

Your customers are here.



ATLANTIC CITY (AC)



Atlantic City
always turned on™

www.

where
are
YOU



OFFICIAL

Atlantic City
convention & visitors authority™

THE OFFICIAL
PUBLICATIONS

MEDIA KIT

are you reaching your target market?



THE OFFICIAL MAP & GUIDE OF ATLANTIC CITY offers you a variety of cost-efficient, high-impact ways to reach your target audience and unlock their tremendous buying power. The NAVTEQ ID Map extends your print advertising to the worldwide web where travelers are now going more often to plan their trips.

ATLANTIC CITY DEMOGRAPHICS:

- Annual Visitors: 34.53 million^{1, 2}
 - 4th most visited destination in the U.S. in 2006
 - 85% of visitors come primarily to gamble
- Annual Economic Impact \$6.50 billion
 - Expense Average for Day-tripper \$184
 - Expense Average for 3-day visitors: \$575
 - Total Expense Average: \$133

DISTRIBUTION: 850,000

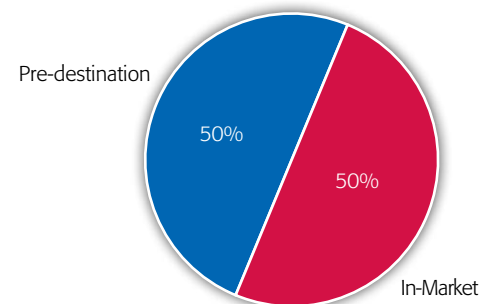
The key to success with any product is directly dependent on its distribution. Essential Media Partners boasts a unique distribution channel with proven success. The maps will be distributed in the following key locations where consumers are looking for them.

Pre-destination:

- Tour Group Operators and Meeting Planners
- AAA Travel Centers
- Call Center Requests – approximately 500 mailings per week.

In-Market:

- Convention Center
- Hotel Concierge
- Special Improvement District Stations on Boardwalk
- Attractions
- Official Visitor Center



1. Atlantic City Convention & Visitors Authority 2007 Destination Marketing Plan; (SJTA) South Jersey Transportation Authority
2. Atlantic City Convention & Visitors Authority 2004 Atlantic City Visitors Profile

OFFICIAL PRINT MAP & GUIDE OF ATLANTIC CITY

FOLDED MAP OF ATLANTIC CITY:



DISPLAY ADS

Quarter Panel:	\$ 3,780
Half Panel:	\$ 6,195
Full Panel:	\$ 10,395

Premium Panel:	\$ 12,600
Back Panel:	\$ 14,700

LISTINGS:

Standard Listing:	\$ 1,260
Premium Listing:	\$ 3,415

ANNUAL DISTRIBUTION:

750,000

CLOSE DATE:

OCTOBER 29, 2009

PUBLISHED:

NOVEMBER 2009

ALL MAP PANELS INCLUDE:

- 4-color advertisement
- Listing with name, address, phone number and web site
- Map reference with icon on print map
- Inclusion in "Top Picks" interactive online map

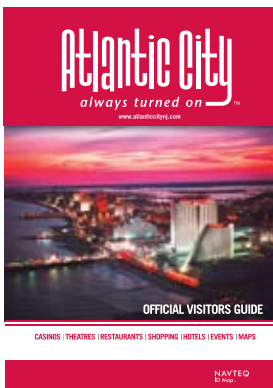
STANDARD MAP LISTINGS INCLUDE:

- Listing with name, address, phone number, web site and map reference with icon
- Inclusion in "Top Picks" interactive online map

PREMIUM MAP LISTINGS INCLUDE:

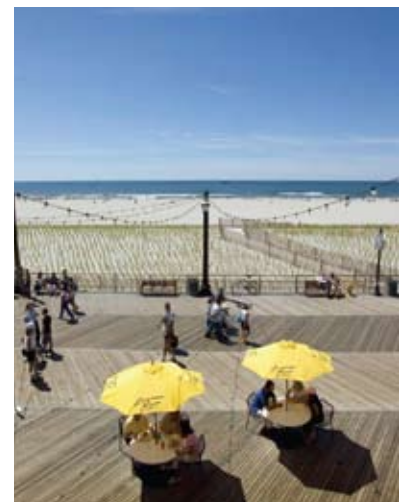
- Standard listing items as well as a color photo and 30 words of copy
- Inclusion in "Top Picks" interactive online map

OFFICIAL VISITORS GUIDE:



DISPLAY ADS

Quarter Page:	\$ 1,025
Half Page:	\$ 1,840
Full Page:	\$ 3,095
Premium Page:	\$ 3,730
Spread:	\$ 5,935
Cover 2:	\$ 5,775
Cover 3:	\$ 4,725
Cover 4:	\$ 6,300
Map Sponsorship	\$ 6,300



ANNUAL DISTRIBUTION:

100,000

CLOSE DATE:

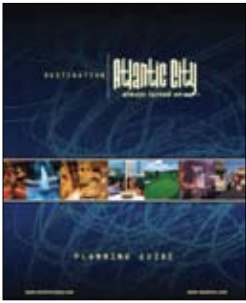
APRIL 22, 2010

PUBLISHED:

JUNE, 2010

OFFICIAL PRINT & ONLINE DESTINATION PLANNING GUIDE FOR ATLANTIC CITY

OFFICIAL DESTINATION PLANNING GUIDE FOR ATLANTIC CITY (DPG):



Official Destination Planning Guide

Reach thousands more meeting planners and tour operators through the Official Destination Planning Guide for Atlantic City. The DPG is our premier meeting planning resource publication. This publication serves as a comprehensive guide featuring detailed information on hotels, convention and meeting facilities, dining, shopping, entertainment and convention services that support Atlantic City and make it the perfect destination for the meeting and convention industry. When you advertise in this publication you will receive free of charge, the same listing in the Interactive Destination Planning Guide (IDPG) as well.

DISPLAY ADS

Third Page:	\$	1,200
Half Page:	\$	1,950
Full Page:	\$	3,495
Full Page*:	\$	1,995

These opportunities are available only to Atlantic City Convention & Visitor Authority Marketing Partners.

*Full page print ad with Venue Spotlight purchase

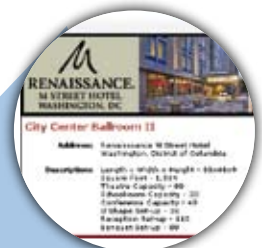


The IDPG is a fully interactive online version of the printed planning guide. The IDPG is available on www.atlanticcitynj.com with identical layouts and advertisements.

VENUE SPOTLIGHT - PUT THE SPOTLIGHT ON YOUR PROPERTY.

Stay ahead of the competition by increasing the visibility and access to your hotel's meeting space with the Venue Spotlight feature. Simply click on a hotel POI marker and gain access to rich venue information, meeting space floorplans and detailed information at the meeting room level. As a result, meeting planners will be able to gain more information about your properties when they are searching on the official Atlantic City Convention & Visitors Authority website. Take advantage of Venue Spotlight to showcase your property and make it easier for them to choose you.

Venue Spotlight \$ 2,995



New interior POI details info window

Click on [Meeting Space](#) to link to floorplan



Interactive Destination Planning Guide



Renaissance Hotel interactive floorplan



Online interactive map with Venue Spotlight info window