

Your customers are here. *



are
YOU?

Quick Reference Guide to:
• Family, Cultural & Sports Attractions
• Accommodations
• Restaurants



THE OFFICIAL ST. LOUIS
MEDIA KIT

are you

reaching your target market?



THE OFFICIAL MAPPING PRODUCTS OF ST. LOUIS offer you a variety of cost-efficient, high-impact ways to reach your target audience and unlock their tremendous buying power. Essential Media Partners extends your print advertising to the worldwide web where travelers are now going more often to plan their trips.

ST. LOUIS DEMOGRAPHICS¹:

- Annual Visitors: 22.3 million
- Annual Economic Impact: \$4.07 billion
- Average Dollars Spent per Day by overnight party: \$904 or more per day
- 48 percent of leisure visitors came to St. Louis with their spouses and 23 percent traveled with their children
- Average nights spent in St. Louis: 3.2
- 41 percent of visitors come to St. Louis in the summer; 24 percent of visitors come in the spring; 24 percent of visitors come in the fall; 11 percent of visitors come in the winter

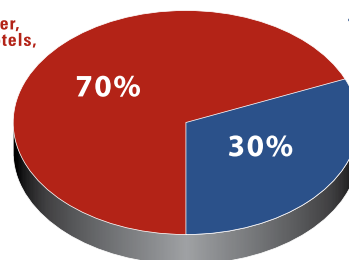
DISTRIBUTION: 325,000 (ANNUAL)

The key to success with any product is directly dependent on its distribution. Essential Media Partners boasts a unique distribution channel with proven success. Three hundred and twenty five thousand (325,000) maps are distributed at key locations where consumers are looking for them.

- St. Louis CVC officially sanctioned channels & outlets
- Hotels throughout the St. Louis area
- St. Louis Visitors Centers
- St. Louis International Airport

225,000 On-site: Visitor Center, Airports, Hotels, Convention Attendees

100,000 Pre-destination





WHY ADVERTISE ON LOCATION-BASED PRODUCTS?

Today more than ever, consumers are using multiple location-based products to research, plan and make decisions on where to go and what to do. With over 100 million Personal Navigation Devices (PNDs) expected to be in use by 2011², and internet mapping applications used by 85% of online users, make sure you are noticed through a platform that provides the information consumers need in the way they are looking for it.

CONTACT

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**essential
media
partners®**



Over 78% of travel planners use online resources to plan their trips and 46% of that group click directly to the destination website.⁴

are you
NOTICED
LOCALLY



GLOBALLY 

2. IUB, 2006

3. 3.5 million page views as of March 2008

4. Travel Industry Association of America Traveler's Use of Internet, 2005 Edition & Domestic Travel Market Report 2005 Edition



THE OFFICIAL MAPS & GUIDE RATE SHEET

OFFICIAL PRINT MAPS OF ST. LOUIS

OFFICIAL MAP OF ST. LOUIS:



DISPLAY ADS

Quarter Panel:	\$ 2,992
Half Panel:	\$ 4,725
Full Panel:	\$ 7,245
Premium Panel:	\$ 7,812
Back Cover:	\$ 8,610

ANNUAL DISTRIBUTION: 225,000
 CLOSE DATE: OCTOBER 2, 2009

ALL MAP PANELS INCLUDE:

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

TEAR-OFF MAP:



DISPLAY ADS

Premium Display Sponsor:	\$ 2,352	Formatted Ad:	\$ 1,750
3.85"w x 1.75"h		1.2" x 1.2" photo, 30 words of text, name, address, phone, and website address	

ANNUAL DISTRIBUTION: 100,000
 CLOSE DATE: APRIL 3, 2009