



**Madison's Central Business Improvement District (BID)**

**2010 BID Co-op Advertising/Marketing Opportunities with March Deadlines**

The full slate of BID 2010 co-ops will be sent in mid-March. In the meantime, please note these opportunities with March deadlines:

**Madison Magazine – May Issue – Deadline March 9**

Madison Magazine is a glossy monthly with coverage of the arts, business, health, politics, habitat and food & dining, reaching a readership of over 107,000 with 101,000 in Dane County (Scarborough, 2007). More info at: <http://www.madisonmagazine.com/Madison-Magazine/Advertise/>

Contact: Your Madison Magazine representative or Sue Fuller, 608.270.3616, [sfuller@madisonmagazine.com](mailto:sfuller@madisonmagazine.com).

Opportunity	Ad Description	Publication Date	Cost (with BID Subsidy)	Deadline
Madison Magazine—May City Guide/special Downtown Section	"Downtown Hot off the Shelf" pages inside special section about downtown Madison. Includes professionally taken photo (at scheduled photo shoot), logo and 35-wd description	May 1,500overprints provided to DMI and BID	\$400  (savings of \$225)  Spots avail: 4	March 9

**Isthmus Dining Guide – April 2010 – Deadline March 17**

Madison's weekly newspaper, distributed every Thursday at 600+ locations. Delivers 170,000 weekly readers in print and on the web (thedailypage.com). 93% of readers live in Dane County. More information is available at <http://www.thedailypage.com/advertise/>.

Contact: Your Isthmus representative or Steve Borgwardt at (608) 251-5627, [sborgwardt@isthmus.com](mailto:sborgwardt@isthmus.com)

Opportunity	Ad Description	Publication Date	Cost (with BID Subsidy)	Deadline
Isthmus Dining Guide + thedailypage.com	BID Downtown Co-op, 2 pages, full color, glossy, center spread. Equiv. to 1/6 page ad. Also includes two (2) 1x3 web ads with hyperlink included for restaurants for one month.  Dining Guide distributed in the paper plus 10,000 extra printed for distribution to hotels, hospitality industry, via BID Ambassadors.	April 22	\$295  (savings of \$530)  Spots avail: 12	March 17