



The Map.

Why Advertise? It's Simple.

JOIN A LIMITED ELITE THAT REACH THE VISITOR MARKET AT THE LOWEST PRICE AND THE BROADEST DISTRIBUTION.

Now in our **48TH EDITION**, the Miami & Fort Lauderdale Visitor's Map & Guide is the oldest, consistently published local visitor map. Visimap continues to publish and distribute more than any other South Florida visitor map publication. Our large, 28"x 22", full-featured, **car rental-approved** Miami map contains a Miami-Dade County and a Broward County map plus area detail maps and airport information. Over 100 points of interest are located.

OUR BROWARD VERSION contains a Miami-Dade County, Broward County map and a Palm Beach County map, plus area detail maps and over 100 points of interest are located.

Join our advertisers that know our low cost per copy and broad distribution has brought them results.

Here's how:



LONGEVITY = USAGE

For 24 years the Visimap brand has been DEMANDED and used by hoteliers, concierge, info centers and car rentals.



LARGE PRESS RUNS = LOW COST

We print **1.1 million** Miami & Fort Lauderdale Visitor Map and Guide™ annually. Low cost per copy. Advertiser sponsors get broad distribution at low cost over 24 week periods.



12 MONTH DISTRIBUTION = 2 COUNTY COVERAGE+CONSISTENT VISIBILITY

We distribute over 90,000 FREE Miami & Fort Lauderdale Visitor Map and Guide™ average monthly to over 450 hotel lobby desks, car rentals, attractions, info centers, malls and tour operators in Dade and Broward counties.



ADDED VALUE WITH WEBSITE placement of current offers or events throughout contract period

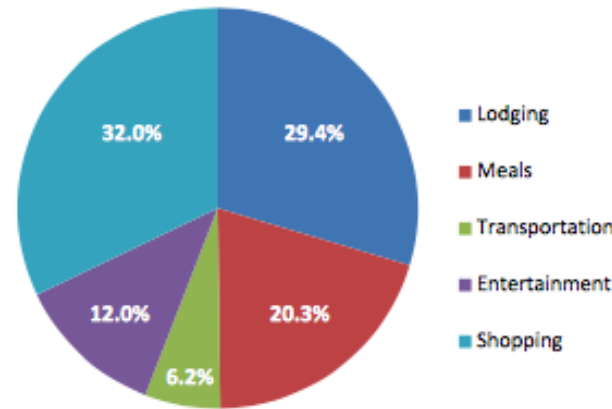


By the Numbers.

1. **14.2 million** people visited Greater Miami and the Beaches and stayed at least one night.
2. **20,686,870** people travelled through Miami International Airport in 2014.
3. **12, 242,581** people travelled through Ft. Lauderdale Hollywood International Airport in 2014.
4. During their stay, overnight visitors spent **\$22.8 billion** (an increase of 4.4% compared to 2012) in direct economic impact (i.e. hotel rooms, restaurants, bars, shopping, transportation, attractions). **70%** of total spending was by international visitors.
5. Purpose of Visit:
 - Leisure/Vacation **73.7%**
 - Business **13.3%**
 - Cruise **7.8%**
 - Personal **5.2%**

6. Where Visitors Stayed:
 - Miami Beach **73.7%**
 - Downtown Miami **13.3%**
 - Airport area **7.8%**
 - North Dade/Sunny Isles **5.2%**
 - South Miami Dade **4.7%**
 - Coral Gables **4.2%**
 - Key Biscayne **1.3%**
 - Doral **0.9%**
 - Coconut Grove **0.5%**

7. How Visitors Spend



Miami-Dade Distribution Over 450 places we visit in Miami-Dade.

MIAMI BEACH

AVENTURA TO SURFSIDE

Aventura Mall Concierge Desk
Beach Place
Best Western on the Bay
Courtyard by Marriott
Dezerland
Doubletree Ocean Point
Fairmont Inn
Le Meridian
Macys Info Booth
Monaco Resort
Newport Beachside
One Hotel
Radisson Plaza
Residence Inn
Quarzo Hotel
Daddy O Hotel
Seaview
Thunderbird Hotel
Trump Sonesta
Turnberry Isle Resort
Williams Island

MIAMI BEACH 74 ST TO 30ST

Alamo Hotel
Alexander
Best Western
Casablanca Hotel
Canyon Ranch
Casa Claridge
Clarion Suites
Courtyard Marriott
Days Inn
Days Inn North Beach
Eden Roc
Enterprise Car Rental
Fairfield Inn
Fontainebleau Hilton
Frontenac Hotel
Grand Beach Hostel
Hawaii Hotel
Holiday Inn 4323 Collins
Holiday Inn Indian Creek
Lombardi
Miami Beach Resort
Mimosa
Ocean Breeze
Ocean Spike

Ocean Surf Hotel
Palms Hotel
Radisson Deauville
Red South Beach Hotel
RIU Florida Beach Hotel
Sheraton Four Points ITT
Soho Beach House
Tourist Info at Walgreens 6700
Collins
Venezia
West Gate
Wyndham Resort

SOUTH BEACH 24 ST TO SOUTH POINTE

Abbey Hotel
Albion Hotel
Aqua Hotel
Beach Plaza Hotel
Beach Rental
Beachcomber
Blue Moon
Cadet Hotel
Carlton
Catalina
Chesterfield
Clairmont Hotel
Clifton
Crest Hotel
Days Inn at 21 St.
Delores
Delano Hotel
Dorchester
Duck Travel
Essex House
Geneva
Haddon Hall
Hal Price Tickets Center
Hotel Eva
Hotel Gansevoort
Indian Creek Hotel
Indigo
Info Booth Avis
Island House
James Hotel
Kent
La Flora
Loews Hotel
Lord's South Beach
Marseilles Hotel

Mercury
Metropole
Miami Reservation Center
Nassau Hotel
National Hotel
Ocean Reef
Palmer House
Parisian
President
Princess Ann
Raleigh
Riande Continental
Richmond
Ritz Carlton
Riviera Hotel
Riviere Hotel
Royal Crown Palm Plaza
Sagamore Hotel
San Juan
Sanctuary
The Setai
Sherbrooke Hotel
Hotel Shelley
Shore Club
Signature Car Rental
SLS South Beach
SBH South Beach
South Seas
Style and Surf
The Hotel
The Loft
The Shelbourne
The Surfcomber
Tourists Info Center
Town House Hotel
Tourists Info Center
Viscay Hotel
Visitor Center
Visitor Center
W Hotel
Walgreens Info Booth
Werter Boutique
Whitelaw

SOUTH BEACH OCEAN DR & WASHINGTON ST

Barbizon
Amazonas Travel
Art Deco Welcome Center

Astor
Avalon Hotel
Beach Paradise
Beach Tyrex
Beach Visitor Center
Beacon
Bentley Hotel
Best Tours
Boulevard Hotel
Breakwater Hotel
Car Rental- 5th Street
Car Rental -Jefferson St
Cardozo Hotel
Casa Grande
Cavalier
Century Hotel
Chelsea
Cleveland Hotel
Clinton Hotel
Colony
Congress Hotel
Courtyard by Marriott
Crescent
Crest Casa Nova
Green View
Hilton Ocean
Hotel Victor
Jazz Hotel
Majestic
Miami Beach Bicycle
Mondrian Hotel
Ocean 5
Ocean Hotel
Park Central
Pelican Hotel
Penguin Hotel
Sea Ocean Hotel
Sobe Funride
South Beach Hostel
St Augustine
The Savoy
The Sense South Beach
The Wave
Vacation Tours
Visitor Center-Collins
Visitor Center-Washington St.
Winterhaven
Wyndham
Z Hotel

DOWNTOWN MIAMI

Bayside Marketplace
Best Western Marina Park
Biscayne Bay Marriott
Conrad Hilton Miami
Courtyard Marriott
Days Inn Civic Center
Doubletree Grand/VIP
The Epic
Four Ambassadors
Four Seasons
Hampton Inn Brickell
Historical Museum of SFLA
Hyatt City Center
The Icon
Intercontinental Hotel
JW Marriott
JW Marriott Marquis
Mandarin Oriental Hotel
Radisson Biscayne Bay
Radisson (Omni) Parking
Riande Continental
River Park Hotel
Viceroy Brickell

DORAL/AIRPORT

Airport Regency
Amerisuites Hotel
Baymont Inn & Suites
Best Western @ 41 Ave
Best Western @ 107 Ave
Candlewood Suites
Clarion Inn & Suites
Courtyard Marriott @ 79 Ave
Courtyard Marriott LeJeune
Courtyard Marriott at
Dolphin Mall
Crowne Plaza Le Jeune
Days Inn @11 St
Days Inn @ 36 St
Doral Hotel & Country Club
Doubletree by Hilton
Embassy Suites
Extended Stay
Hampton Inn @ 41 St
Hampton Inn @ 57 Ave
Hampton Inn @ 79 Ave
Hilton Garden Inn
Hilton Miami Airport
Holiday Express @ 36 St

Holiday Inn Airport
Holiday Inn Airport West
Homestead Village
Homewood Suites
Hotel Sofitel
Hyatt House
Intercontinental Miami Airport
La Quinta @ 27 St
La Quinta @ 36 St
La Quinta LeJeune
Marriott Airport
Marriott Residence Inn
Marriott Villas at Doral
Miami Airways
Miami Princess Hotel
Quality Inn by Marriott
Red Roof Inn
Residence Inn
Sleep Inn
Springhill Suites Blue Lagoon
Staybridge Suites
Townplace Suites
Wyndham Hotel

HIALEAH

Days Inn
Holiday Inn Hialeah
Park Plaza Hotel
Ramada Inn Hialeah

MIAMI LAKES

Courtyard by Marriott
Don Shula Hotel
La Quinta
Townplace Suites by Marriott

COCONUT GROVE

CORAL GABLES

KEY BISCAYNE

SOUTH MIAMI

Best Miami Hotel
Biltmore Hotel-Gables
David William
Doubletree Coconut Grove
Hampton Inn Coconut Grove
Holiday Inn UM
Hotel Chateaubleu
Hotel St. Michel
Hyatt Coral Gables
Courtyard Marriott
Marriott Residence Inn-Grove

CONTINUED

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48
EDITION



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Since 1991

Miami-Dade distribution CONTINUED

Mayfair House
 Mutiny Hotel
 Ritz Carlton Hotel/Residences
 Ritz Carlton Hotel Key Biscayne Silver Sands Resort
 Sonesta Hotel & Suites
 Wyndham Grand Bay
 Westin Colonnade

DADELAND
 Comfort Suites Bird Rd.
 Courtyard by Marriott
 Country Inn & Suites
 Crowne Plaza Kendall
 Hampton Inn Dadeland
 Indigo
 Marriott Dadeland

Ramada Limited
EVERGLADES
 Miccosukee Resort & Gaming

MIAMI TRANSPORTATION
 123 Car Rental
 Ace / Advantage
 Alamo Rental

All Day
 Amigos Car Rental
 Avis
 Budget
 Dollar
 E Z
 Enterprise
 Family

Hertz
 National
 Payless
 Rent Max
 Royal
 Sixt Car Rental
 Thrifty

Broward Distribution Over 150 places we visit in Broward County

BROWARD BEACHES

Avalon
 Bahia Mar Beach Resort
 Beachcomber Resort & Villas
 Best Western Ocean Side
 Canada House Beach Resort
 Clarion Beach Resort
 Comfort Suites Airport
 Days Inn Bahia Cabana
 Embassy Suites
 Extended Stay
 Fort Lauderdale Beach Resort
 Fort Lauderdale Oceanfront
 Gallery One Doubletree Suites
 Hilton
 Hilton Ft. Lauderdale Marina
 Holiday Inn Express Convention
 Holiday Inn Lauderdale-By-The-Sea
 Howard Johnson Plaza Resort
 Hyatt Pier 66
 Hyatt Place
 Il Lugano
 Lago Mar Hotel Resort & Club
 LauderdaleByTheSea Chamber
 Marriott Beachplace Tower
 Marriott Harbor Beach
 Ocean Manor Resort
 Ocean Point
 Pelican Beach Resort
 Ramada Plaza Beach Resort
 Renaissance FTL Plantation
 Ritz
 Sea Gardens Beach & Tennis Resort

Sheraton Yankee Clipper Hotel
 St. Regis
 The Atlantic Hotel
 The W
 Travelers Inn
 Tropics Lodge
 The Westin Ft. Lauderdale
 Wyndham Royal Vista

I-95

Best Western FTL Airport South
 Best Western Hallandale
 Best Western Oakland Park Inn
 Comfort Inn@ Stirling Rd
 Comfort Inn@ Commercial
 Courtyard by Marriott@Cypress Crk
 Courtyard By Marriott N. Federal
 Courtyard By Marriott Gulfstream
 Crossland Economy Suites
 Days Inn Downtown
 Days Inn Oakland Park
 Days Inn FTL/Hollywood Airport
 El Palacio Hotel
 Extended Stay America
 Fairfield Inn & Suites Cruiseport
 Florida Welcome Cntr @ Ramada
 FTL Marriott North Cypress/95/W
 Hampton Inn & Suites
 Hampton Inn/Cypresses/95/E
 Hampton Inn FTL City Center
 Hilton Garden Inn
 Holiday Inn Ft. Lauderdale Airport
 Homewood Suites Airport New

Hyatt
 La Quinta@Commercial
 La Quinta@N. Federal
 La Quinta@Cypress Creek
 La Quinta Inn & Suites Airport
 Ramada Inn
 Red Roof Inn
 Riverside Hotel
 Sheraton Ft. Lauderdale Airport
 Sheraton Suites Cypress Creek
 Springhill Suites By Marriott
 The Symphony
 Wyndham Fort Lauderdale Airport

WEST FTL

Amerisuites
 Amerisuites Plantation
 Comfort Suites
 Courtyard By Marriott@University
 Courtyard By Marriott@ SW 6 St.
 Courtyard By Marriott@Commerce Prkwy
 Crowne Plaza@Sawgrass Mills
 Extended Stayamerica
 Grand Palms Hotel & Golf Resort
 Hampton Inn
 Hampton Inn Plantation
 Hilton Garden Inn
 Holiday Inn
 Holiday Inn Express
 La Quinta@NW 2 St.
 La Quinta@ N University
 La Quinta Inn
 Marriott Towneplace Suites Weston

Renaissance FTL Plantation
 Residence Inn@SW 29 St.
 Residence Inn Weston
 Residence Inn By Marriott
 Sheraton Suites Plantation
 Staybridge Suites
 Vacation Village Weston
 Vacation Village Merrick Place
 Wellesley Sunrise Sawgrass
 Wellesley Inn Coral Springs
 Wellesley Inn Plantation
 Wingate Inn
 Wyndham Hotel

HALLANDALE

Crowne Plaza
 Diplomat Resort Country Club
 Hampton Inn & Suites
 Hollywood Beach Marriott
 Hollywood Beach Resort
 Hollywood Beach Tower
 Hollywood Chamber
 Mar Bay Hotel
 Motel 6
 Ramada Plaza Hotel
 Westin Diplomat

AIRPORT HOTELS

America's Best Inn
 Best Western
 Comfort Inn
 Crowne Plaza
 Hampton Inn

Holiday Inn Express
 Motel 6
 Seminole Hard Rock & Casino
 Ramada Inn
 Red Carpet

AIRPORT CAR RENTALS

Bay Auto Rental
 Able Car Rental
 Acces
 Ace-Continental
 Alamo
 Avis
 Budget
 Carl's Vans
 Continental
 Dollar
 Enterprise
 EZ
 Goldcoast Car Rental
 Global Rent A Car
 Hertz
 National
 Payless
 Quality Car & Van Rental
 Royal
 Sunshine Rent A Car
 Thrifty

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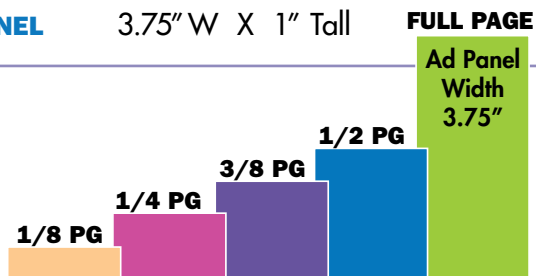
Print Ad Rates & Production Requirements

Rate Card #48

AD SIZE	ISSUE COST PER MONTH	6 MONTH EDITION RATE
FULL PANEL	\$1,200	\$7,200
1/2 PANEL	\$ 950	\$5,700
3/8 PANEL	\$ 750	\$4,500
1/4 PANEL	\$ 550	\$3,300
1/8 PANEL	\$ 385	\$2,310

Print Ad Dimensions

FULL PANEL	VERTICAL: 3.75"W X 8.5" Tall
1/2 PANEL	VERTICAL: 3.75"W X 4.3125" Tall
3/8 PANEL	3.75" W X 3.185" Tall
1/4 PANEL	3.75" W X 2.125" Tall
1/8 PANEL	3.75" W X 1" Tall



Payment Plans

- MONTHLY • 3X PAYMENTS EACH 6 MONTH EDITION
- QUARTERLY ON ANNUAL CONTRACT

All rates are net. Invoices due of first of month. Credit card payments processed on first of month. First-time customers, first payment required before press date. Publisher reserves the right to pull ad for non-payment and pursue legal proceedings.

- The Miami & Fort Lauderdale Map & Guide is a digitally produced, four-color process, direct-to-plate print publication.
- Acrobat PDF press quality CMYK preferred.
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- No charge for ad building. Images submitted for in-house preparation must be 300 dpi, CMYK only.
- Visimap is not responsible for submitted poor-quality images, materials or printing errors due to files built and saved improperly.
- Materials are due two weeks after space reservation deadline.

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 - Sidebar: 300 px by 250 px
 - Leaderboard: 728x90px
 - Header: 222x90px
 - Home page middle column: 160x600px

Email to: contactus@visimap.net

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