



MEDIA KIT

Get in front of members who contribute an estimated \$2.2 billion to Maryland's economy.

Membership Directory and Resource Guide

FOR MORE INFORMATION, PLEASE CONTACT:

www.marylandmotorcoach.org

Tony Chiccarello
Media Director
tonyc@naylor.com
352-333-3341

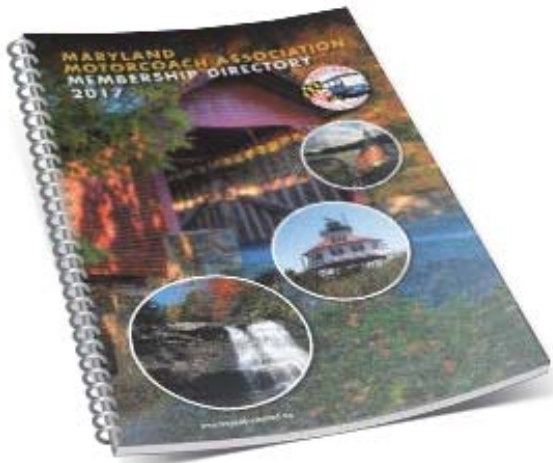
NAYLOR 
ASSOCIATION SOLUTIONS



Maryland Motorcoach Association

Membership Directory and Resource Guide

Connecting you with MMA members throughout the year



The MMA Advantage

- Motor coaches' contribution to Maryland:
 - ❖ **\$276 million to hotels***
 - ❖ **\$197 million to restaurants and bars***
 - ❖ **\$293 million to entertainment and attractions***
- An estimated **\$2.2 billion in total economic activity in Maryland** can be attributed to the motorcoach tourism industry.
- A motor coach spending one night in a destination generates as much as **\$11,000 per trip for that local economy in meals, lodging and other spending.**

MMA Member Profile

Our members are the premier motorcoach industry professionals in the state! Readership includes:

- Motorcoach Operators
- Group travel Professionals
- Receptive Tour Operators
- Motorcoach Owners

Who We Are

The Maryland Motorcoach Association is a state-wide organization representing not only the bus operators, but the travel industry in Maryland. We represent the business and governmental interests of private bus companies operating in Maryland.

Access the professionals who contribute \$766 million to Maryland's hotels, entertainment venues and restaurants. Contact your Naylor account executive!

Membership Directory and Resource Guide

Net Advertising Rates

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

Full-Color Rates

1x

Double Page Spread	\$3,409.50
Outside Back Cover	\$2,959.50
Inside Front or Inside Back Cover	\$2,749.50
Full Page	\$2,279.50
1/2 Page	\$1,569.50
1/3 Page	\$1,389.50
1/4 Page	\$989.50
1/6 Page	\$889.50
1/8 Page	\$619.50

Black-and-White Rates

1x

Full Page	\$1,399.50
1/2 Page	\$919.50
1/3 Page	\$709.50
1/4 Page	\$539.50
1/6 Page	\$429.50
1/8 Page	\$339.50

Special Advertising Section:

Travel Marketplace



By participating in this special section, you can highlight your destination and its value to our members. This opportunity is an economical way to showcase your company in full color to the people you want to do business with.

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

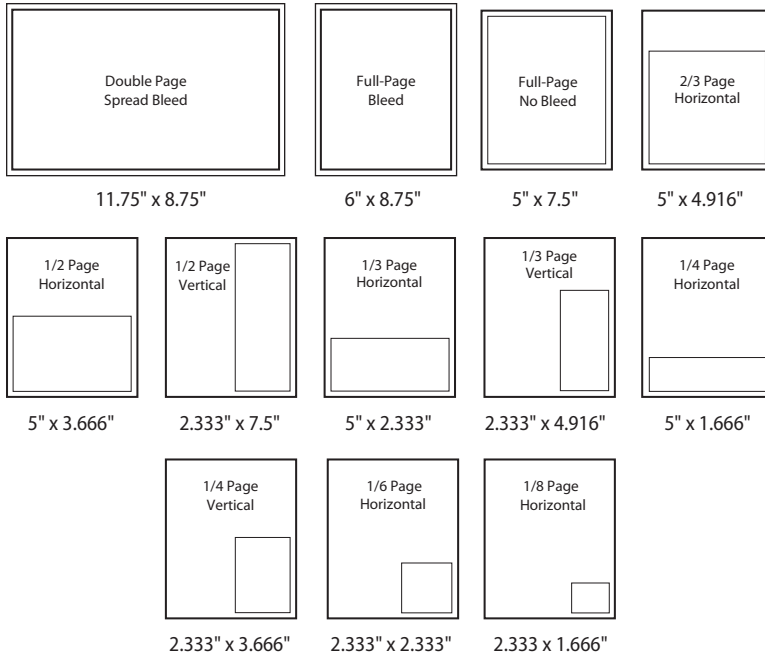
Rates as of 7/17

NAYLOR 
 ASSOCIATION SOLUTIONS

Membership Directory and Resource Guide

Print Advertising Specifications

Roster Trim Size: 5.75" x 8.5"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

DPS Live Area: 10.75" x 7.5"
Full Page Live Area: 5" x 7.5"

Specs for Outsert/Inserts

Roster

- 1 Pg / 2 Surface 5.75" x 8.5"
- 3 Pg / 6 Surface 5.75" x 8.5"
- Postcards 6" x 4.25"
- Heavy Card Stock Insert 5.25" x 8.25"
- Postal flyersheets 5.75" x 8.5"

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com

Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

Membership Directory and Resource Guide

Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- | | |
|---|--|
| <input type="checkbox"/> Accommodations | <input type="checkbox"/> Historic Houses |
| <input type="checkbox"/> Attractions | <input type="checkbox"/> Hotels & Conference Centers |
| <input type="checkbox"/> Attractions & Shopping | <input type="checkbox"/> Hotels/Inns/Resorts/Lodging |
| <input type="checkbox"/> Attractions/Symphony | <input type="checkbox"/> Insurance |
| <input type="checkbox"/> Bus Driver Training | <input type="checkbox"/> Insurance Brokers |
| <input type="checkbox"/> Bus Maintenance | <input type="checkbox"/> Magazines |
| <input type="checkbox"/> Bus Manufacturers & Sales | <input type="checkbox"/> Manufacturers |
| <input type="checkbox"/> Bus Manufacturers & Suppliers | <input type="checkbox"/> Museums |
| <input type="checkbox"/> Bus Parts | <input type="checkbox"/> Museums - Historical |
| <input type="checkbox"/> Bus Sales | <input type="checkbox"/> Museums - Science |
| <input type="checkbox"/> Bus Sales/Service & Leasing | <input type="checkbox"/> National Parks |
| <input type="checkbox"/> Bus Service & Maintenance | <input type="checkbox"/> Racetracks & Gaming |
| <input type="checkbox"/> Casinos & Resorts | <input type="checkbox"/> Receptive Tour Operators |
| <input type="checkbox"/> Chambers of Commerce | <input type="checkbox"/> Restaurants |
| <input type="checkbox"/> Coach Upholstery | <input type="checkbox"/> Shopping Centers/Outlets |
| <input type="checkbox"/> Convention & Visitors Bureaus | <input type="checkbox"/> Specialized Entertainment |
| <input type="checkbox"/> Cruises & Private Charters | <input type="checkbox"/> Theaters |
| <input type="checkbox"/> Destination Marketing Organizations | <input type="checkbox"/> Thoroughbred Racing/Slots/Video |
| <input type="checkbox"/> Dinner Theaters | <input type="checkbox"/> Tour Companies |
| <input type="checkbox"/> Entertainment | <input type="checkbox"/> Tours |
| <input type="checkbox"/> Factory Outlets | <input type="checkbox"/> Train Excursions/Tours |
| <input type="checkbox"/> Ferries, Cruises & Tours | <input type="checkbox"/> Transportation Upholsterers |
| <input type="checkbox"/> Financial/Leasing | <input type="checkbox"/> Travel Planners |
| <input type="checkbox"/> Group Sales | <input type="checkbox"/> Trips & Adventures |
| <input type="checkbox"/> Group Tours - Entertainment Packages | <input type="checkbox"/> Other: _____ |
| | _____ |
| | _____ |

One free listing with any size ad. Additional listings are \$20 each. No limit. Please list new categories on this sheet.

_____ **Additional Categories X \$20 = \$** _____

Initial: _____ **Date:** _____

Membership Directory and Resource Guide

Past Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with MMA and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of MMA.

ABC Companies
All Duty Repairs
Babe Ruth Birthplace & Museum
Basilica of the National Shrine of the Immaculate Conception
Bird in the Hand Family Inn & Restaurant
Calvert Marine Museum
Chesapeake Bay Maritime Museum
Colony South Hotel & Conference Center
Country Inn & Suites by Carlson
Days Inn Inner Harbor
Diefenbunker: Canada's Cold War Museum
Eastern States Exposition
Elvis Presley's Graceland
Fire Museum of Maryland
Harrisburg Area Riverboat Society - The Pride of the Susquehanna
Havre de Grace Decoy Museum
Holiday Inn Inner Harbor
Johns Hopkins University Museums
Johnson & Towers
Meet AC
National Aquarium
National Harbor
New Windsor Conference Center
Newseum
Rainbow's Comedy Playhouse
Resorts Casino & Hotel
Rice Tire
Riverside Center Dinner Theater
Rocky Gap Casino and Resort
Sault Ste. Marie Convention & Visitors Bureau
Seneca Niagara Spa Hotel & Casino
The 28th Street Pit and Pub
The Capital Wheel at National Harbor
TIB Transportation Insurance Brokers
Toby's Dinner Theatre
Tropicana Casino
Turning Stone Casino Resort
U.S. Naval Academy
Visit Frederick

