

LOUISVILLE EXPLORER MAP

What Others Say...

"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... please be sure to include us in next year's map planning..."

Jim Lowry, Co-owner
Louisville MEGACaverns

"These maps are immensely popular... we need another box!"

David Buckner, Director of Volunteers
Ford Ironman Louisville

"I've taken it to various meetings, and my peers have been in agreement that it is a valuable resource for the tourism industry. Our company will definitely be on board for next year, both with distribution and with advertising. Thanks!"

Julie Hart, President
Ready Cab

"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
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. where do i pick them up? how much time in advance do you need? thanks so much and looking forward to showing off my home town!" *Michelle, email request*

LOUISVILLE EXPLORER MAP

2010 RATES & SPECIFICATIONS

Economy Package	\$395
Regular Single Package	\$795
Double Spread Package	\$1440
Triple Spread Package	\$2085

Reserve by
NOVEMBER 20, 2009
for 2010 Edition!

CIRCULATION: 150,000 Maps
(Prices are for a FULL YEAR on the 2010 map)

Along with display advertisement, price includes:

- Placement on map in red ink and location illustration
- Index Listing with coordinates
- VALUE ADDED listing with logo, URL link (45 words) on louisvilleexplorermap.com
- Maps and display for business
- design/layout 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, please ask.*

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.

Terms: All invoices due December 15, 2009, unless other arrangements have been made.

DISPLAY BOX AD SIZES

Economy: .875 x 1.75"

Regular Single: 1.75 x 1.75"

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

Triple Spread: 1.75 x 5.5" (horizontal or vertical)



The Louisville Explorer Map is published by:
Kephart Design, LLC
2604 Frankfort Ave.
Louisville, Kentucky.
Fax: 502-894-8512
Office 502-899-9493
email: info@louisvilleexplorermap.com

LOUISVILLE EXPLORER MAP

Targeted Distribution (2009)

Over 80 Metro Louisville & Southern Indiana Hotels

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

Louisville Convention & Visitors Bureau

- Louisville International Airport
- Louisville Visitors Center (Jefferson and Fourth St.)
- Included in GLCVB convention planner packets

Conventions

- Available to convention planners for registration packets
- Available at GLCVB City Information Booths

Leasing/Relocation/New Residents

- Event Home Leasing, LLC
- Kentucky Towers
- Semion Realtors
- Southeast Christian Church
- Crescent Hill Community Counsel
- numerous apartment leasing agents

University Student Services

- Bellarmine
- University of Louisville

Area Business Relocation

- Humana
- GE

Area Visitors Centers, Chamber of Commerce, Business Associations

- Clark - Floyd Counties Visitors Center (Indiana)
- Historic Main Street Visitors Center
- Old Louisville Visitors Center
- Frankfort Avenue Business Association
- Highland Commerce Guild
- Louisville Independent Business Association

Visitor Attractions

- Actors Theatre
- Belle of Louisville Wharf
- Falls of the Ohio State Park (Indiana)
- Farmington Historical Plantation
- Glassworks
- Kentucky Derby Museum
- Kentucky Museum of Arts and Crafts
- Locust Grove
- Louisville Science Center
- Louisville Underground
- Louisville Zoo
- Muhammad Ali Center
- Riverside, the Farnsley-Moremen Landing
- Six Flags Kentucky Kingdom

Bed & Breakfasts

- Louisville Association Of Bed & Breakfasts

Car Rental & Transportation

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

Kentucky Highway Welcome Centers

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

louisvilleexplorermap.com - Value added for our customers! Listing logo, link and 45 words. (top 10 rankings in search engines for *Louisville Map, Louisville KY Map, Downtown Louisville Map,*) 587 average hits per month according to Web statistics report produced by: analog 6.0 / Report Magic, GoDaddy

More...

- numerous seminars, groups, weddings and reunions
- Participating restaurants and shops
- Custom Printing for large convention packets

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Market Analysis

A study for the GLCVB reveals Louisville hosted 8.5 million overnight visitors in 2007, 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!*

Louisville Explorer Map's CPM (cost per thousand) is only \$5.30! (reg. size ad)
Compare that with other publications and you will clearly see why our product is the most cost-effective tool to reach the visitor, newcomer and entertainment-seeker demographic.

- The map delivers your message to an audience that is ready to buy in a format that they want and ask for - a map.
- The map is used and carried with visitors during their entire stay.
- The map is totally FREE and is found in places visitors frequent.
- The map has an estimated readership of 375,000. (2.5 readers per copy)
- The map answers many of the questions visitors have about the area.
- The map has a long shelf life. Advertisers benefit from repeat exposure, as the map gets used many times and is often kept for future visits.
- The map is a reference for historical information, points of interest, Louisville facts, popular attractions and features authentic local businesses.
- The map features accurate and detailed maps of downtown and the metro area. Its usefulness enables visitors to get from place to place with ease.
- The map pinpoints your business right on the map and will easily guide potential customers right to your door.
- LouisvilleExplorerMap.com is becoming a valuable resource providing travel-planning information to the consumer. Included as a value-added listing for each advertiser.

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

2010 LOUISVILLE EXPLORER MAP ADVERTISING INSERTION ORDER

DATE
RECIEVED

Company Name: _____

Contact Person: _____

Agency Name (if advertising is being provided by agency): _____

Company Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

(Advertisers may choose to have ad created in-house with 2 revisions. Afterwards a fee for graphic design applies.)

___ Economy Ad 395.00
___ Single Ad 795.00
___ Double Spread Ad 1440.00
___ Triple Spread Ad 2085.00
___ Add 20% for front cover \$ _____ =
___ Non-profit, LIBA Discount \$ _____ =

TOTAL DUE \$ _____

Mail check payments to: Kephart Design, LLC, 2604 Frankfort Ave., Louisville, KY 40206, Fax: 502-894-8512
Payment: Each issue due net 30 from date of invoice.

Please provide URL to be linked to your online ad: _____

Please provide a written paragraph about your business, including hours, for an expanded online advertisement (no more than 45 words) and email to: penny@louisvilleexplorermap.com

TERMS OF AGREEMENT: I, the undersigned, as authorized representative of the company named above, hereby authorize Kephart Design, LLC the publisher to insert our advertisement in the 2010 edition of the Louisville Explorer Map according to the specifications listed above. I agree to pay at the rates and under the conditions shown in the rate information attached. Neither the publisher nor its agents assume any liability for errors in any type set by the publisher or its agents. The advertiser and/or the advertiser's agency agree to indemnify the publisher against any and all expenses including attorney fees arising from the unauthorized use of names, photos, artwork, trademarks or copyright infringement in their advertisements. Publisher reserves the right to reject, exclude, modify or cancel any advertisement, insertion order, space reservation, or position commitment at any time. The liability for any error will not exceed the charge for the advertisement in question.

Signature

Date