



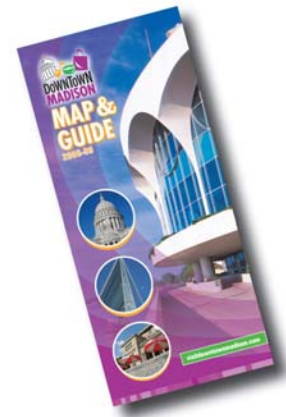
Madison's Central Business Improvement District (BID)

# ADVERTISE in the 2009 Downtown Madison Map & Guide

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

The BID Downtown Madison Map and Guide is a detailed walking map of the central downtown district with listings and locations for more than 350 businesses, cultural organizations and visitor destinations, plus parking and transit information.

The Downtown Map & Guide is an opportunity to reach a qualified audience interested in downtown with *your* advertising message.



- **200,000+** distributed annually in Madison, around Wisconsin, nationally and internationally.
- **Map distribution continues to expand.** The number of maps distributed to area hotels and at the Dane County Airport doubled in 2008.
- **Redesign** in 2008 improved the look and flow of the advertising section.
- Maps are requested by hotels, conference and convention organizers, University of Wisconsin events, businesses and corporations, real estate agents, and visitors and residents for uses ranging from conventions to new condo closings, employee recruitment and incentive programs, or family weddings.
- Maps are distributed at Downtown Ambassador Booths (on State Street, the Capitol Square, and at special events such as World Dairy Expo), Madison-area hotels, businesses and organizations, the UW-Madison Campus Welcome Center, the Greater Madison Convention & Visitor Bureau office, and to new downtown residents via the New Resident Packets.
- From May through October, Ambassadors give out **10,000 maps per month** at the Downtown Information Booths and at events such as Taste of Madison, Maxwell Street Days, Cars on State, the Farmers' Market, Ironman Wisconsin, World Dairy Expo, and more.

Deadline for Premium Position (back cover) . . . . . January 23, 2009

**Deadline for All Ads . . . . . January 30, 2009**

To advertise, contact Mitch Freund, BID Programming Coordinator, (608) 443-1976 or mfreund@downtownmadison.org. Space reservation form attached. Maps will be distributed April 2009. Ad sales will be billed in 2009.

## 2009 Downtown Map & Guide - Ad Sizes & BID Partner Pricing

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



### Full Panel Ads

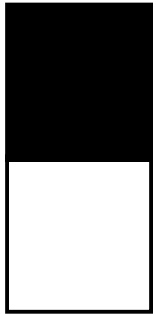
**a) Premium Position** (One available): Outside Back Cover.  
3 & 3/4"w x 8 & 3/8"d                      **2008 Price: \$7,250**

**b) Premium Position** (One available): Inside Back Cover.  
3 & 3/4"w x 8 & 3/8"d                      **2008 Price: \$6,600**

**c) Full Panel, Map Interior** (Limited spaces available)  
3 & 1/4"w x 7 & 1/4" d                      **2008 Price: \$5,600**

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



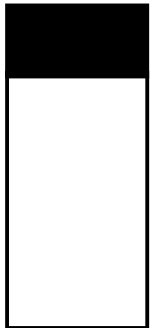
### Half Panel Ad

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

**2008 Price: \$3,485**



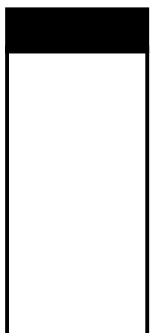
### 1/4 Panel Ad

3" w x 1 & 5/8" d

Price Includes:

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

**2008 Price: \$1,150**



### 1/8 Panel Ad

3"w x 3/4"d

Price Includes:

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

**2008 Price: \$575**

## **2009 BID Downtown Map & Guide - Ad Submission Guidelines**

### **Ad Dimensions (see “Ad Sizes & Prices” for details)**

- Full Panel Ad 3 & 3/4”w x 8 & 3/8”d
- Half-Panel Ad 3 & 1/4”w x 3 & 3/8”d
- 1/4-Panel Ad 3” w x 1 & 5/8” d
- 1/8-Panel Ad 3”w x 3/4”d

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

#### Completed Ads:

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](mailto: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., 2<sup>nd</sup> 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 30, 2009.

**2009 BID Downtown Map & Guide – BID Member Space Reservation Form**

Please check ad you would like to reserve:

	<p><b><u>Full Panel Ads</u></b></p> <p><b>a) Premium Position</b> (One available): Outside Back Cover. 3 &amp; 3/4"w x 8 &amp; 3/8"d <b>BID Member Price: \$7,250</b></p> <p><b>b) Premium Position</b> (One available): Inside Back Cover. 3 &amp; 3/4"w x 8 &amp; 3/8"d <b>BID Member Price: \$6,600</b></p> <p><b>c) Full Panel, Map Interior</b> (Limited spaces available) 3 &amp; 1/4"w x 7 &amp; 1/4" d <b>BID Member Price: \$5,600</b></p>
	<p><b><u>Half Panel Ad:</u></b> 3 &amp; 1/4"w x 3 &amp; 3/8"d. <b>BID Member Price: \$3,485</b></p>
	<p><b><u>1/4 Panel Ad:</u></b> 3" w x 1 &amp; 5/8" d. <b>BID Member Price: \$1,150</b></p>
	<p><b><u>1/8 Panel Ad:</u></b> 3"w x 3/4"d. <b>BID Member Price: \$575</b></p>

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**Payment Terms:** All ad sales will be billed in 2009 unless otherwise requested (we are happy to accept payment earlier if you wish!). Reservations confirmed in 2008 will be invoiced in January '09. Reservations confirmed in 2009 will be invoiced as received. Terms are net due in 30 days. Payment accepted in Mastercard, Visa, check or money order. 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 2009 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., 2<sup>nd</sup> floor, Madison, WI 53703  
608-443-1976 fax: 608-256-0333 [mfreund@downtownmadison.org](mailto:mfreund@downtownmadison.org)

**Please complete and return by Friday, January 30 (January 23 for premium position)**