MIAMI IN YOUR POCKET

Greater Miami Convention & Visitors Bureau 2019 Pocket Guide
TARGET ON-THE-GO VISITORS

This *pocketbook-sized* guide packs a punch of curated information and engaging editorial to reach travelers and convention delegates who are deciding where to *spend their money in time in Miami.*
DEDICATED EDITORIAL

- Attractions
- Art & Culture
- Dining
- Shopping
- Nightlife
- Spas
- Neighborhoods
- Events

The Pocket Guide offers advertisers an efficient and highly targeted vehicle for reaching leisure, business, meeting and convention travelers to Greater Miami.
DIGITAL & SOCIAL MEDIA

- **Dedicated social media** post promoting advertiser on our social channel
- **Photo sessions** at the member locations
- **Full digital edition** promoted in MiamiandBeaches.com

CHECK OUT OUR SOCIAL MEDIA PAGES:

Facebook: @HCPmediaInc
Twitter: @HCPmedia_
Instagram: @HCPmedia_
LinkedIn: HCP Media
YouTube: HCP Media

To see the digital edition of the Miami Pocket Guide, scan this QR code with your smartphone.
The Greater Miami & the Beaches Pocket Guide is Miami’s favorite “grab-and-go” guide to top attractions, dining, shopping and neighborhoods. This softcover fun-sized guide is the reliable, know-it-all companion you need for your next Miami adventure.

The Greater Miami & the Beaches Pocket Guide ends up in the hands of more than 192,000 visitors every year. Pick up a copy at more than 117 locations and visitor centers throughout Greater Miami, or upon request. Don’t want to wait? You can also download right now at:

GMCVBPOCKETGUIDE.CUSTOMTRAVELMAGS.COM

**NEWSPAPER PROMOTION**

- The **Pocket Guide** is promoted throughout the year in print ads that run in the Miami Herald, which boasts 1 million print readers.
225,000
Estimated Pocket Guide annual readership*

174
Visitor Centers, Information counters and Miami International Airport distributed the GMCVB Pocket Guide

$269.50
Average daily spend on shopping and entertainment

1 MILLION
print readers of the Miami Herald, which runs newspaper promotion ads

150K
expected visitors to South Florida for Super Bowl LIV

OVER 40+
Expected conventions in 2019-2020

*Scarborough, Rel. 1 2018
SPECIFICATIONS & RATES

1. Electronic files are to be sent in Macintosh format only. Accepted programs include Adobe Photoshop, Adobe Illustrator and Adobe InDesign. Include all PostScript and screen fonts. Include all images as EPS, JPEG or TIFF in high resolution (at least 300 DPI at 100 percent) as CMYK. If files are not provided as CMYK, then we will be forced to convert the color and we cannot guarantee an exact match of color on press. PDF/X-1a files are preferred.

2. A color proof must accompany each ad for all formats, otherwise HCP Media will not accept liability for files that do not print correctly.*

3. Live material not intended to bleed must be kept at least 3/8" from all sides to allow for trim.

4. Double-page spreads: Perfect alignment of type or design across the gutter of two facing pages is not guaranteed.

5. Live matter in the facing-page subject cannot be closer than 1/8" to the gutter.

*If a high-quality color proof/Matchprint such as Kodak Approvals or Epson (or similar analog proofs with a color control bar) are not provided, then we cannot guarantee color. Please note that all proofs must be made according to SWOP standard. Proofs that do not meet these criteria cannot be used for color matching.

ADVERTISING RATES

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Rate</th>
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<tr>
<td>Full page</td>
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<tr>
<td>Half page</td>
<td>$6,490</td>
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<td>Quarter page</td>
<td>$3,780</td>
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Premium Positions

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<tr>
<td>Back cover</td>
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<tr>
<td>Inside back cover</td>
<td>$11,850</td>
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<tr>
<td>Inside front cover spread</td>
<td>$24,875</td>
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DEADLINES

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<th>Date</th>
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<td>Ad space closing</td>
<td>6/3/19</td>
</tr>
<tr>
<td>Materials due</td>
<td>6/17/19</td>
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<tr>
<td>Publication date</td>
<td>August 2019</td>
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</table>

INQUIRIES AND SPACE RESERVATIONS

CHRISS BENNETT
REGIONAL SALES DIRECTOR
T: 305-376-2038
E: cbennett@hcpmedia.com

AD MATERIALS SHOULD BE SENT TO
ELIZABETH RINDONE
ADVERTISING SERVICES COORDINATOR
E: erindone@hcpmedia.com
T: 305-376-5203
F: 305-995-8108

PAYMENTS

Make checks payable to:
HCP Media
P.O. Box 510657
Livonia, MI 48151

POCKET GUIDE

MECHANICAL SPECIFICATIONS

<table>
<thead>
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<th>Ad Size</th>
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<tr>
<td>Full-page bleed</td>
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<td>9 1/4”</td>
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<tr>
<td>Half-page horizontal</td>
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<td>4 1/8”</td>
</tr>
<tr>
<td>Quarter page</td>
<td>3 1/2”</td>
<td>2”</td>
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</table>

**Hold live matter 3/8” from trim on all sides.