

ASPEN PICTURE MAP

51st Edition, for the year 2024

60,000 circ. Release date December 21, 2023

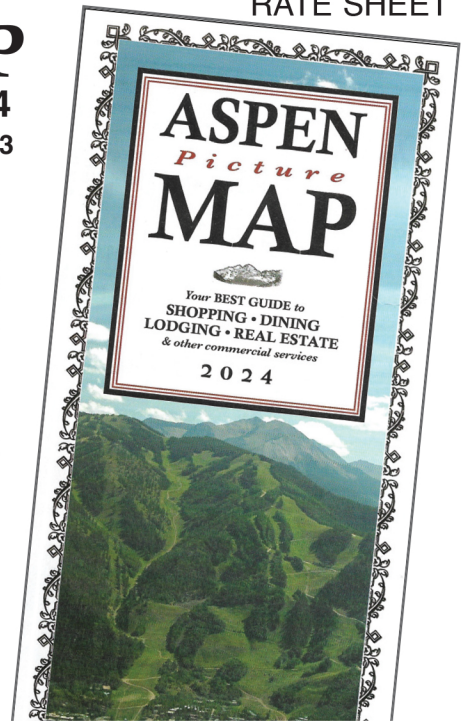
ASPEN'S FAVORITE MAP and GUIDE TO SHOPPING, DINING, LODGING, REAL ESTATE & other services, the original since 1974, given at some 400 venues in Aspen/Snowmass. These include the Aspen Ski Co., Aspen Institute, Chamber Information Centers & EVERY Aspen hotel.

"THE BEST RESOURCE WE HAVE... We open a map, first thing, and say, 'Here are the shops and restaurants.'"



So say staff at lodges and information centers. The map helps them serve customers who are ready to go, right now. It points them to *you*.

All who list on the map may distribute all they want, all year long.



LISTING. The basic advertisement is a *listing*, consisting of 2 parts: 1) *name* of business, on the map, in upper/lowercase, and 2) *writeup*, on the back, in the category you specify. The writeup begins with the business name, followed below by **4 lines** of text. Each line can hold up to **60 characters & spaces**, and should end with all necessary location & contact information, including "SEE MAP # __."

listing price: \$385.

Payment due in full by JANUARY 15, 2024. For payment received before that date, please pay \$40 less.

Extra Lines. You may add lines of text to the original 4 lines above. Each added line costs **\$75.**

ADDITIONAL WRITEUPS are available in other categories. Write as much as you like. One line of text will hold up to **60 characters/spaces**. These writeups are priced by the lines of text they require to print. No charge for the line at the head, where the name of the business appears in bold above the body of text. When writing, be sure to end with all necessary contact/location information. Give either a phone number, address, map reference number (*SEE MAP # __*), or digital address. Or, you might cross-reference to another category (i.e., *See RESTAURANTS*). Writeup Guide available on request.

price per line of text: \$75.

DISPLAY ADS. Available to those who have taken a *listing* (see above). Limited amount is often sold out quickly, but I keep a waiting list in case spots come open. Please inquire.

REVERSE-SIDE AD
 These appear along the 4 edges of the classified copy, back side.
2 1/2" x 1 1/2"
4-Color: \$685
 plus listing cost (above)

MAP-SIDE AD – "FIRST FOLD"
 These appear in a column at the right edge of the map side.
3" x 1 5/8"
4-Color: \$855
 plus listing cost (above)

Digital specs: **High-quality PDFs preferred** (300 dpi in CMYK mode). Include/embed all fonts. Tiff, eps, jpeg are ok. No Microsoft files. Please submit no later than November 1, 2023.

DEADLINE for submissions is **November 1, 2023.** Thank you.

Chris King, publisher, P.O. Box 3065, Aspen, CO 81612

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