



2018 RATES & SPECIFICATIONS

Economy Ad Package	\$295 (full year print & web)
Regular Single Ad Package.....	\$495 (full year print & web)
Double Spread Ad Package.....	\$845 (full year print & web)
Triple Spread Ad Package.....	\$1,295 (full year print & web)

EARLY BIRD DISCOUNT: \$50 off any ad (if payment by August 30, 2017)

The South Points Scenic Map is partnered with the Louisville Convention & Visitors Bureau. This map will be available around Louisville to specifically promote tourism in south and southwest Louisville. Locations will include:

- The Louisville Kentucky Visitor Center and the Main Street Visitor's Center
- Over 20 area hotels including downtown and around the airport
- Over 25 South Points Scenic Area attractions.

Price includes:

- Display ad on outside border of map with coordinates reference (e.g., "A4")
 - Business name placement on actual map in **red** ink
 - Index listing on map with address, coordinates in appropriate category
- Mobile-ready, website listing on www.southpoints.org (including you logo, hyperlink, and 45 word description)
 - **Please include a logo to be published on website****
 - Regular, promoted posts on SPSA social media sites such as Facebook & Twitter
 - Maps and display holder for your business
- Price **DOES NOT** include advertisement design or layout (see specifications below)***

Value and Benefits:

Your business promoted in major area hotels and the Louisville Visitor Center!

Monthly promotion of your site on 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

- *** Ads **MUST** be submitted in electronic format according to the following **TECHNICAL SPECIFICATIONS:**
- Map is a 4-color publication, printed on a web press.
 - Press-Ready Ad - PDF/X-1a files CMYK only. No SPOT colors, 300 dpi minimum.
 - All artwork must be provided in CMYK mode (not pantone), with all image links, all fonts into vector art.
- *** **Advertisement design is available for an additional flat fee of \$50.**
All required text and graphics must be provided in the format.

DISPLAY BOX AD SIZES

Economy Half ad: 0.875" x 1.75" (vertical)

Regular Single Ad: 1.75 x 1.75"

Double Spread Ad: 1.75 x 3.65" (horizontal or vertical); Triple ad: 1.75 x 5.5"

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

2018 South Point Scenic Area Map Advertisement Order Form

DEADLINE: Order form, artwork, and payment must be received by October 15, 2017 in order to be included in the 2018 Edition! \$50 Early-bird discount available if payment received by August 30, 2017 You **MUST** provide a print-ready add according to the specification listed on the other side unless you are paying the \$60 fee to have your ad created using text and graphics that you provide. 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.

Contact Name/Telephone _____

Contact e-mail _____

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

Business Name: _____

Business Address: _____

City and Zip Code _____

Telephone: _____

Website: _____

45 word (max) description: _____

Ad Size selected: **Economy - 0.875" x 1.75" (\$295)** ____ **Full - 1.75" x 1.75" (\$495)** ____
 Double - 3.5" x 1.75" (\$845) ____ **Triple - 1.75" x 5.5" (\$1,295)** ____

Do you need your ad created? Yes (\$50) ____ No (\$0) ____ (If "No", provide a print-ready ad).

Early Bird Discount (payment received by 8/30/2017)? Yes (subtract \$50) ____ No (\$0) ____

Total Payment Due: _____

Make checks payable to the "Southwest Dream Team, Inc." with the reference "2018 South Points Map" and send to the address above. **Payment is due in advance.**

Please complete this form and send with payment to:

Southwest Dream Team, Inc.,
P.O. Box 58933
Louisville, Kentucky 40268

FOR OFFICE USE ONLY (Y/N and date) Ad Assistance Requested? _____ Text Graphics Received? _____ Artwork provided in proper format? _____ Payment Received? _____

Inquiries and Artwork should be e-mailed to:
info@southpoints.org