



**THE OFFICIAL MAPS**  
**OFFICIAL VISITORS MAP, IN-MARKET**



The Official Washington, DC Print Map and Guide will be distributed to Destination DC member hotels in DC, visitor centers, and attractions. Annual print run is 700,000 copies. Individual neighborhoods in our area will be highlighted.

Official Washington, DC Interactive Online Map viewed by 200,000 unique visitors monthly through Destination DC site. Maps section has the highest click-through rates.



**KEY DATES**

<b>Circulation:</b>	<b>700,000</b>
<b>Winter / Spring:</b>	350,000
<b>Ad space close:</b>	September 24, 2010
<b>Published:</b>	November, 2010
<b>Summer / Fall Issue:</b>	350,000
<b>Ad space close:</b>	March 21, 2010
<b>Published:</b>	May, 2010

**FOUNDING SPONSOR PACKAGE \$12,580/\$21,325**

- Includes full back panel of map, 4-color art
- Icon on Print Map surface with listing and reference
- Display ad on Destination DC's Map Page
- Inclusion on 'Top Picks' layer on Online Map
- Standard Listing Package

**FULL PANEL ADVERTISER PACKAGE \$11,700/\$20,685**

- Includes full panel advertisement on map
- Icon on print map surface tied to your location
- Inclusion on special 'Top Picks' layer on online map
- Standard Listing Package

**HALF PANEL ADVERTISER PACKAGE \$6,250/\$9,940**

- Includes 1/2 panel 4-color ad
- Icon on Print Map surface tied to your location
- Inclusion on 'Top Picks' layer on Online Map
- Standard Listing Package

**QUARTER PANEL ADVERTISER PACKAGE \$4,340/\$6,890**

- Includes 1/4 panel 4-color ad
- Icon on Print Map surface tied to your location(s)
- Inclusion on special 'Top Picks' layer on Online Map
- Standard Listing Package

**PREMIUM LISTINGS AD PACKAGE \$1,935/\$3,225**

- Includes 1/5 panel formatted ad next to your area
- Inclusion on special 'Top Picks' layer on Online Map
- Icon on Print Map surface tied to your location

**STANDARD LISTING PACKAGE \$850/\$1,320**

- Name, address, and phone number listed under either Where to Eat, Where to Shop or What to Do.
- Icon on Print Map surface tied to your location
- Inclusion on special 'Top Picks' layer on Online Map