



# ADVERTISE in the 2018-19 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. Maps can be ordered for free by phone or online.

- **Map advertising offers value.** One ad provides a full year of visibility.
- **Visitors spend \$125 million annually on downtown shopping, food and beverages.** Advertise, and reach visitors before they arrive *and* while they are here.
- **150,000** maps distributed annually in Madison, Wisconsin, nationally and internationally.
- **Maps distributed at the Downtown Visitor Center and UW's Union South and Memorial Union Welcome Desks**, all 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, apartments and residential management companies, 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.
- 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.


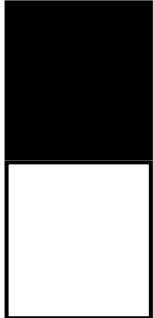
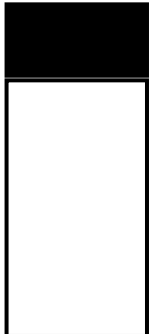
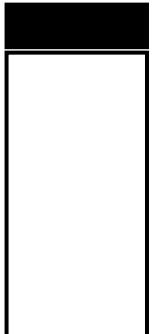
**Space and Material Deadline for All Ads – January 26, 2018.**

**Contact:** Tim Jenquin  
Operations Director  
Madison Central BID  
(608) 512-1341  
[tjenquin@visitdowntownmadison.com](mailto:tjenquin@visitdowntownmadison.com)

*Maps will be published in May 2018. Ad sales will be billed in May 2018.  
Space reservation form is attached.*



**2018-19 Downtown Map & Guide - Ad Sizes & Advertiser Pricing**

	<p><b>Full Panel Ads</b></p> <p><b>a) Premium Position</b> (One available): Outside Back Cover. 3 &amp; 3/4" w x 8 &amp; 1/2" d      <b>Price: \$6,750</b></p> <p><b>b) Premium Position</b> (One available): Inside Back Cover. 3 &amp; 3/4" w x 8 &amp; 1/2" d      <b>Price: \$6,250</b></p> <p><b>c) Full Panel, Map Interior</b> (Limited spaces available) 3 &amp; 1/4" w x 7" d      <b>Price: \$5,250</b></p> <p>Price Includes:</p> <ul style="list-style-type: none"> <li>• Name, address, and phone number of business</li> <li>• 85 word description of business</li> <li>• Up to two 1"x1" logos or photos</li> <li>• The name of your business on the map at your location</li> </ul>
	<p><b>Half Panel Ad</b> 3 &amp; 1/4" w x 3 &amp; 3/8" d</p> <p>Price Includes:</p> <ul style="list-style-type: none"> <li>• Name, address, and phone number of business</li> <li>• 50 word description of business</li> <li>• Up to two 1"x1" logos or photos</li> <li>• The name of your business on the map at your location</li> </ul> <p><b>Price: \$3,200</b></p>
	<p><b>1/4 Panel Ad</b> 3 &amp; 1/4" w x 1 &amp; 7/8" d</p> <p>Price Includes:</p> <ul style="list-style-type: none"> <li>• Name, address, and phone number of business</li> <li>• 35 word description of business</li> <li>• One 1"x1" logo or photo</li> </ul> <p><b>Price: \$1,120</b></p>
	<p><b>1/8 Panel Ad</b> 3 &amp; 1/4" w x 7/8" d</p> <p>Price Includes:</p> <ul style="list-style-type: none"> <li>• Name, address, and phone number of business</li> <li>• 20 word description of business</li> <li>• One 1"x1" logo or photo</li> </ul> <p><b>Price: \$560</b></p>

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

## 2018-19 BID Downtown Map & Guide - Ad Submission Guidelines

### Ad Dimensions

- Full Panel Back Cover 3 & 3/4" w x 8 & 1/2" d (1/8" bleed)
- Full Panel Interior 3 & 1/4" w x 7" d (1/8" bleed)
- 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 either (Option A) submitting your completed, designed advertisement or (Option B) providing logo and/or image and copy to have your ad designed using our established format.

#### Option A. Completed Ads (you submit a completed designed 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. 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 Ads. 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 and/or an image plus copy. Please submit materials in the following formats:

- Logos: **Preferred format is Adobe Illustrator EPS. High resolution (at least 300 dpi) TIF files are also accepted.**
- Images or Photographs: High resolution (300 dpi) TIF or JPG images preferred.
- Description: Please provide description in number of words specified in ad size.

### Sending Your Ad or Files:

- If the file/attachment size is **under 10 MB**, please email to Tim Jenquin, BID Operations Director, [tjenquin@visitdowntownmadison.com](mailto:tjenquin@visitdowntownmadison.com) (608-512-1341). Please put "BID Map Ad + your company name" in email subject line. Please send multiple large attachments as separate emails.
- If the file/attachment size is **over 10 MB**, please contact Tim Jenquin for instructions at [tjenquin@visitdowntownmadison.com](mailto:tjenquin@visitdowntownmadison.com) or (608) 512-1341.
- For logos or completed ads sent as EPS files, please include a PDF or JPG for reference.

**Deadline: Materials or completed ads must be received by Friday, January 26, 2018.**

**2018-19 BID Downtown Map & Guide – BID Member Space Reservation Form**

Please check ad you would like to reserve:

	<p><b>Full Panel Ads</b></p> <p><b>a) Premium Position</b> (One available): Outside Back Cover. 3 &amp; 3/4" w x 8 &amp; 1/2" d    <b>Price: \$6,750</b></p> <p><b>b) Premium Position</b> (One available): Inside Back Cover. 3 &amp; 3/4" w x 8 &amp; 1/2" d    <b>Price: \$6,250</b></p> <p><b>c) Full Panel, Map Interior</b> (Limited spaces available) 3 &amp; 1/4" w x 7" d            <b>Price: \$5,250</b></p>
	<p><b>Half Panel Ad:</b> 3 &amp; 1/4" w x 3 &amp; 3/8" d    <b>Price: \$3,200</b></p>
	<p><b>1/4 Panel Ad:</b> 3 &amp; 1/4" w x 1 &amp; 7/8" d    <b>Price: \$1,120</b></p>
	<p><b>1/8 Panel Ad:</b> 3 &amp; 1/4" w x 7/8" d    <b>Price: \$560</b></p>

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

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

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

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

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

**Payment Terms:** All ad sales will be billed in May 2018 upon map publication unless otherwise requested (we are happy to bill in 2017 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 2018-19 BID Downtown Map & Guide and agree to the payment terms.

\_\_\_\_\_  
(signature)

\_\_\_\_\_  
(date)

\_\_\_\_\_  
(print name)

**Return To/Contact:** Tim Jenquin, BID Operations Director  
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](mailto:tjenquin@visitdowntownmadison.com)

**Please complete and return by *Friday, January 26, 2018.***