



## 2019 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 1, 2018)**

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 airport region
- Over 25 South Points Scenic Area attractions.

### Price includes:

- 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 with address and coordinates
- Mobile-ready website listing on [www.southpoints.org](http://www.southpoints.org) (including your logo, hyperlink, and 45 word description)
  - \*\*Please include a logo to be published on website\*\***
  - Regular, promoted posts on SPSA social media sites: Facebook, Instagram & Twitter
    - Maps and display holder to display map at your business location
- 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!  
Map distributed to up to 100,000 visitors!

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.**

### **ADVERTISEMENT DEMENSIONS**

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**

## 2019 South Point Scenic Area Map Advertisement Order Form

**DEADLINE:** Order form, artwork, and payment must be received by **October 1, 2018** in order to be included in the 2019 Edition! \$50 Early-bird discount available if payment received by August 1, 2018 You MUST provide a print-ready ad according to the specifications listed on the other side (unless you are paying the \$50 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: \_\_\_\_\_

Contact 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 via email).

**Early Bird Discount (payment received by 8/1/2018)?** Yes (subtract \$50) \_\_\_\_\_ No (\$0) \_\_\_\_\_

**Total Payment Included:** \_\_\_\_\_

Make checks payable to the "Southwest Dream Team, Inc." with the reference "2019 South Points Map" and send to the address above. **Payment is due in advance.**

### **Please complete this form and send with payment by October 1<sup>st</sup>, 2018 to:**

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

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



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