

OFFICIAL MAP & GUIDE GEORGETOWN BID



Good advertising moves consumers.
Great advertising moves with them.

The Official Map & Guide of Georgetown is a cost-efficient, high-impact way to reach an important target audience that has tremendous buying power. The exclusive, trusted map & guide for the eighth most-visited destination in the U.S., is a powerful, innovative marketing vehicle ready to deliver your message to millions of engaged, active consumers each year.

Your message will be delivered to those consumers when they're on the move, looking for you and your business, right when they're ready to buy.

essential media partners

1875 K St NW | 4th Floor | Washington, DC 20006 | 866-698-1108 | 800-540-9531 (f) | info@essentialmediapartners.com

the official map & guide of georgetown.

ADVERTISING THAT'S ALWAYS IN THE RIGHT PLACE AT THE RIGHT TIME

A great way to sell your story.
At a glance.

The Official Map & Guide of Georgetown is a versatile, dynamic advertising media. Join the growing number of businesses that support the travel and tourism industry in the greater Georgetown/ Washington, DC area. Put your business on the Map!

- 200,000 maps printed annually, distributed through officially sanctioned channels and outlets (including 75 area hotels, Georgetown Metro Connection, BID Ambassadors and selected retailers)
- Easy-to-carry, all-in-one printed Official Map replaces bulky directories and other references
- Rich, dynamic, compelling presentation created by publishing experts

Market Demographics

Annual Visits: '16.2 million

- Washington, DC was the 8th most visited destination in the United States in 2007

Avg. Length of Visit: '3.4 nights

- 55% of visitors are college graduates
- 51% of visitors have a household income of \$75,000 or more



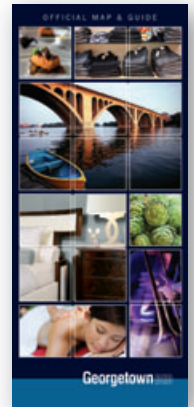
ADVERTISING OPTIONS

Display Ads:

Quarter Panel:	\$1,650
Half Panel:	\$3,500
Full Panel:	\$5,950
Premium Panel:	\$6,750
Back Cover:	\$7,450
Formatted Ad:	\$1,200

Distribution:

Annually:	200,000
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Materials Close date:

April 30, 2010

Publish date:

June 2010

ALL MAP PANELS INCLUDE:

- 4-color Advertisement
- Listing with name, address, phone numbers and Web site
- Map reference with icon on print map
- Inclusion in "Top Picks" on online map

FORMATTED ADS INCLUDE:

- Standard Listing items, as well as a color photo and 30 words of copy.

TAKE A STEP IN A NEW DIRECTION.

Meet your audience wherever it is, wherever it's going. Advertise on the Official Map of Georgetown, today. Experience a dynamic and exciting new marketing opportunity. Create advertising that not only moves consumers, but also moves with them.

- Sell your location and message to convention delegates who make personal and professional buying decisions—from dining to shopping and everything in-between — while they're traveling.
- Put your message on printed materials the average user refers to nearly 10 times each day.
- Go with the members of your audience, as they take our printed map and guide with them for future reference.
- Reach out-of-town visitors, new students & residents. Direct them to your business.

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