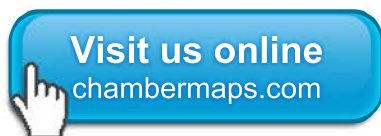


“For a quarter century, Target Marketing has been the leader in Chamber of Commerce publishing.”



This file is intended to show samples and help you see what's available.

For More Information



Click to view samples:

- ➔ Business Cards
- ➔ Panel Ads
- ➔ Maplocator
- ➔ Cartography
- ➔ Project Layout



Project Layout

A standard fold-up map that starts 4" x 9" and unfolds to be roughly 2' x 3'.



1. 4" x 9" folded street map.



2. When first opening the map, the first seen left & right panels are visible.



3. Like an accordion, the map unfolds showing the remaining display ads.



4. Showing panels only.



5. The map unfolds lengthwise where we see the street index, area map and business card ads.

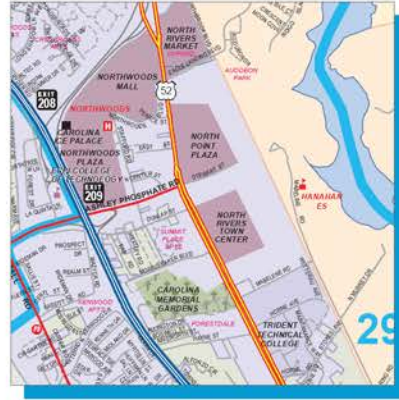
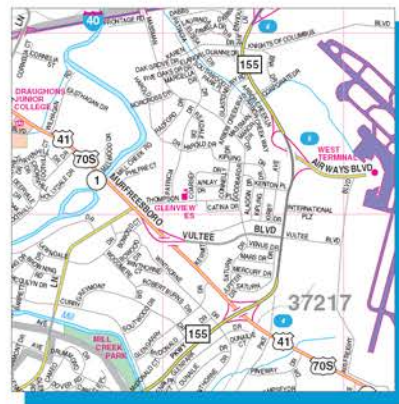


6. Completely unfolded about 2' x 3'.



Cartography

Our custom cartography using the most current GIS based representation of the community and surrounding areas. The most accurate & detailed map of the region.



Maplocator

Target Marketing has created an interactive online counterpart increasing exposure by as much as 800%. Users are able to pan and zoom, find area attractions, search business directories, get street level detail directions and find those areas that most mapping options miss or don't have updated.

Each participating member receives the Maplocator ad FREE of charge.

The screenshot displays the Maplocator web application. The main map shows a portion of downtown Dallas, including the West End Historic District, El Centro College, Middle College, Founders Square Park, Pioneer Plaza, Pioneer Cemetery, and the Dallas Convention Center. A red line highlights a specific route. A pop-up window for 'Texas Federal Credit Union' is visible, providing contact information and a link to the website. The sidebar on the right contains several sections: 'Related Maps and Links' with links to the Dallas Regional Chamber, Dallas Regional Map, and Downtown Fort Worth Map; 'Select Businesses by Category' with a list of categories including Accounting & Auditing Services, Advertising, Apartments, and Asphalt; 'Click here to sort alphabetically' with a list of businesses including SB International Inc., Sheraton Hotel - Dallas, Southwest Securities Inc., Spire Realty Group LP, Springhill Suites Dallas Downtown West End, Tex, Texas Federal Credit Union, and Thanks-Giving Square; and 'Points of Interest' with a list including Maya Angelou HS, Dallas Museum of Art, Greater Dallas Chamber of Commerce, Dallas World Aquarium, and Baylor University Medical Center.



Business Cards

Bordering the map itself, arranged alphabetically by category, we offer full-color business card sized display ads utilizing your choice of pictures, logo, artwork and more. We can even design the ad for you at no additional cost!

Single Card Ad
3.25" x 1.75"
\$349

Double Card Ad
3.25" x 3.50"
\$599



Panel Ads



MAP & BUSINESS CARD ADS

Back Cover
\$4000

STREET INDEX &
POINTS OF INTEREST

Full Panel
\$1500



Half Panel
\$1000



target marketing

Price List

Display Ads:

Price

Free Maps

Benefits

Back Cover

\$4,000

200

First Seen Left

\$1,500

150

First Seen Right

\$1,500

150

- First ads seen when the map unfolds
- Complimentary business card ad included
- Extra supply of maps
- Full panels receive banner ad on online counterpart

Business Card Ads

Single Business Card

\$349

20-25

Double Business Card

\$599

20-25

Laminated Wall Map

\$69

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