



# 2014 Little Traverse Area Map and Guide

**with detailed maps of Petoskey, Charlevoix, Boyne City,  
Harbor Springs, East Jordan and Beaver Island**

## *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 Local Outlets.
- **12 Month Distribution**

### *SIDE ONE:*

- Detailed Maps of Little Traverse Bay, Petoskey, Harbor Springs, Charlevoix, Boyne City and East Jordan
- **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 Maps of the Little Traverse Bay Region, and Beaver Island
- 28 Advertiser Blocks (3" x 3") around Perimeter with Locator Numbers on Map

### *ADVERTISING RATES*

- Cost per **Ad Block \$395**
- Cost per **Full Color 6x3 Back Cover Ad \$895**
- 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
- 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  
LITTLE TRAVERSE WEBSITE*



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