

# MEMPHIS DOWNTOWN DIRECTORY

Endorsed by Shelby County Mayor A C Wharton Jr. and Memphis Mayor Willie Herenton as the official guide of Downtown

**The Downtown Directory offers you a great opportunity to showcase your business and the services you provide to a captive audience for an entire year. Downtown residents, workers, and tourists need to know about you!**

## LET THE DOWNTOWN DIRECTORY WORK FOR YOU!

### WHAT IS THE DOWNTOWN DIRECTORY?

- An annual guide to all Downtown businesses and services
- Easy to use, with alphabetical and category listings
- An outstanding resource for Downtown businesses, residents, employees, newcomers, and tourists
- An opportunity to bring new customers to your door
- A recruiting tool to bring new business Downtown

### WHERE IS IT DISTRIBUTED?

- Hotels, restaurants, retail stores, development agencies, realtors, and direct orders
- Newcomer, executive, and employee packets
- New businesses relocating Downtown
- Downtown apartments and business offices
- Welcome centers, and tourist attractions
- Direct-mailed to all Downtown businesses and subscribers to the *Memphis Downtown* magazine

### BIG RESULTS ALL YEAR LONG

An economic means to target the 100,000+ people who live, work, and play Downtown — for an entire year and beyond — by advertising in **The Downtown Directory**.

Reserve your advertising space today in this valuable marketing tool!

**ADDED BONUS:** Receive a hotlink from our website to yours when you advertise.

### 2009 ADVERTISING RATES

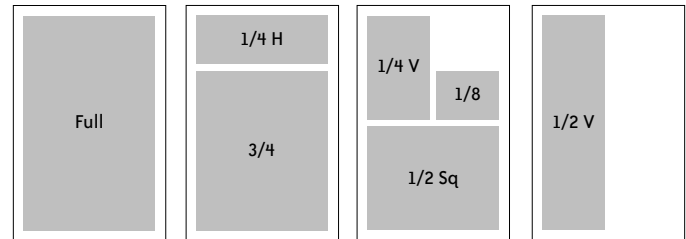
#### CATEGORY LISTING

Regular Listing	\$215
Bold Listing	\$295
Bold Listing with Border	\$435
Bold Listing with Border and Copyline	\$545
Color listing additional charge	\$ 95

Residential or Restaurant Profile w/listing \$295

#### COLOR DISPLAY ADVERTISING

1/8 page	2 1/4" x 1 3/4"	\$ 875
1/4 page V	2 1/4" x 3 3/4"	\$1425
1/4 page H	4 3/4" x 1 3/4"	\$1425
1/2 page V	2 1/4" x 7 3/4"	\$2525
1/2 page Sq	4 3/4" x 3 3/4"	\$2525
3/4 page	4 3/4" x 5 3/4"	\$3515
Full page	4 3/4" x 7 3/4"	\$4395
Inside Cover	5 1/2" x 8 1/2" (bleeds)	<b>SOLD</b> \$5050
Back Cover	5 1/2" x 8 1/2" (bleeds)	<b>SOLD</b> \$5720



Your regular category listing is **FREE** with your Display Advertising. All Display Ad prices include 4-color and website hotlink.

40,000 copies distributed.

Deadline for advertising reservations is December 15, 2008.

**CALL (901) 525-7118  
TO RESERVE YOUR AD SPACE TODAY!**