



LOUISVILLE EXPLORER MAP

2012 RATES & SPECIFICATIONS

Economy Ad Package.....	\$395 (full year print & web)
Regular Single Ad Package	\$795 (full year print & web)
Double Spread Ad Package.....	\$1440 (full year print & web)

Prices are for a FULL YEAR on the 2012 map and extended listing on website.

CIRCULATION: 150,000 maps printed and distributed per year. (See back for distribution details)

The Louisville Explorer Map is partnered with the Louisville Convention & Visitors Bureau. Our maps have received outstanding praise by visitors, hotel conceirge and information booth aides since 2008.

Price includes:

- Display ad on outside border of map
- Placement on actual map in **red** ink
- Index Listing with address, coordinates in appropriate category
- Website listing on louisvilleexplorermap.com (logo, hyperlink, 45 word description)
- Maps and display for business
- Design/layout available at no extra charge

Special Placement is available for front cover - add 20% to price of ad. (please call about availability)
Discounts available to non-profit organizations and business associations, please ask.

What people are saying.....

"I work a hotel and both I and the guests LOVE this map! ... A great way to show people the wonderful things about Louisville and SO EASY TO USE!" - Cat Fowler, Facebook

"Have had some great feedback from guests... they frequently walk in with the map in hand!" - Earlene Bisig Zimlich, Executive Director, Old Louisville Chamber of Commerce

"We are getting a number of calls from our advertisement on the map..." - Jim Lowry, Co-owner, MEGACAVERNS

"These maps are immensely popular... we need another box!" - David Buckner, Director of Volunteers Ford Ironman Louisville

*"Everyone just loves this map, I am constantly refilling the stand. People are even saving them as souvenirs."
- Lisa Porter, Proprietor, South Bayly Boutique*

"We go through these maps like crazy. The guests seem to really like them and keep them. Plus it's got everything on it." - Adam Degener, Doorman for Seelbach Hilton Louisville

*"Hi! I am from Louisville but live now in Washington, DC, where I have lived for the past fifteen years. We are coming to town to get married! I would LOVE to include copies of your map in our welcome basket. We need 60...Thanks so much and looking forward to showing off my home town!"
- Michelle, email request*

Penny, I just wanted to say thank you for the Explorer Maps.... As I expresses to you before this is a very useful map for those who will be spending time in Louisville. Thanks for making this map possible. - Have a GREAT day, Daniel, Franklin Welcome Center I-65 Northbound

TECHNICAL SPECIFICATIONS:

Map is a 4-color publication, printed on a web press. Ads must be submitted in electronic format.

- Press-Ready Ad - PDF/X-1a files CMYK only. No SPOT colors, 300 dpi minimum.

- All artwork must be provided in CMYK mode (not pantone), with all image links, all fonts into vector art.

GENERAL POLICY: Advertisers and/or the advertising agency are liable for all content including text and claims made. Publisher reserves the right to refuse any advertisement at any time. Publisher accepts no liability in errors appearing in an advertisement or liability for failure to insert an advertisement other than the cost of space.

DISPLAY BOX AD SIZES

Economy Ad: .875 x 1.75"

Regular Single Ad: 1.75 x 1.75"

Double Spread Ad: 1.75 x 3.65" (horizontal or vertical)

Targeted Distribution (2011-12)

UP TO 80 METRO LOUISVILLE & SOUTHERN INDIANA HOTELS

- Concierge and front desk in our exclusive "Free Louisville Map" display holders.

- Louisville Convention & Visitors Bureau
- Louisville Visitors Center (Jeff & 4th St.)
- Included in GLCVB planner packets
- Available to convention planners for registration packets
- Available at GLCVB City Information Booths
- Louisville International Airport

AREA VISITORS CENTERS, CHAMBER OF COMMERCE, BUSINESS ASSOCIATIONS

- Clark - Floyd Counties Visitors Center (IN)
- Historic Main Street Visitors Center
- Old Louisville Visitors Center
- Frankfort Avenue Business Association
- Highland Commerce Guild
- Louisville Independent Business Assoc.
- Louisville Association of Bed & Breakfasts

LEASING/RELOCATION/NEW RESIDENTS

- Event Home Leasing, LLC
- Kentucky Towers

- Seminon Realtors
- Crescent Hill Community Counsel
- Numerous apartment leasing agents, realtors

UNIVERSITY STUDENT SERVICES

- Bellarmine
- University of Louisville

AREA BUSINESS RELOCATION & SERVICES

- Humana
- Ford
- GE
- UofL University Hospital

VISITOR ATTRACTIONS

- Actors Theatre
- Belle of Louisville Wharf
- Falls of the Ohio State Park (Indiana)
- Farmington Historical Plantation
- Flame Run
- Kentucky Derby Museum
- Kentucky Museum of Arts and Crafts
- Locust Grove
- Louisville Science Center
- Louisville Mega Cavern
- Louisville Zoo

- Muhammad Ali Center
- Riverside, Farnsley-Moremeyn Landing

CAR RENTAL & TRANSPORTATION

- AAA (5 Louisville offices)
- Ready Cab
- Yellow Cab
- Dollar, Enterprise, Budget, Hertz (Airport locations)

WEBSITE: louisvilleexplorermap.com

(TOP 5 RANKINGS in Google searching for Louisville Map, Louisville KY Map, Downtown Louisville Map, map of Louisville)

- NUMEROUS ADVERTISERS ON MAP

KENTUCKY WELCOME CENTERS

- Bullitt Co., Florence, Franklin, Ky Artisans Center in Berea, Grayson, Shelby Co. and Williamsburg

ALSO...

- Numerous seminars, groups, weddings and reunion request filled
- Custom Printing for large convention packets

Advertising Benefits

- Partnered with the Greater Louisville Convention & Visitor Bureau.
- Accurate map widely used to give directions at visitor centers, hotel front desk, car rentals, concierge, etc...
- Pinpoints your business on the map to easily guide visitors right to your door.
- Delivers your message to a market that is ready to buy in a format that they want and ask for - a map.
- Used and carried with visitors during their entire stay.
- TOP 5 GOOGLE ranking for louisville ky map, louisville map, downtown louisville map, map of louisville.
- Inexpensive way to get exposure all year to the 8.5 million visitor market.
- Map is Totally FREE and is found in places visitors frequent.
- Answers ALL the most asked questions visitors have about the area.
- Long shelf life - often kept for planning future visits or to use again.
- Excellent reference of historical information, points of interest, facts, attractions and local businesses.

If our visitors can't find your business , they can't spend money at your place of business!

A study for the GLCVB in 2007 reveals Louisville hosted 8.5 million overnight visitors, with a mix of leisure and business travelers. Tourism in 2007 had an economic impact of 1.4 billion dollars and 77% of these visitors traveled by automobile!

Deadline to reserve space is December 10, 2011 for 2012 Edition!

The Louisville Explorer Map is published by: Kephart Design, LLC, 2603 Alanmede Road, Louisville, Kentucky 40205.
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