

Your customers are here.



where  
are  
YOU?

**Atlantic City**  
convention & visitors authority

THE OFFICIAL  
PUBLICATIONS  
MEDIA KIT

# are you reaching your target market?



**THE OFFICIAL MAP & GUIDE OF ATLANTIC CITY** offers you a variety of cost-efficient, high-impact ways to reach your target audience and unlock their tremendous buying power. The NAVTEQ ID Map extends your print advertising to the worldwide web where travelers are now going more often to plan their trips.

## ATLANTIC CITY DEMOGRAPHICS:

- Annual Visitors: 34.53 million<sup>1, 2</sup>
  - 4<sup>th</sup> most visited destination in the U.S. in 2006
  - 85% of visitors come primarily to gamble
- Annual Economic Impact \$6.50 billion
  - Expense Average for Day-tripper \$184
  - Expense Average for 3-day visitors: \$575
  - Total Expense Average: \$133

## DISTRIBUTION

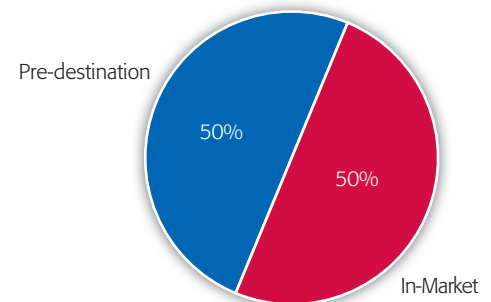
The key to success with any product is directly dependent on its distribution. Essential Media Partners boast a unique distribution channel with proven success. The maps will be distributed in the following key locations where consumers are looking for them.

### Pre-destination:

- Tour Group Operators and Meeting Planners
- AAA Travel Centers
- Call Center Requests – approximately 500 mailings per week.

### In-Market:

- Convention Center
- Hotel Concierge
- Special Improvement District Stations on Boardwalk
- Attractions
- Official Visitor Center



1. Atlantic City Convention & Visitors Authority 2007 Destination Marketing Plan; (SJTA) South Jersey Transportation Authority  
2. Atlantic City Convention & Visitors Authority 2004 Atlantic City Visitors Profile

## OFFICIAL PRINT MAPS & GUIDE OF ATLANTIC CITY

### FOLDED MAP OF ATLANTIC CITY:



#### DISPLAY ADS

Quarter Panel:	\$1,950
Half Panel:	\$3,950
Full Panel:	\$5,950
Premium Panel:	\$7,050
Back Panel:	\$7,950

#### LISTINGS:

Standard Listing:	\$590
Premium Listing:	\$1,750

#### ALL MAP PANELS INCLUDE:

- 4-color advertisement
- Listing with name, address, phone number and web site
- Map reference with icon on print map
- Inclusion in "Top Picks" interactive online map

#### STANDARD MAP LISTINGS INCLUDE:

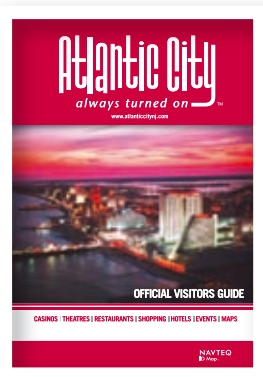
- Listings with name, address, phone number, web site and map reference with icon
- Inclusion in "Top Picks" interactive online map

#### PREMIUM MAP LISTINGS INCLUDE:

- Standard listing items as well as a color photo and 30 words of copy
- Inclusion in "Top Picks" interactive online map

**ANNUAL DISTRIBUTION:** 250,000  
**CLOSE DATE:** April 9, 2010  
**PUBLISHED:** May 2010

### OFFICIAL VISITORS GUIDE:



#### DISPLAY ADS

Quarter Page:	\$1,250
Half Page:	\$2,200
Full Page:	\$4,150
Premium Page:	\$4,750
Spread:	\$6,250
Cover 2:	\$5,970
Cover 3:	\$5,500
Cover 4:	\$6,300
Map Sponsorship:	\$4,000

**ANNUAL DISTRIBUTION:** 150,000  
**CLOSE DATE:** April 9, 2010  
**PUBLISHED:** May 2010

- Includes online digital issue with direct link to your website!

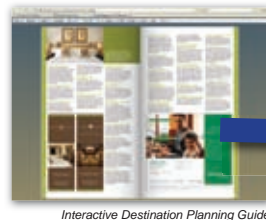


### VENUE SPOTLIGHT - PUT THE SPOTLIGHT ON YOUR PROPERTY.

Stay ahead of the competition by increasing the visibility and access to your hotel's meeting space with the Venue Spotlight feature. Simply click on a hotel POI marker and gain access to rich venue information, meeting space floorplans and detailed information at the meeting room level. As a result, meeting planners will be able to gain more information about your properties when they are searching on the Official Atlantic City Convention & Visitors Authority website. Take advantage of Venue Spotlight to showcase your property and make it easier for them to choose you.

#### Venue Spotlight:

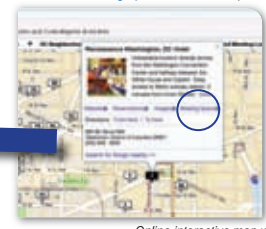
\$2,495 (up to 40 meeting rooms)



Interactive Destination Planning Guide



Renaissance Hotel interactive floorplan



Online interactive map with Venue Spotlight info window



New interior POI details info window

Click on Meeting Space to link to floorplan