

Your advertisement will appear in print and on-line in an interactive digital map with a direct link to your website and video available.

Reserve your space today!

**All positions full-color at no additional cost
Production also included in cost**

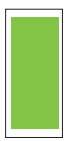
RATES	Member*	Non-Member
Back Panel	\$1,925	\$2,325
Full Panel	1,625	1,950
1/2 Panel	825	975
1/4 Panel	425	515

*Membership in one of the participating organizations qualifies as a member.

DIGITAL MAP ENHANCEMENTS

- Direct link to your website \$ 50
- 30-second video embedded in your digital map ad 350

Terms: Billed upon publication. Net 10 days. Payable to Harbor House Publishers, Inc. Two percent (2%) discount for payment at time of order. 1.5 percent finance charge on accounts aged over 30 days. 15 percent commission to recognized AAAA agencies. No agency commissions on invoices aged beyond 60 days. Payment can also be made by Visa, MasterCard or American Express.



FULL PANEL



1/2 PANEL



1/4 PANEL

MECHANICAL REQUIREMENTS

SIZE OF MATERIAL	WIDTH	DEPTH
Full Panel	3.625" x 8.125"	
1/2 Panel	3.625" x 3.931"	
1/4 Panel	3.625" x 1.875"	

ELECTRONIC FILES

We are Mac-based and prefer ads distilled as PDF files using press optimized settings with all fonts embedded. We also accept QuarkXpress, tiff, jpg and eps files. QuarkXpress files must be submitted with all supporting files (images and fonts). We recommend tiff and jpg files with type be created at 600 dpi resolution. EPS files should have fonts converted to outlines. Minimum resolution of 300 dpi is required.

We print direct to plate. Ads not supplied electronically will be rebuilt and a production charge required. We do not accept coupon advertising. We do not accept Word, Powerpoint or Publisher files. Files supplied in Word, Powerpoint or Publisher will be distilled as a PDF or recreated and a production charge will be incurred.

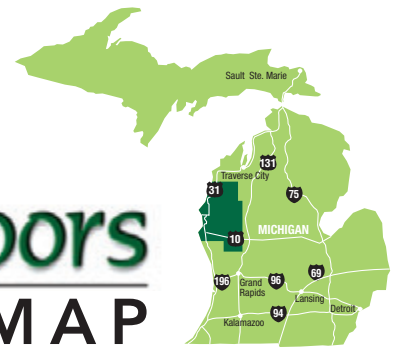
Client takes full responsibility for the accuracy of files supplied. We do not assume responsibility for reproduction quality of electronically submitted photography or advertisements. We reserve the right to return advertisements not supplied to our requirements.

We accept DVD or CD media. A color proof must accompany media with software information. You may also upload your file to our FTP site at www.harborhouse.com/migreatoutdoorsmap.htm (limit 75 Mb).

If you require your advertisement for use in another publication or a copy of your video, there will be a fee charged.

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MICHIGAN'S Great Outdoors REGIONAL MAP



MANISTEE • MASON • OCEANA • LAKE • NEWAYGO



Michigan's Great Outdoors Regional Map will include parks, natural areas, historical and cultural sites, ski trails, hospitals, airports, trails for the five-county area. The map will also contain a full panel of editorial content on the area, with ideas of things to do in Michigan's Great Outdoors.

Five-thousand (5,000) copies of the map will be produced, distributed throughout the five-county region, as well as a digital edition with unlimited exposure.

This is your opportunity to market your products or services in a high quality, full-color regional map, targeted to visitors and residents enjoying the area. Advertisements are available on a first come/first served basis.

Michigan's Great Outdoors includes: Manistee County Convention & Visitors Bureau, Silver Lake Sand Dunes Area Chamber of Commerce, Lake County Chamber of Commerce, Ludington & Scottville Area Chamber of Commerce, Ludington Area Convention & Visitors Bureau, Michigan State University Extension, Newaygo Economic Development Office, Oceana Economic Development Office, Newaygo County Convention & Visitors Bureau.

www.harborhouse.com/migreatoutdoorsmap.htm

Please insert our advertisement in the Michigan's Great Outdoors Regional Map

NAME _____

FIRM _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

TELEPHONE _____ FAX _____

E-MAIL _____

SIGNED _____

- Please repeat the advertisement you have on file.
- Our advertisement is attached.
- We will send a new advertisement under separate cover.
- Prepare an advertisement based on the attached material. _____ SIZE
- I need more information.
- Please send invoice upon publication.
- Check enclosed with order for 2% prepayment discount.

Michigan's Great Outdoors Regional Map
 221 Water Street
 Boyne City, Michigan 49712
 (800) 491-1760
 (866) 906-3392 FAX
harbor@harborhouse.com
www.harborhouse.com/migreatoutdoorsmap.htm