

2010 Official Madison Visitors Guide – Spring/Summer – (Deadline Jan. 8)

Official guide to the greater Madison area, published twice yearly by the Greater Madison Convention & Visitors Bureau (GMCVB). Research shows that 74% of those who ordered a Visitors Guide from the GMCVB visited the area, and 84% of them brought their Visitors Guide with them while on their trip.

Distribution: 175,000 Spring/Summer copies, distributed by the GMCVB plus at hotels, the airport, Wisconsin Travel Centers, University of Wisconsin, area attractions, convention centers, restaurants and businesses.

For more information, see http://www.visitdowntownmadison.com/news/index.php?category_id=2554 (www.visitdowntownmadison.com, "News>Marketing Opportunities" link).

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Opportunity	Ad Description	Publication Date	Cost (with BID Subsidy)	Deadline
Greater Madison Visitors Guide – Spring/Summer 2010	2-page spread for downtown businesses; glossy, full color. Design provided if needed. Options: 1/12 page (2.351" x 2.308") 1/6 page (H = 4.863" x 2.308" or V = 2.351" x 4.764").	(Spring/Summer) March, 2010	1/12 p = \$360 (savings of up to \$370) 1/6 p = \$715 (savings of up to \$620)	January 10, 2009