

NEW YORK GUIDE & MAP

M U L T I L I N G U A L • M U L T I M E D I A



ENGLISH
SPANISH
FRENCH
GERMAN
ITALIAN
PORTUGUESE
CHINESE
JAPANESE
KOREAN

PRINT • MOBILE • DIGITAL

OUR MULTIMEDIA ADVERTISING INCLUDES:

- **Your Content Marketing Editorial in 9 languages**
- Location shown on appropriate maps
- Website: vgp.com Smartphone: vgp.com/mobile Tablet: vgp.com – all in 9 languages
- Connecting advertiser Facebook page to overseas social media networks

US Department of Commerce states each international visitor spends up to 5 times more than domestic one. This means the purchasing power of 15 million international visitors who came to New York last year equals 75 million domestic tourists!

Embracing new innovations in media technology and building the social network between the visitor and your business

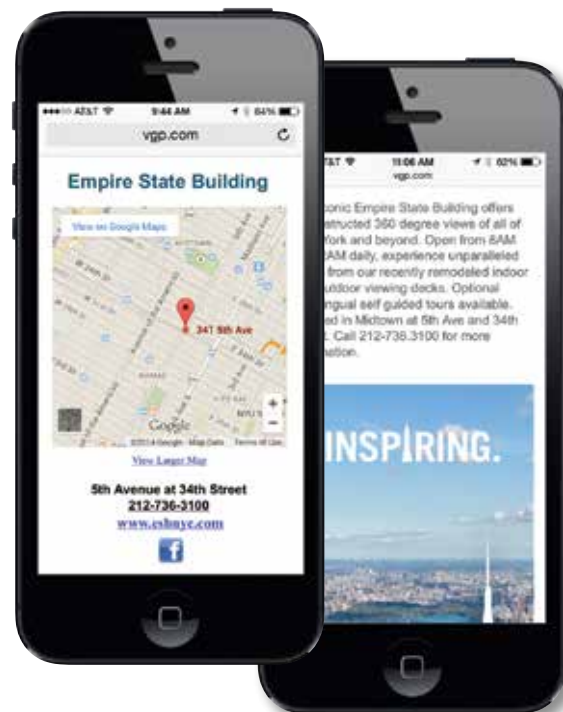


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OUR SMARTPHONE APP vgp.com/mobile
5 EASY STEPS TO YOUR DESTINATION



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NOW OFFERING ADVERTISER SPECIFIED
YOUTUBE VIDEO INTO OUR MOBILE AD-LISTING

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VIDEO REQUIREMENTS:

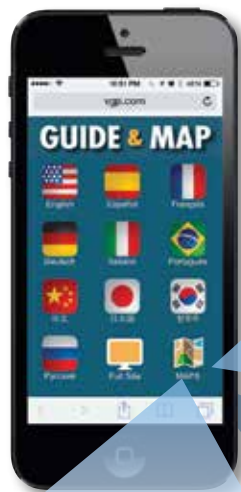
Provide your video-link from YouTube or Vimeo
For example see ad-listing of

- One World Observatory
- NY Water Taxi
- Sullivan County
- Circle Line
- Lower Manhattan
- Hornblower
- Jazz at Lincoln Center
- Museum of Natural History

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M U L T I L I N G U A L • M U L T I M E D I A

DOWNLOADABLE MAPS FROM
WEBSITE: vgp.com • SMARTPHONE: vgp.com/mobile



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Today, with new media technologies our “market capture” has dramatically increased, first with our website (www.vgp.com) since 1995, then with our iPhone Web App (www.vgp.com/mobile) and now with our new iPad eGuide (www.vgp.com/eguide) – all in 9 languages. All of our new media distribution channels are on all covers of our guides, which act like a virtual billboard.

DISTRIBUTION CONDUCTED BY CTM WEEKLY IN NEW YORK CITY HOTELS

Fitzpatrick Manhattan
Lombardy
Omni Berkshire Place
Renaissance Hotel 57
Omni Berkshire
POD
NY Palace
Doubletree Metropolitan
The Benjamin
The Maxwell NYC
Intercontinental NY Barclay
Roger Smith
The Lexington Radisson
Vanderbilt YMCA
Fitzpatrick Grand Central
Seton
Courtyard Marriott 5th Ave
W Tuscany
70 Park Avenue
U Hotel 373 5th Ave
Murray Hill Marquis
The Avalon Hotel
HGU New York
Morgans New York
The Kitano Hotel NY
Hotel Chandler
The Redbury New York
The Hotel @ NY City
Clarion Park Avenue
Hotel Deauville
Park South
The Evelyn
Marcel
St Marks Hotel
Holiday Inn Lower East Side
Gramercy Park Hotel
Washington Square Hotel
Soho Grand
The Standard
Windsor Hotel

Mr. C Seaport
Marriott Downtown
Hotel 91
Marrakesh Hotel
Days Inn Hotel Broadway
On The Ave
Beacon Hotel
YMCA West Side
Mandarin Oriental
JW Marriott Essex House
Helmsley Park Lane
Salisbury Hotel
Hilton Grand Vacations
La Parker Meridian
Blakely
Park Central
Hilton Times Square
Wellington
Shoreham Hotel
Dream Hotel
Ameritania Hotel
Dave's New York
Hilton New York
Warwick
The London NYC
Sheraton New York
Manhattan at Times Square
Michaelangelo
Hampton Inn Manhattan TSQ North
Novotel New York
Amsterdam Court Hotel
Crowne Plaza TSQ
Mayfair Hotel
The Time New York
The Gallivant TSQ
Renaissance New York TSQ
Sanctuary Hotel NY
Doubletree TSQ
Econo Lodge TSQ
Marriott Marquis

Paramount Hotel
Broadway @ Times Square
Kimpton Muse Hotel
Cassa Hotel NY
Hotel St. James
ROW NYC
Night Theater District
Sofitel New York
The Hotel @ Times Square
The Algonquin Hotel TSQ
The Iroquois New York
AKA Times Square
Travel Inn Hotel
Courtyard NY Manhattan
Distrikt Hotel NYC
Staybridge TSQ
Fairfield Inn TSQ
Magnuson Convention Center Hotel
Manhattan Broadway Hotel
Americana Inn
Comfort Inn Midtown West
Fairfield Inn by Marriott
Hotel Pennsylvania
The Gregory Hotel
Hilton Garden Inn NY
Hilton Garden Inn TSQ
Radisson Martinique
Stanford Hotel
La Quinta Manhattan
The NY Manhattan Hotel
Wolcott Hotel
Life Hotel
Hampton Inn
Hilton NY Fashion 26
Heritage Hotel NYC
Gem Hotel Soho
Trump International Hotel
The Leo House
Intercontinental TSQ

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DISTRIBUTION THROUGH ESSENTIAL VISITOR POINTS

- NYC Information Center at Macy's Herald Square
- NYC Information Center South Street Seaport Pier 15
- Bloomingdale's Concierge Desk
- Saks 5th Avenue Ambassador Concierge Desk - 611 5th Avenue
- South Street Seaport Museum
- Staten Island Ferry Information
- Chinatown Kiosk
- Downtown Alliance
- Union Square Partnership
- Lower East Side Visitor Center
- Dave & Buster's
- NY Water Taxi
- Manhattan Mall
- Jacob Javitz Convention Center
- Gray Line / NY Sightseeing Visitor Center

AIRPORTS

JFK Travelers Aid Welcome Center
Terminal 4

LAGUARDIA Central
Terminal B

NEWARK International Airport
Main lobby desk

PARTNERSHIP INFORMATION CENTERS

- Grand Central
- 42nd and Madison Avenue
- 42nd and Park Avenue
- Penn Station / Amtrack level info desk @ 32th and 7th Ave
- NY Port Authority office @ 625 8th Ave.

*Some locations may operate on a seasonal basis.

OTHER POINTS

- Vander YMCA
47th Street and 2nd / 3rd Avenue
- YMCA of Greater New York
- Jazz Hostels:
Jazz on The Park 36 W 106th Street
Jazz on Columbus Circle 940 8th Ave

DISTRIBUTION THROUGH TOUR OPERATORS *

- ATI (Americantours International)
- AlliedTPro (Tour Professionals)
- Convention Tours Unlimited, Inc.
- ICS (International Cargo Systems Inc.)
- Americalia (French Tour Operator)
- TOURCO
- JTB (Japanese Tour Operator)
- Kintetsu International Travel Consultants
- Certified Chinese Group Tour Planners

*Distribution by request only

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CURRENT ADVERTISING RATES

ADVERTISEMENT SPACE:	SPECS: Fractional & Decimal	ANNUAL COST:
Quarter Page	3 11/16" x 4 3/4"	\$ 10,190
Half Page (horizontal)	7 7/8" x 4 3/4"	\$ 18,190
Half Page (vertical)	3 11/16" x 10"	\$ 18,190
Full Page	7 7/8" x 10" live area	\$ 32,990
Full Page Cover (page 1)	8 5/8" x 11 1/8" bleed size	\$ 39,400
Back Cover (half page vertical)	3 11/16" x 10"	\$ 36,200

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