



Michigan  
Maps

# 2014 Antrim Chain of Lakes Map and Guide

with detailed maps of Elk Rapids, Bellaire, Central Lake,  
Alden, Torch River & Clam River

## Advertising Rates & Information

### PROJECT DETAILS

- 2-Sided Map (22.5" x 28") in *Full Color*, Printed on Bright 60# Glossy Paper and Folded to 7" x 11"
- Circulation: **40,000 Distributed** through Local Chambers, Advertisers, and Traverse City outlets.
- 12 Month Distribution

### SIDE ONE:

- Detailed Maps of Elk Rapids, Bellaire, Central Lake, Alden, Torch River and Clam River
- Front Cover
- 1 Back Cover Ad (6" x 10") with Locator Number on Map
- 24 Advertiser Blocks (3" x 3") with Locator Numbers on Map

### SIDE TWO:

- Detailed Map of the Antrim Chain of Lakes Area
- 28 Advertiser Blocks (3" x 3") around Perimeter with Locator Numbers on Map

### ADVERTISING RATES

- Cost per **Ad Block \$395**
- Advertisers receive 300 copies of the map
- Price includes simple ad composition and process color
- Actual Ad Dimension: 2 7/8" x 2 7/8"
- Payment due upon approval of ad proof

**PLEASE NOTE:  
AD PLACEMENT IS SOLD  
ON A FIRST COME,  
FIRST SERVE BASIS  
(LIMITED SPACES AVAILABLE)**

### MAP FEATURES:

- Detailed Road Grid
- Lake Water Depths
- Full Color Physical Relief
- Lakes, Rivers, and Other Landmarks.

### RECREATIONAL FEATURES:

- Non-Motorized Trails
- State, Federal & Local Parks
- Public Campgrounds
- Beaches, Boat Ramps
- Golf Courses
- Recreational Sites
- Historical Sites, Museums
- GPS Grid & More!

**ALL PRINT ADVERTISERS  
BECOME FEATURED  
BUSINESSES ON THE  
ANTRIM CHAIN WEBSITE**



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