

Good advertising moves consumers.

Great advertising moves with them.



Open Top Sightseeing

The Official Media
 Exclusively produced by Essential Media Partners

Open Top Sightseeing. Advertising that's always in the right place at the right time.



Marketing for a mobile world.

The Official Map of Open Top Sightseeing is a cost-efficient, high-impact way to reach an important target audience that has tremendous buying power. These powerful, innovative marketing vehicles travel over 46,000 miles every month through the center of Washington, DC, 5 times a day delivering 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 brand, right when they're ready to buy.

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

The Official Map of Open Top Sightseeing is a versatile, dynamic advertising media. Join the growing number of businesses that support the travel and tourism industry in the greater Washington, DC area, and reach these visitors while they explore the city.

- 200,000 maps printed annually, distributed exclusively on the Open Top Sightseeing bus
- Easy-to-carry, all-in-one printed Official Map replaces bulky directories and other references
- Rich, dynamic, compelling presentation created by mapping experts
- Online map features fresh, hyperlocal content—updated regularly using award-winning proprietary management tools
- All NEW – 500,000 custom maps distributed at the all new Union Station Visitor Center.

Market Demographics

Annual Visits:¹ 15,100,00

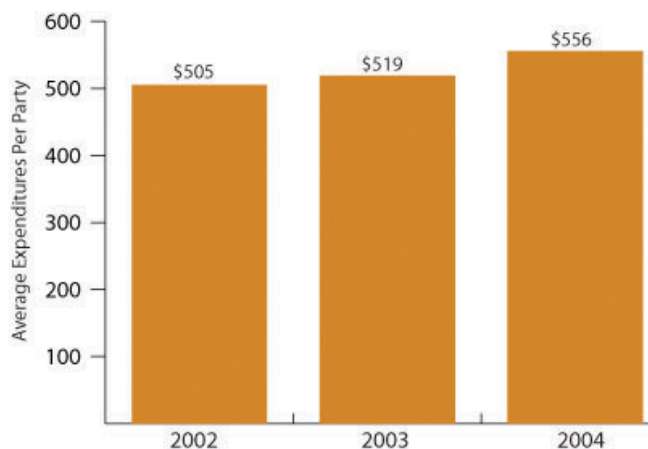
- Washington, DC was the 8th most visited destination in the United States in 2006

Avg. Length of Visit:¹ 3 Days

- Over 2/3rds of all domestic stay overnight
- Of those staying overnight, the average length of stay is 3-4 days

Annual Economic Impact:¹ \$5.24 billion

Overnight Average Expenditures Per Party*



*Metro area defined by zip codes (not PMSA)

Source: Washington Convention & Tourism Corporation/TIA TravelScope

Open Top Sightseeing



Open Top Sightseeing is Europe's number one tour way to explore major destinations specializing in 'hop on, hop off' doubledecker bus tours of some of the most famous cities in the world. Starting this spring, for the first time Open Top Sightseeing is bringing its renowned formula to America and to Washington, DC. It is the only tour company offering 'hop on, hop off' tickets valid for 48 hours.

Product Specifics

Open Top Sightseeing media is a powerful way to target an active, moving audience. Combining the appeal of a top travel destination with compelling design and accurate, reliable routing information.



Official Open Top Sightseeing Map

Display Ads

Quarter Panel:	\$ 1,990
Half Panel Package:	3,400
Premium Panel:	5,750
Back Cover:	6,950
Logo Listing:	850
Standard Listing:	495

Distribution

Annually: 250,000

Space Close

April 3, 2009

Publish Date

May 2009



Official Open Top Visitor Center Map

Display Ads

Standard Display:	\$ 1,990
Premium Display:	2,950
Map Sponsorship:	6,990

(includes 3 Premium Displays)

Distribution

Annually: 500,000

Space Close

April 3, 2009

Publish Date

May 2009

Official Open Top Out of Home Media

Bus Advertising combines the mass exposure of tradition outdoor advertising, with frequency and flexibility unique to transit advertising. Large, Bold, and colorful, exterior bus advertising is inescapable. With Bus Backs from Open Top, your advertisement reaches your audience when they are out of the house with money to spend. Reach locals and visitors alike.

Display Rates

# Units	1-2 Months	3-5 Months	5-11 Months	12 Months
4-6	\$2,750	\$2,000	\$1,750	N/A
1-3	\$3,750	\$3,000	\$2,000	N/A

* All rates exclusive of production and installation; production and installation supplied by The Ad Store — approximately \$1,876 per unit.

SHOWCASE YOUR BUSINESS HERE



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