



2014 Inland Waterway Map and Guide

**with detailed maps of the Crooked River, Indian River,
the Black River and the Cheboygan 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: 30,000 Distributed through Local Chambers, Advertisers, and Local Outlets.
- 12 Month Distribution

SIDE ONE:

- Detailed Maps of the Crooked River, Indian River, the Black River and the Cheboygan River
- Front Cover
- 3 Back Cover Ads (6" x 3") with Locator Number on Map
- 20 Advertiser Blocks (3" x 3") with Locator Numbers on Map

SIDE TWO:

- Detailed Map of the entire Inland Waterway, including Crooked Lake, Burt Lake, Mullett Lake, and Douglas Lake
- 28 Advertiser Blocks (3" x 3") around Perimeter with Locator Numbers on Map

ADVERTISING RATES

- Cost per **Ad Block \$365**
- Cost per **Full Color 6x3 Back Cover Ad \$795**
- 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 Depths
- Full Color Land Relief
- Navigation Aids

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
INLAND WATERWAY MAP
WEBSITE*



For More Information Contact:
Kyle Brandon (231) 631-3674 (cell)
(231) 264-6800 (office)
email: kyle@michiganmapsonline.com
P.O. Box 885, Elk Rapids, MI 49629
www.MichiganMaps.net

