



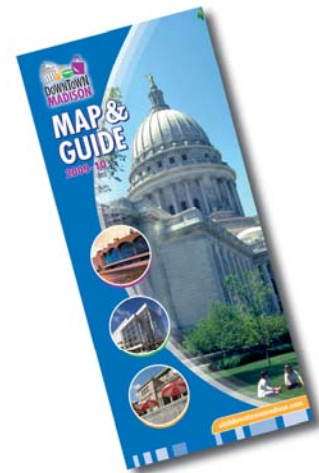
Madison's Central Business Improvement District (CID)

ADVERTISE in the 2010-11 Downtown Madison Map & Guide

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

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

Reach a qualified audience already interested in downtown by advertising in the Downtown Map & Guide.



- **Map advertising offers value.** One ad placement gives an entire year of visibility. No price increase this year, plus we increased several ad sizes at no extra cost to you!
- **Visitors spend \$70 million annually on downtown shopping and dining.** Advertise in the map, and reach visitors before they arrive and while they are here.
- **200,000+** maps distributed annually in Madison, Wisconsin, nationally and internationally.
- **Map distribution at the airport increased more than 30% in 2009.**
- From May through October, Ambassadors give out **10,000 maps per month** at Downtown Information Booths, conventions and special events.
- Maps also distributed through greater Madison area hotels, Monona Terrace, Alliant Energy Center, Overture Center, Kohl Center, University of Wisconsin, Wisconsin Alumni Association, area Realtors, downtown businesses, organizations and museums. Maps can be ordered for free by phone or online. Visitors, residents, students and UW alumni use maps for downtown shopping and dining, conventions, business and leisure travel, relocations, new student orientation, employee recruitment, and family events.

Reservation Deadline for Premium Position (back cover) January 22, 2010

Space & Materials Deadline for All Ads January 29, 2010

Contact: Mitch Freund, CID Programming Coordinator, (608) 443-1976 or mfreund@downtownmadison.org. Space reservation form attached.

Maps will be distributed May 2010. Ad sales will be billed in 2010.

2010-11 Downtown Map & Guide - Ad Sizes & BID Member Pricing

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



Full Panel Ads

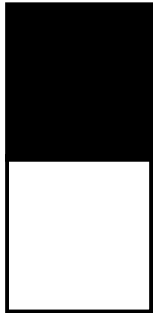
a) **Premium Position** (One available): Outside Back Cover.
3 & 3/4" w x 8 & 1/2" d ~~Price: \$6,600~~ **SOLD**

b) **Premium Position** (One available): Inside Back Cover.
3 & 3/4" w x 8 & 1/2" d **Price: \$6,100**

c) **Full Panel, Map Interior** (Limited spaces available)
3 & 1/4" w x 7" d **Price: \$5,100**

Price Includes:

- 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



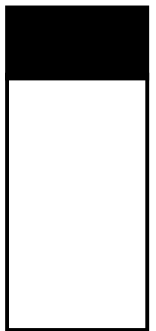
Half Panel Ad

3 & 1/4" w x 3 & 3/8" d

Price Includes:

- 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

Price: \$3,075



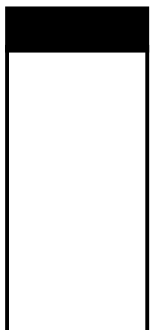
1/4 Panel Ad

3 & 1/4" w x 1 & 7/8" d

Price Includes:

- Name, address, and phone number of business
- 35 word description of business
- One 1"x1" logo or photo

Price: \$1050



1/8 Panel Ad

3 & 1/4" w x 7/8" d

Price Includes:

- Name, address, and phone number of business
- 20 word description of business
- One 1"x1" logo or photo

Price: \$525

2010-11 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

NOTE: All ad dimensions have changed slightly from last year except the half-panel.

Ad Submissions: Please follow these guidelines for submitting your advertisements or materials:

Completed Ads (you design):

Format: Preferred format is Adobe Illustrator EPS. Fonts should be converted to outlines (if created in Adobe Illustrator) or sent separately. Please do not embed fonts. 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.

Need Your Ad Designed?

Our graphic artist would be happy to design your ad for you using our established format. 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 Mitch Freund, BID Programming Coordinator (608-443-1976), at mfreund@downtownmadison.org. Please put "BID Map Ad + your company name" in email subject line. Please send multiple larger attachments in separate emails. For completed ads, 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:

Mitch Freund, BID Programming Coordinator
615 East Washington Ave., 2nd Fl
Madison, WI 53703
(608) 443-1976

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

Deadline: Materials or completed ads must be received by Friday, January 29, 2010.

2010-11 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 BID Member Price: \$6,600 SOLD</p> <p>b) Premium Position (One available): Inside Back Cover. 3 & 3/4" w x 8 & 1/2" d BID Member Price: \$6,100</p> <p>c) Full Panel, Map Interior (Limited spaces available) 3 & 1/4" w x 7" d BID Member Price: \$5,100</p>
	<p><u>Half Panel Ad:</u> 3 & 1/4" w x 3 & 3/8" d BID Member Price: \$3,075</p>
	<p><u>1/4 Panel Ad:</u> 3 & 1/4" w x 1 & 7/8" d BID Member Price: \$1050</p>
	<p><u>1/8 Panel Ad:</u> 3 & 1/4" w x 7/8" d BID Member Price: \$525</p>

Business Name: _____

Contact Name: _____

Mailing Address: _____

Phone: _____ Fax: _____

Email: _____

Payment Terms: All ad sales will be billed in 2010 unless otherwise requested (we are happy to accept payment earlier if you wish!). Reservations confirmed in 2009 will be invoiced in January '10. Reservations confirmed in 2010 will be invoiced as received. 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 2010-11 BID Downtown Map & Guide and agree to the payment terms.

(signature)

(date)

(print name)

Return To/Contact: Mitch Freund, BID Programming Coordinator
Madison's Central Business Improvement District (BID)
615 E. Washington Ave., 2nd floor, Madison, WI 53703
608-443-1976 fax: 608-395-3982 mfreund@downtownmadison.org

Please complete and return by Friday, January 29 (January 22 for premium position)