with listings and locations for more than 370 BID businesses, cultural organizations and visitor destinations, plus parking and transit information.



- **Map advertising offers value.** One ad provides an entire year of visibility.
- **Visitors spend \$116 million annually on downtown shopping, food and beverages.** Advertise, and reach visitors before they arrive *and* while they are here.
- **200,000+** maps distributed annually in Madison, Wisconsin, nationally and internationally.
- **Maps distributed at the Downtown Visitor Center and UW's Union South Welcome Desk,** both open seven days a week, year round.
- Maps are also distributed at more than 70 hotels in the greater Madison area, Dane County Airport, Monona Terrace, Alliant Energy Center, Overture Center, Kohl Center, many University of Wisconsin locations including residence halls, departments and conference centers, Wisconsin Alumni Association, Madison College, downtown businesses, organizations and museums, and via area Realtors. Maps can be ordered for free by phone or online.
- Map users include visitors, convention and conference attendees, residents, students and UW alumni, who use maps for downtown shopping and dining, conventions, business and leisure travel, relocations, new student orientation, employee recruitment, and family events.

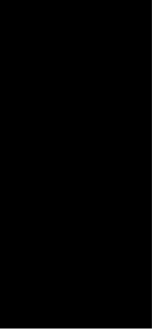
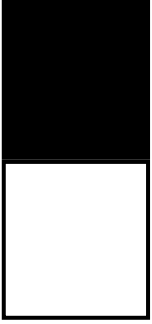
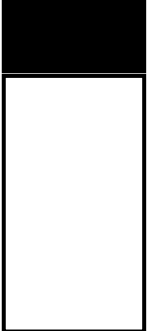
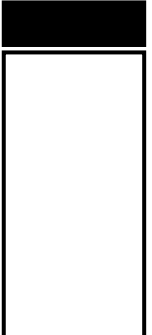
Space & Materials Deadline for All Ads January 24, 2014

Contact: Tim Jenquin, BID Programming Coordinator, (608) 512-1341 or tjenquin@visitdowntownmadison.com. Space reservation form attached.

Maps will be published in May 2014. Ad sales will be billed in 2014.

2014-15 Downtown Map & Guide - Ad Sizes & Advertiser Pricing

Overall Map Size: 25.5"x18.375" folds to 3.75"x 8.5" panels, 2-sided, full color

	<p><u>Full Panel Ads</u> a) Premium Position (One available): Outside Back Cover. 3 & 3/4"w x 8 & 1/2" d Price: \$6,700</p> <p>b) Premium Position (One available): Inside Back Cover. 3 & 3/4"w x 8 & 1/2" d Price: \$6,200</p> <p>c) Full Panel, Map Interior (Limited spaces available) 3 & 1/4" w x 7" d Price: \$5,175</p> <p>Price Includes:</p> <ul style="list-style-type: none"> • Name, address, and phone number of business • 85 word description of business • Up to two 1"x1" logos or photos • The name of your business on the map at your location
	<p><u>Half Panel Ad</u> 3 & 1/4"w x 3 & 3/8"d</p> <p>Price Includes:</p> <ul style="list-style-type: none"> • Name, address, and phone number of business • 50 word description of business • Up to two 1"x1" logos or photos • The name of your business on the map at your location <p>Price: \$3,125</p>
	<p><u>1/4 Panel Ad</u> 3 & 1/4" w x 1 & 7/8" d</p> <p>Price Includes:</p> <ul style="list-style-type: none"> • Name, address, and phone number of business • 35 word description of business • One 1"x1" logo or photo <p>Price: \$1,075</p>
	<p><u>1/8 Panel Ad</u> 3 & 1/4" w x 7/8"d</p> <p>Price Includes:</p> <ul style="list-style-type: none"> • Name, address, and phone number of business • 20 word description of business • One 1"x1" logo or photo <p>Price: \$540</p>

2014-15 BID Downtown Map & Guide - Ad Submission Guidelines

Ad Dimensions

- Full Panel Back Cover 3 & 3/4" w x 8 & 1/2" d
- Full Panel Interior 3 & 1/4" w x 7" d
- Half-Panel 3 & 1/4" w x 3 & 3/8" d
- 1/4 Panel 3 & 1/4" w x 1 & 7/8" d
- 1/8 Panel 3 & 1/4" w x 7/8" d

Ad Submissions: Please follow these guidelines for submitting either (Option A) your completed advertisement or (Option B) materials to have your ad designed using our established format.

Option A. Completed Ads (you submit a completed ad):

- Format: Preferred format is Adobe Illustrator EPS or high resolution PDF. Fonts should be converted to outlines (if created in Adobe Illustrator) or sent separately. Please do not embed fonts. When providing EPS, please include a PDF or JPG image of completed ad for reference.
- Resolution: At least 300 dpi
- Color: All images should be in CMYK color mode.
- Bleeds: Needed only for Full Panel Ad. Please supply 1/8" bleed.

Option B. Submit Materials (we design ad using standard format)

Our designer would be happy to design your ad using our standard format: your logo plus copy. Please submit materials in the following formats:

- Logos: Preferred format is Adobe Illustrator EPS. High resolution (at least 300 dpi) TIF files and camera-ready art are also accepted.
- Photographs: High resolution (300 dpi) TIF or JPG images preferred. 4" x 6" photos also accepted.
- Description: Please provide description in number of words specified in ad size.

Sending Your Ad or Materials:

- If the file/attachment size is under 10 MB, please email to Tim Jenquin, BID Programming Coordinator (608-512-1341), at tjenquin@visitdowntownmadison.com. Please put "BID Map Ad + your company name" in email subject line. Please send multiple larger attachments in separate emails. For completed ads and logos, please include PDF or JPG image for reference.
- If the file/attachment size is over 10 MB, please burn to CD and mail to or drop off for:

Tim Jenquin, BID Programming Coordinator
122 W. Washington Ave. Suite 250
Madison, WI 53703
(608) 512-1341

For completed ads and logos, please include PDF or JPG image and/or printout for reference.

Deadline: Materials or completed ads must be received by Friday, January 24, 2014.

2014-15 BID Downtown Map & Guide – BID Member Space Reservation Form

Please check ad you would like to reserve:

	<p><u>Full Panel Ads</u></p> <p>a) Premium Position (One available): Outside Back Cover. 3 & 3/4" w x 8 & 1/2" d Price: \$6,700</p> <p>b) Premium Position (One available): Inside Back Cover. 3 & 3/4" w x 8 & 1/2" d Price: \$6,200</p> <p>c) Full Panel, Map Interior (Limited spaces available) 3 & 1/4" w x 7" d Price: \$5,175</p>
	<p><u>Half Panel Ad:</u> 3 & 1/4" w x 3 & 3/8" d Price: \$3,125</p>
	<p><u>1/4 Panel Ad:</u> 3 & 1/4" w x 1 & 7/8" d Price: \$1,075</p>
	<p><u>1/8 Panel Ad:</u> 3 & 1/4" w x 7/8" d Price: \$540</p>

Business Name: _____

Contact Name: _____

Mailing Address: _____

Phone: _____ Fax: _____

Email: _____

Payment Terms: All ad sales will be billed in May 2014 upon map publication unless otherwise requested (we are happy to bill in 2013 and accept payment earlier if you wish!). Terms are net due in 30 days. A finance charge of 1.5% (18% annually) will be applied to balances over 60 days past due. Payment by check or money order preferred; MasterCard or Visa also accepted. Payments to Madison's Central Business Improvement District (BID) are not tax deductible as charitable contributions; however, they may be tax deductible as ordinary and necessary business expenses.

Confirmation: As an authorized representative of the above-listed business, I confirm this advertising space reservation in the 2014-15 BID Downtown Map & Guide and agree to the payment terms.

(signature)

(date)

(print name)

Return To/Contact: Tim Jenquin, BID Programming Coordinator
Madison's Central Business Improvement District (BID)
122 W. Washington Ave., Suite 250, Madison, WI 53703
608-512-1341 fax: 608-204-9028 tjenquin@visitdowntownmadison.com

Please complete and return by Friday, January 24, 2014.