



THE OFFICIAL MAPS

OFFICIAL VISITORS MAP, PRE-DESTINATION



Official Washington, DC Print Map and Guide distributed in bulk to inbound convention attendees, pre-destination drive market, and major cultural institutions like the Corcoran Museum of Art, the John F. Kennedy Center for the Performing Arts, the Phillips Collection, to name a few. Print run is 250,000 copies.

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



KEY DATES

Space reservation:	September 24, 2010
Published:	November 2010

FOUNDING SPONSOR PACKAGE \$24,310 (1 only)

- Includes full back panel of map, 4-color art
- Icon on Print Map surface
- Display ad on Destination DC's Map Page
- Primary position on special 'Top Picks' layer on Online Map
- Standard Listing Package

PREMIUM SPONSOR PACKAGE \$16,690

- Includes premium inside full panel of map, 4-color art, appearing immediately upon first unfolding of the Print Map and Guide
- Icon on print map surface tied to your location(s)
- Inclusion on special 'Top Picks' layer on online map
- Standard Listing Package (\$725 value)

PREMIUM ADVERTISER PACKAGE \$13,290

- Includes 1/2 panel ad map, 4-color art
- Icon on print map surface tied to your location(s)
- Inclusion on special 'Featured Listings' layer on online map

FEATURED ADVERTISER PACKAGE \$6,665

- 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

METROPOLITAN WASHINGTON LISTING PACKAGE \$3,350

- For WCTC members not shown on the Downtown Map
- Inclusion on special 'Top Picks' layer on Online Map
- Includes 1/6 panel display ad next to Metropolitan Washington Overview Map with your location on the Map highlighted

STANDARD LISTING PACKAGE \$725

- Special 'Legend Box' covering two panels next to Map surface with business listings in these categories: Where to Stay, Where to Eat, Where to Shop and What to Do.
- Includes business name, telephone, website and icon that appears on Map surface
- Inclusion on special 'Top Picks' layer on Online Map