



Michigan
Maps

2014 Grand Traverse Area Map and Guide

**with detailed maps of Downtown Traverse City,
Old Mission Peninsula, & the Boardman Valley**

Advertising Rates & Information

PROJECT DETAILS

- 2-Sided Map (22.5" x 28") in *Full Color*, Printed on bright white **glossy** Paper and Folded to 7" x 11"
- Circulation: Minimum **80,000 Distributed** through dozens of Local Outlets and Advertisers
- **12 Month Distribution**

SIDE ONE:

- Detailed Map of Downtown Traverse City, including TC Waterfront, Old Town and the Grand Traverse Commons
- **Front Cover**
- 6-3"x3" Back Cover Ads with Locator Number on Map
- 25-3"x3" or 50-3"x1" Advertiser Blocks around Perimeter with Locator Numbers on Map and Locator Index

SIDE TWO:

- Detailed Map of Grand Traverse Area including Old Mission Peninsula and Boardman River Valley
- 26-3"x3" or 52-3"x1" Advertiser Blocks around Perimeter with Locator Numbers on Map and Locator Index

ADVERTISING RATES

- Cost per **3"x3" Ad Block \$595**
- Cost per **3"x1" Ad Block \$395**
- Cost per **3"x3" Back Cover Ad \$695**
- 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"; 2 7/8" x 1 3/8"
- 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
- Full Color Physical Relief
- Lakes, Rivers, and Other Landmarks

RECREATIONAL FEATURES:

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

**ALL PRINT ADVERTISERS
BECOME FEATURED
BUSINESSES ON THE
GRAND TRAVERSE WEBSITE**



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