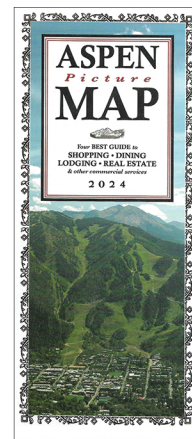


Writeup Guide for Aspen Picture Map

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THANK YOU for purchasing a *listing* in the next edition of the map.
Your *listing* provides:

- 1) one *name* of the business on the map itself, and
- 2) one *writeup* on the reverse side, in the category of your choice.

1. The Listing Writeup consists of one *name line*, followed by 4 *descriptive lines*.

THE NAME LINE places the business name at the top of the writeup. Names appear in **bold type**, and always uppercase/lowercase. The name line can hold up to **40 characters/spaces**. THE FOUR DESCRIPTIVE LINES describe all details of the business, including contact and location. They appear in regular type. Each text line holds up to **60 characters/spaces**. Please leave room to insert the locator "*SEE MAP #__*." If you do not know your business's map location number, don't worry. We will supply it. Also include the **street address, phone number** and, if you like, your **website**.

EXAMPLE of a good listing writeup:

name line	Mill Street Books	(17 characters + spaces)
1	The state's largest bookstore, featuring all your favorite	(58 total characters + spaces)
descrip. 2	authors in every genre. Maps too. Special reading room,	(55 total characters + spaces)
lines 3	expert staff, on-line ordering, & terrific coffee shop. <i>SEE</i>	(59 total characters + spaces)
4	<i>MAP #25. 205 S. Mill St., on the Mall, 307-844-9736</i>	(51 total characters + spaces)

The **name line** does not exceed 40 characters/spaces.

The **4 descriptive lines** do not exceed 60 characters/spaces.

The above example is covered in the basic *listing* cost.

Longer writeups. You can choose to write more than the standard 4 lines of text. In that case, each extra line costs \$75.

Type. We use Helvetica Neue, always upper/lowercase except for the "*SEE MAP #__*" part, and such designations of location as AJAX MTN. BLDG. or MILL ST. PLAZA.

• ALL-CAPS. Business names can be fully capitalized at an added cost of \$12 per capitalized letter (initial letters are not charged).

Within the writeup, you may choose to fully capitalize up to 4 words at no extra charge. To fully capitalize any other word costs \$15 per word capitalized.

Boldface type is only for the business name, the address and phone, and digital address.

2. Additional Writeups.

YOU MAY BUY MORE WRITEUPS after the initial *listing* writeup, for placement in different categories, but with the same business name. Compose as you wish. Each line holds **60 characters/spaces**, and no more. No limit on how many lines or words you can have. It's up to you. No charge for the *name line* (the first line, at the top, where the name appears in **bold type**). Pay for each *text line*, \$75.