

PHOENIX AREA MAP



Phoenix Area Map solves our visitors' most common predicament – how to get where they will sleep, shop, dine, and experience the various attractions that brought them to the Valley. This in-demand map's user-friendly format has made it the product of choice. Concierges, front desk personnel, and information center volunteers rely on the *Phoenix Area Map* as a useful and valuable customer service tool.

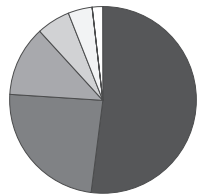
Space Reservation Deadlines

Winter (November 2009 – February 2010).....September 18, 2009
 Spring/Summer (March – June 2010)..... January 8, 2010
 Summer/Fall (July – October 2010)April 9, 2010

Visitor Profile

- 45 years average age
- 4.5 days average length of stay
- Top activities include dining, shopping, attending sporting events, sightseeing, visiting museums/art galleries, visiting nightclubs, hiking, gambling, and golfing

Source: 2006 D.K. Shifflet and Associates, Ltd.



- 52% Hotels & Resorts
- 24% Airports
- 12% CVBs and Information Desks
- 6% Retail
- 4% Real Estate
- 2% Other (including attractions)

Distribution

280,000 every 4 months

Distributed three times each year to the concierges and front desks of more than 85 of the Valley's finer resorts and hotels, plus:

- Selected shopping center information counters
- Real estate offices and relocation services
- Chambers & visitor bureaus throughout the Valley
- Local attractions
- Phoenix Sky Harbor & Mesa Gateway Airports
- Sent by the GPCVB to all requests regarding the Valley

PHOENIX

2702 N. 44th St., Ste. 103A
Phoenix, AZ 85008
Phone: 480-638-3770
Fax: 480-638-3778

www.maddenmedia.com
info@maddenmedia.com

4-Color Display Rates Circulation: 840,000 annually (280,000 every 4 months)

Ad Size	1X	2X	3X
Full Panel	\$10,430	\$10,015	\$9,645
1/2 Panel	\$5,675	\$5,505	\$5,255
1/4 Panel	\$3,130	\$3,025	\$2,890
1/6 Panel	\$2,410	\$2,340	\$2,230
1/8 Panel	\$1,860	\$1,805	\$1,730
Map Inset	\$3,200	\$3,080	\$2,930
Cover	\$3,200	\$3,080	\$2,930

Panels sold on first availability basis. Panel rates quoted gross.

Guaranteed requested position: add 15% to earned rate.

Display panels must be renewed 30 days prior to regular space reservation deadlines.

Listing Rates

Ad Size	1X	2X	3X
30 word listing w/logo	\$1,495	\$1,390	\$1,295
30 word listing w/o logo	\$1,200	\$1,115	\$1,035

Rates quoted gross.

Custom Cover Logo

Custom Cover Logo	\$1,500
Additional copies per 1000	\$750 per 1000 copies