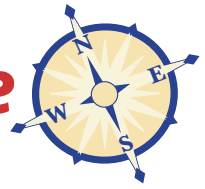


New Orleans Street Map & Visitor Guide MEDIA KIT 2006



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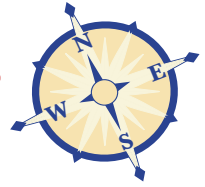
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Visitor Publication Leaders Since 1987

New Orleans Street Map & Visitor Guide



The **New Orleans Street Map & Visitor Guide** is more than just a map! It's a portable capsule of almost everything any visitor would want to know about the Crescent City.



Map has suggestions to See & Do each day.



Map has informational vignettes.

Map highlights Interstate Exits.

Map has walking and driving tours.



Map has a detailed city street map.

Map has a complete street index.



Map has all RTA system routes.

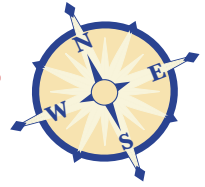
Map delivers the visitor easily to your door.

And, best of all, our **Map** has a place for you to communicate directly to the visitor via a full color advertisement complete with a color logo and telephone number at your place of business!

The only **Map** that reaches the entire visitor market, thanks to our unparalleled distribution system. With an ad in our **Map**, you reach conventioners, business travelers, leisure tourists, day visitors, and people relocating to the Greater New Orleans area.

Only the **New Orleans Street Map & Visitor Guide** is asked for by name; the only **Map** that stays in the reader's hands for the entire stay, and the only **Map** that gives you a display advertisement while clearly showing your location(s). Compare for yourself to see why our **Map** is for both the reader as well as your ad...

New Orleans Street Map & Visitor Guide



Newspaper, outdoor, radio and television are all much more expensive than the **Map** for reaching the travel market. Those materials aren't sought after like a **Map**.

Those media aren't as portable or carried with the visitor like a **Map**. The **Map** is the choice of visitors on the move.

Why? **Maps** is available at hundreds of New Orleans locations, across Louisiana, and is mailed to visitors prior to their arrival!

Ask Yourself the Important Questions:

- *How broadly circulated is my ad?*
- *Is my ad easy to find?*
- *Can I reach the same visitors - and more, while paying less?*
- *Does my ad accompany the buyer wherever they go?*

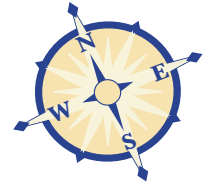


Annual Circulation and Exclusivity

Publication	Annual Circulation	Number of Pages	Number of Advertisers	Advantage
NOSM&VG	1,200,000	3	45	✓
Visitor Guide	550,000	150+	150+	
Visitor	720,000	94	82	
Where	960,000	122	150+	

Cost Per Thousand and Total Investment

Publication	CPM	Comparable Ad Size	Comparable Total Cost (12 mos)	Advantage
NOSM&VG	\$6.00	1 Unit	\$7,200	✓
Visitor Guide	\$17.02	1/4 page	\$9,630	
Visitor	\$11.18	1/3 page	\$8,052	
Where	\$10.62	1/6 page	\$10,200	



What You Get

- *Logo and telephone number in color at or near your location(s)*
- *An entry in our See & Do series of suggested daily activities (excluding hotels)*
- *An entry in our Street Index / Index*
- *A full presence on mapneworleans.com*
- *Your ad appears in every map we print*
- *Your ad distributed in our comprehensive distribution network*

Results

The **Map** works for Days Inn every day and has proved to be one of the **most effective** advertisement vehicles in which we have ever participated. Map has produced 291 room nights in 1999 (Jan - July).

Clyde Bean, General Manager

The response to our special rate has been phenomenal. The **revenue generated far exceeds** our past performance in Hotel-Motel coupon booklets and, more importantly, our expectations.

Edward Halpern, General Manager
Prytania Park Hotel

We track an **incredible number of visitors every month** from our discount offering, and they have proven to be one of our most effective means of advertising. Mardi Gras World went from a half block ad to two blocks on the **New Orleans Street Map & Visitor Guide** in less than two years!

Brian Kern, President
Mardi Gras World

We look forward to Renewing our agreement with you for the next printing of your New Orleans **Map** Publication. The **success** that we have achieved with this portion of our advertising program has been **incredible**.

Michael Valentino, Managing Partner
New Orleans Family of French Quarter Hotels

Distribution

Your unmatched distribution network provides us with unparalleled exposure to the visitor market.

Julie Pearce, Director of Sales & Marketing
Gray Line of New Orleans

We offer the **Map** to every guest and receive countless compliments about its helpfulness. Thank you again for producing such a **wonderful publication**.

The **New Orleans Street Map & Visitor Guide** is distributed free each year at these outlets and many more

No other visitor publication comes close to such wide distribution. Here's a partial list where Map is found...

Louisiana Office of Tourism

Each of 11 Visitor Information Centers throughout the state.

Area Chambers & Tourist Commissions

Each of the LTPA certified Visitor Information Centers through Louisiana

Hotels/Motels

Over 200 quality hotels in Covington, Kenner, Laplace, Metairie, New Orleans, Slidell, and the Westbank.

Information Booths

New Orleans Steamboat Company Kiosks
Gray Line Tour Desks
French Market Information Center
NOMCVB A La Cart-mobile brochure rack

Conventions

Direct distribution to conventions meeting at:

- New Orleans Convention Center
- Pontchartrain Center
- Convention Hospitality Services

Car Rentals Firms

Airport and satellite locations of:

- | | |
|----------------|------------|
| Alamo/National | Avis |
| Budget | Enterprise |
| Hertz | Thrifty |

Shopping Centers

- Canal Place
- New Orleans Centre

Public Assistance

- Travelers Aid - Union Passengers Terminal
- Tulane Medical Center
- Vieux Carre Police Station
- New Orleans Fire Department
- United Cabs
- RTA Rideline



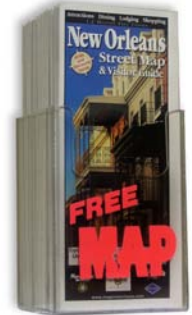
Aviation

New Orleans International Airport:

- Signature Flight
- Atlantic Aviation
- Information Booth

Lakefront Airport:

- Aviport
- Million Air



Government Facilities and Offices

City of New Orleans:

- Office of the Mayor
- Mayor's Office of Public Advocacy
- Mayor's Office of Film & Video

Military:

- USCG Welcome Aboard packs
- US Navy transferees
- US Marine Corps transferees

Outreach Programs

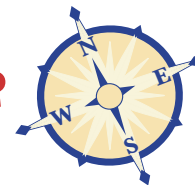
Listings in these publications generate daily requests for maps, each of which is returned via first class mail.

- Louisiana Tour Guide - LTPA/LOT
- Visitors Guide -NOMCVB
- Good Times Guide - NOTMC

We service nearly all of our distribution outlets. Look for the Map Van!



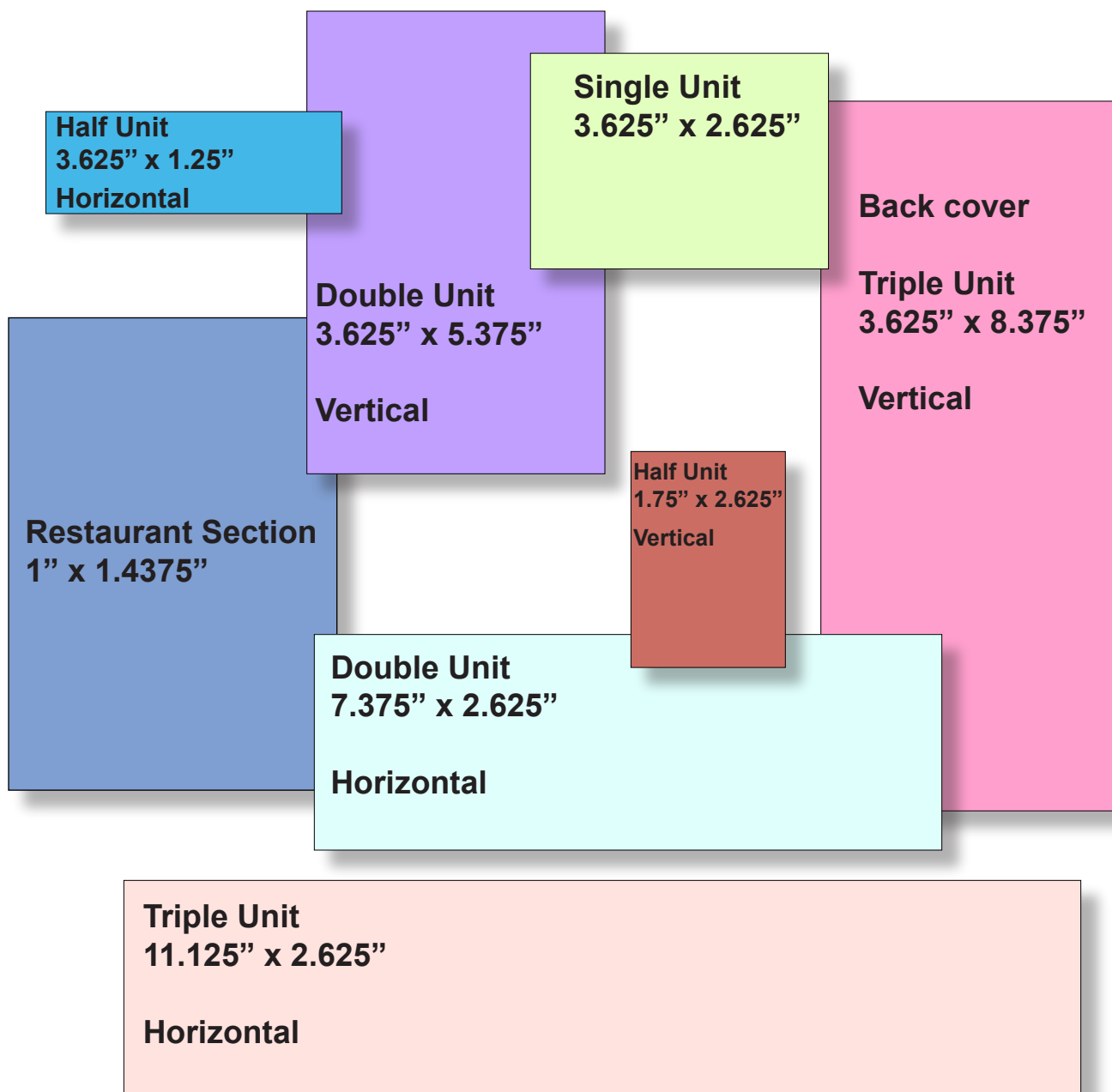
New Orleans Street Map & Visitor Guide



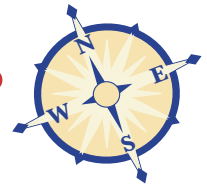
The **New Orleans Street Map & Visitor Guide** is a full color publication. All rates are based on 4-color process reproduction from advertiser-supplied electronic files or ads that we design. **Our rates do not include production charges.** A color print (PDF Preferred) should accompany the file. An electronic publishing spec sheet is included in this media kit

Logos must be placed by Map New Orleans, and minor art charges may apply. Layout charges for advertisement construction and modification will be quoted on a per project basis.

(Ad sizes shown here are not actual size)



New Orleans Street Map & Visitor Guide



The New Orleans Street Map & Visitors Guide's annual circulation is **1,200,000** copies. Two semi-annual editions are produced:

First Edition: In circulation early June through September, 250,000 copies.

Second Edition: In circulation October 2006, Estimated three month edition.

Rates Per 3 month Insertion

Half Unit	One Unit	Double Unit	Triple Unit
\$585	\$1080	\$2160	\$3240
(\$195/mo.)	(\$360/mo.)	(\$720/mo.)	(\$1080/mo.)
\$975 Value	\$1800 Value	\$3600 Value	\$5400 Value

***Note: These rates reflect a discount of 40% from our standard rates**

Premium Positions: The back cover and opening panels carry a 10% surcharge.

Publisher's Comments:

Like the return of many businesses, the signs of continued improvements give us all hope for the future of our industry and city. While much has changed since the end of August, much of how we are judged is based upon the return of what is familiar to us and the rest of the nation. Nowhere is this as important as in the tourism industry. A trip here without beignets and music is not quite the same. The building blocks, especially those in the French Quarter, are "open for business". "The Map" as it is known is one of those building blocks, and I encourage you to be one of the many served by our readers.

Pricing Note: Our rates have been determined by our present market conditions. The extent of the tourism recovery in New Orleans is still unknown, even by experts. With that in mind, pricing for our future editions will be made judging the current state of the market. If the market swells expect our rates to reflect the demand for your product and ours. Should the visitor level drop off, expect us to continue providing our services at an affordable rate. We do not ask for long term agreements with escalating prices at this time.

RATES AND DEADLINES

New Orleans Street Map & Visitor Guide - Electronic Publishing Specifications

The Map's final print is composed in **Adobe InDesign CS2** on the **Macintosh** platform. Electronic ads are placed into the grid and output as 1 set of composite CMYK film. Therefore it is imperative that we are able to import or copy your electronic file into our InDesign document(s). Please provide your artwork (CD, DVD, flash drive) and a color print or proof. **Without a supplied proof, we cannot be responsible for color accuracy.** If you chose to Email your artwork please zip all files before sending. Your ad will not be edited without prior approval. We support the following applications:

Macintosh: QuarkXpress, Adobe Illustrator, FreeHand - parent file & EPS (or with parent file included in EPS), Adobe Photoshop, and Adobe InDesign * Please notify us prior to submitting Windows files. **(*Note: All Quark files will be converted to Adobe InDesign files.)**

Placed Files

All placed files (logos, photos, etc.) must be included with your ad!

Fonts

A copy of all fonts (screen & printer) used in your file must be included with your ad. This will ensure exact duplication. If a font is not included and a copy not on file, the closest font family will be substituted. Note: If your file was built using TrueType fonts at or above 18 points, it may be necessary for our Production department to convert it to outlines for final output.

Photoshop

To accurately separate color photographs, these files must be converted to CMYK mode. If saved as a TIFF file, be sure that LZW compression is not selected. If you have a clipping path in your file, it needs to be saved as an EPS, with DCS separation function off. For quality reproduction, all color files should be between 250 and 300 dpi, halftones at 300 dpi, and line art should be at least 600 dpi. Also, Photoshop files should not be enlarged or reduced more than 120% once placed into the InDesign or QuarkXpress file.

Illustrator/Freehand

DO NOT PLACE SCANNED ARTWORK INTO THESE APPLICATIONS. We prefer that all artwork be composed in InDesign or QuarkXpress. When using Freehand, please include the actual editable Freehand file and an exported EPS. If there is a need to correct these files, the exported EPS cannot be edited. (FreeHand 4.0 and newer documents may have the parent file included in the EPS document.) Also, be sure to send any files placed into the FreeHand document.

InDesign

Do not embed placed images in the InDesign file - send all files as separate links.

Production charges

Ads will be checked to ensure, 1) all placed files are available (in the correct format) and properly linked and 2) that all necessary fonts are available. If modification to supplied files is required, production time will be charged at \$65/hour. Please include the name and telephone/fax number of the inquiring party when sending material.

Send artwork to: Julian Green, Map New Orleans, Inc. Production Dept.
1215 Prytania Street, Suite 223
New Orleans, LA 70130-4399
Email: julian@mapneworleans.com
Phone: (504)-568-1135 Fax:(504)568-1137