

ADVERTISE IN THE 2020 SOUTH POINTS SCENIC AREA MAP

RATES & SPECIFICATIONS

- **Economy Ad Package**\$295 (full year print & web; 0.875" x 1.75", vertical)
- **Regular Single Ad Package**.....\$495 (full year print & web; 1.75 x 1.75")
- **Double Spread Ad Package**.....\$845 (full year print & web; 1.75 x 3.65", horizontal or vertical)
- **Triple Spread Ad Package**.....\$1,295 (full year print & web; 1.75 x 5.5", horizontal or vertical)

The Louisville **South Points Scenic Area (SPSA) Map** and tourism initiative is in partnership with the Louisville Convention & Visitors Bureau, this map will be available around Louisville to specifically promote tourism in south and southwest Louisville.

Locations include:

- Presence in the Louisville Kentucky Visitor Center **and** Main Street Visitor's Center
- **100,000 copies** of the SPSA map distributed annually
- **Over 20** area hotels including downtown and around the airport
- **Over 25** South Points Scenic Area attractions

Price includes:

- Full-color ad featured on outside border of map with coordinates (e.g., "A4")
- Business name designated on actual map in **red** ink
- Index listing on map panel with address and phone number
- Mobile-ready, website listing on www.southpoints.org

(including your logo, website hyperlink, and 45 word description)

****Please include a logo to be published on website****

- Regular promoted posts across the SPSA social media platforms
- Maps and display holder for your business

Value and Benefits:

- Your business promoted widely across Jefferson County
- Monthly promotion of your business across the SPSA social media feeds
- The advantage of linking to the **South Points Scenic Area** with its emphasis on increasing tourism in south and southwest Louisville

GENERAL POLICY: The South Points Scenic Area Map is published by The Southwest Dream Team, Inc. Advertisers and/or the advertising agency are liable for all content including text and claims made. Publisher reserves the right to refuse any advertisement at any time. Publisher accepts no liability in errors appearing in an advertisement or liability for failure to insert an advertisement other than the cost of space.

ORDER FORM ON REVERSE



2019 South Point Scenic Area Map Advertisement Order Form

DEADLINE: Order form and payment must be received by September 1, 2019 in order to be included in the 2020 Edition. Priority is given to ads for locally-owned business with a tourism focus. We reserve the right to reject ads not meeting that criteria or that are otherwise not appropriate for this publication. Other businesses are encouraged to consider a sponsorship.

***This form can also be completed online at:**

<https://southpointsscenicarea.wufoo.com/forms/south-points-scenic-area-reservation/>

Contact Name/Telephone: _____

Contact Phone Number: _____

Contact email: _____

Advertisement Listing Information (exactly as you wish to be listed on the map and website):

Business Name: _____

Business Website: _____

Business Address: _____

City and Zip Code: _____

Telephone: _____

Website: _____

45 word (max) description: _____

Total Payment Included: _____

*Make checks payable to the "Southwest Dream Team, Inc."
and send to the address below. **Payment is due in advance.***

Please complete this form by September 1, 2019 and send with payment to:

Southwest Dream Team, Inc.,

P.O. Box 58933

Louisville, Kentucky 40268

For more information contact us at:

info@southpoints.org

(502)230-8008



This map is produced by the Southwest Dream Team, a 501(c)3 economic and community development nonprofit.