

VAIL Walking MAP/ABCE MAP

2019-2020 Season Rate Sheet

25 Years Putting Your Business on the Map!

200,000 Maps Printed & Distributed Worldwide

Preferred by Info Booths & Concierges

More Affordable Than Any Other Valley Media

We've Outlasted All Other Maps for 25 Years Because People Love Our Maps & Use Them!

TWO WAYS TO BE ON THE MAP!

LISTINGS

THE LISTING IS OUR MOST POPULAR AND BEST PRICED OPTION. 5 Lines to describe your business: **\$250***, Additional Lines \$50 each. (REDUCED 35% for the first time in 25 years!)

*When paid in full before November 1. Business Name, Phone, Location, Website and See Map Number reference are included and do not count in your Line Count.

LISTING ADDITIONS

MULTIPLE CATEGORIES: You may wish to be placed under multiple categories. There are two ways to accomplish this:

- 1. Cross References \$50.** Place your business name under an additional category with a reference to your listing category. e.g. Charter Sports See SKI RENTALS.
- 2. Extended Listings \$195.** Gives you another 5 Lines to describe your business under an additional category.

DISPLAY ADS

FREE STANDARD LISTINGS WITH ALL DISPLAY ADS! (Cross-Refs additional). Ask about discounted rates for placing Display Ads on both the Vail and the ABCE Map and/or adding Extended Listings and multiple Cross-Refs. Available to those who list, but only when space permits. Once spaces are full, they are taken until an advertiser decides to relinquish their space.

STANDARD ADS
2.5" x 1.5" Minimum Size
Back (write-up) Side
\$750*
+\$150 ea. add'l 0.5"

PREMIUM ADS
(Very Limited Space)
3" x 2"
 Back Panel of folded Map and select spaces on Front (map picture side)
\$950*
+\$200 ea. add'l 0.5"

Contact Us! **970.331.0623**
 VailAreaMaps.com
 VailAreaMaps@gmail.com

25th ANNIVERSARY EDITION 2019-2020 SEASON

5 Reasons Why You Want to Have Your Business on the Map(s)

Preferred by the Info Booths and Concierges

Despite the digital revolution, the maps are still the preferred medium due to the fact that they are **easy to read, easy to see where places are and to find places**, and they don't require a cell phone, much less a signal.

Proven "Too Effective"! The owner of Garfinkels has been on the maps since year one and removed his 15% off coupon from his ad because it was so popular he felt like he was **giving away too much business!** See his testimonial at right.

The Maps Are Useful in a Way Digital Can't Be

Digital Advertising gets people to the Valley, but once they are here, they pick up the Maps! Concierges even use the map to show guests where places are that are not listed on the maps because it is easy to read and easy to understand. They can't do that with a digital app or website! The Resort App has very mixed reviews due to the map in-app not working well, and there is a large demographic that visits the valley that does not prefer Apps or Digital. Plus GPS is rarely accurate enough at the level of individual shops (and even buildings) in the villages of Vail and Beaver Creek and towns of Avon and Edwards.

The Maps are Business Focused, Not Simply a Bus Route Map With Ads

They are specifically made to showcase the upper valley's businesses so **visitors and residents can easily find you**. We are a small business trying to help your business—not a big corporation just trying to get your advertising dollars!

Very Low Cost for Value Compared to Other Advertising Dollars You Spend

Our listings are by far the **cheapest paid print advertising in the valley**. Plus it's around for the entire year and not just a day like newspaper ads. When your business is on the map, people who are looking for places will see you and realize you are near where they are headed or offer something they are interested in checking out.

CIRCULATION: 150,000 copies annually (200,000 with the Avon, Beaver Creek & Edwards Map).

Each year's new editions are printed and distributed at the beginning of the ski season before the Christmas rush: December 2019 until December 2020.

Secure Your Space by November 1, 2019

970.331.0623 | VailAreaMaps@gmail.com

VailAreaMaps.com

Garfinkels Restaurant

It's my best marketing tool. We put codes on our coupons in different medias so we can see what comes back the most. For us the Vail Walking Map is 10 to 1. Vail is hard to find places in so the map is what people grab first.

Vail Information Booth

I think any business is crazy not to be on this [The Vail Walking] map. The Town of Vail map is great for the bus routes—but when I want to show people where restaurants and businesses are, I use The Vail Walking Map. I give everyone The Vail Walking Map.

Lionshead Information Booth

I can't work without The Vail Walking Map. I refuse to work without those.

Checkpoint Charlie

We only use your map. By the way, can we have another box?

Westwind

I would say, if you sell anything in town, being on the map is a no brainer. We give the map to everyone.

Evergreen Lodge

It is part of my ritual. I show the guests how to use the maps—that on the back the businesses are listed, and how to find them on the front.

Lodge at Vail

We put one in every guest packet, and I still give out tons a day.

Lodge at Lionshead

I always introduce it as "This is the best map we have of the Vail Valley".

Lionshead Inn

[The Vail Walking Map] is just the easiest to understand and use. I open the map up for every guest and show them where we are and how to use the map.

Vail International Condominiums

I give one of your maps to every guest.

Austria Haus

I give one to every single guest. I open it up and show them the town. I only ever use the Town map if we might happen to run out of The Vail Walking Map.

Christiania Lodge

We love your map. Every person gets one. I really don't like the other maps—that's why we put them way over there.

Antlers at Vail

We like your map the best. It has the shops and the bus stops.

Sitzmark Lodge

We love your map. We don't like the others. Yours is so much easier to read. Anyone can grab one and easily understand it. The others are hard to use.

Lodge Tower

We definitely give out your maps the most of anything.

Always FREE to the public, in Vail, Avon, Beaver Creek, Edwards, Eagle, and those mailed out. The map is available from the hundreds of businesses named on it, as well as every Lodge/Resort Hotel, The Vail Information Centers, Vail Resorts Group Sales, international and domestic marketing departments, the Chamber of Commerce, Beaver Creek Resort Company, Beaver Creek Information Centers, Eagle Information Center, and many more.