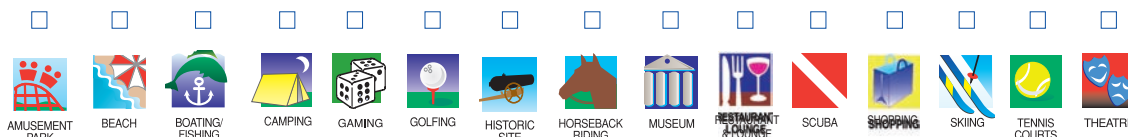


# Make the Most of Your 3-Way Spotlight

## Measure Results from Your STS Map Investment

**1 ON THE MAP:** Your area is spotlighted on the STS Map. A special STS icon identifies your location. Travelers can also find your map co-ordinates & phone number in the Directory. Together with informational icons, these serve as an invitation. Then, your ad provides the reason to visit. Include a special offer in your ad to clinch a destination selection!

**2 THE DIRECTORY:** The STS Map provides travelers with informational icons about special features & facilities in your area. Please consider which of the following offers your best visitor experience & check appropriate icons. Select Your Top 8.



**3 YOUR AD:** 3.75" x 7.75", bannered & grouped by state.

### Design Your Ad to Invite Travelers and Measure Results:

- Single prominent graphic grabs attention;
- Large phone number begs a cell phone call;
- Simple offers invite a stop – Consider these:
  - Show This Map at our Visitor Center and Receive...
    - Free coupon book of attraction & restaurant discounts; OR
    - Free local map of great things to see & do in our area; OR
    - Free visitor guide of great things to see & do in our area; OR
    - Free help with your local hotel reservations; OR
    - Free soft drink or coffee or snack for each member of your party!

**Ad Specs:** 3.75" x 7.75".

Ads may be sent as TIFF, EPS, or high-resolution PDF files (CMYK, 266 dpi). Ads may also be sent as a Quark Xpress file. Include any support files, such as logos & images (CMYK, 266 dpi), all screen & printer fonts. When using Multiple Master fonts, the entire family of fonts must be included regardless of whether all versions are used in the ad. Please include a digital color proof of the ad.



**4 ADVERTISERS:** After selecting your informational icons (Step 2), please confirm your URL & email address and fax this form to 770-825-0880:

COMPANY NAME \_\_\_\_\_

http://www. \_\_\_\_\_

Email address: \_\_\_\_\_

**5 SEND ORDERS AND MATERIALS TO:**  
 TRIPinfo.com Production Dept.  
 3103 Medlock Bridge Road  
 Norcross, Georgia 30071  
 T. 770 825-0220 F. 770 825-0880  
 production@tripinfo.com



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