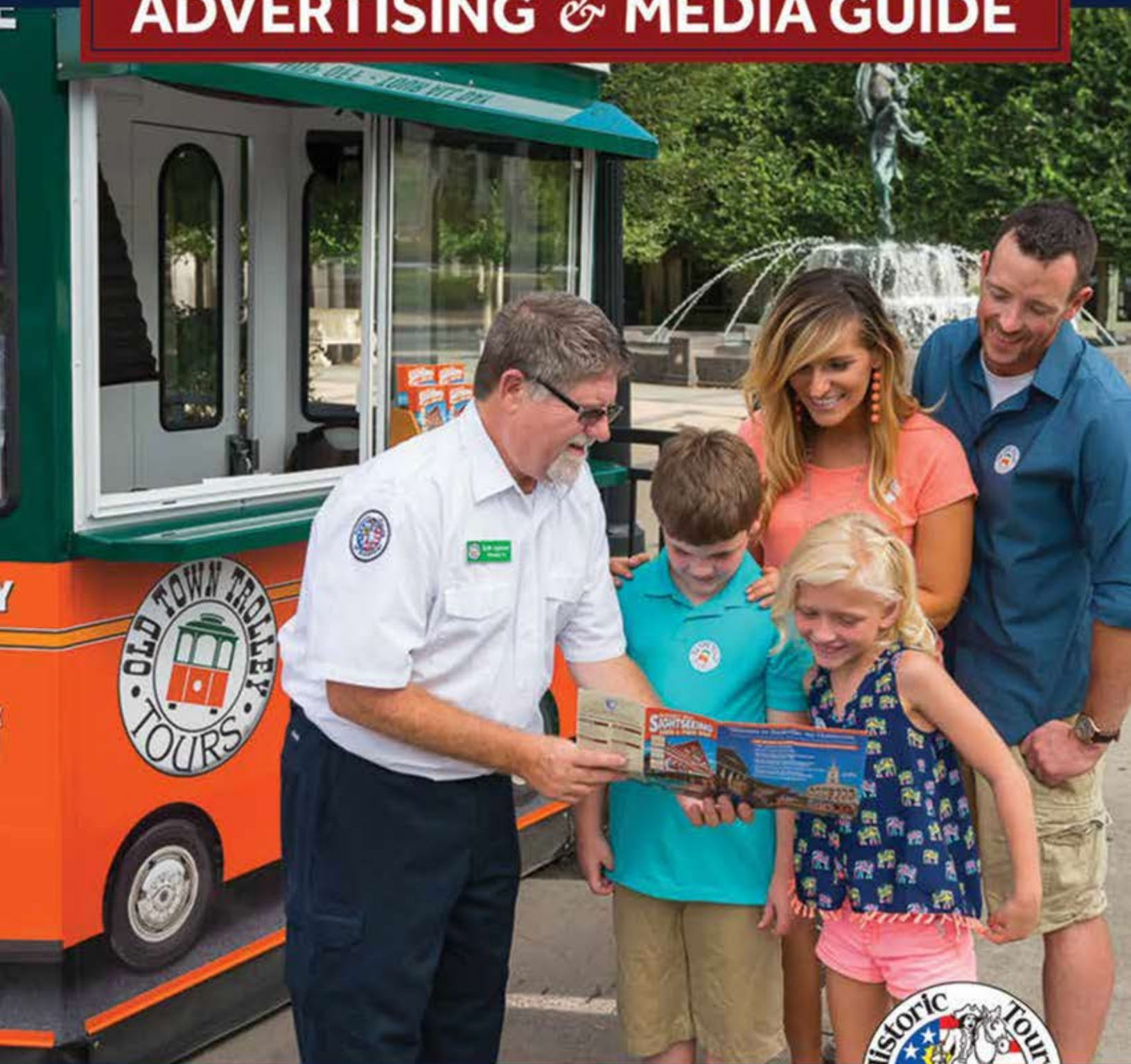


HISTORIC TOURS of AMERICA.

# ADVERTISING & MEDIA GUIDE



FREE MAP ADVERTISING | COUPONS | VEHICLE WRAPS | WEBSITES

## KEY WEST'S LARGEST SIGHTSEEING COMPANY

HISTORICTOURS.COM



# Key West Free Map

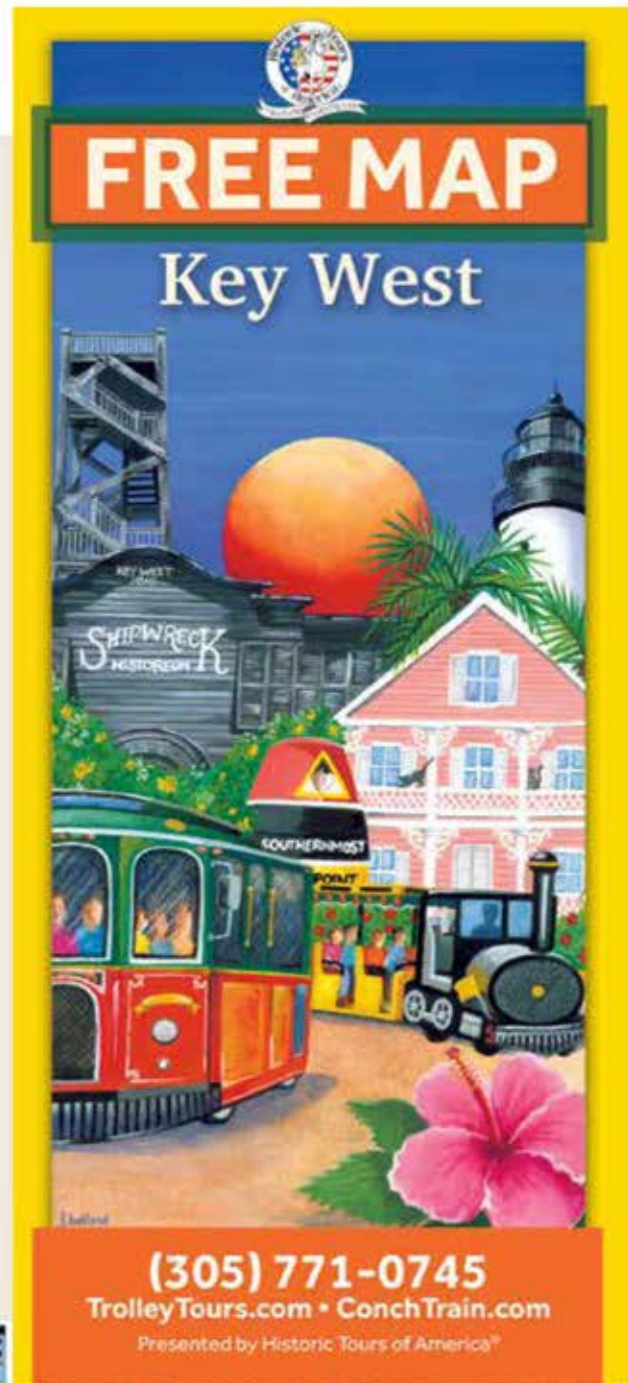
**Contract Duration:** 12 months

**Distribution:**

- Personally handed out to all guests aboard the Old Town Trolley or Conch Tour Train.
- All Cruise Ship passengers onboard our outer mole shuttles
- Over 125 F.P.I.S Brochure Distribution spots, which includes areas of Key West and the Florida Keys.
- Eighteen CTM Distribution centers in Miami-Dade County which includes Greater Miami Hotels, North Miami Hotels, Miami Rental Cars and profile on all our digital boards.
- Eight Florida Turnpike Service Plazas
- The three official State of Florida Welcome Centers located on I-95, I-75, and I-10.
- In over 200 racks around the island including INFO Key West and Key West Keynection displays.

**BONUS:**

- Four Complimentary Historic Tours of America tour tickets.
- Web listing on [www.trolleytours.com](http://www.trolleytours.com), on things to see on our tour route.
- Complimentary (3) month listing on our site [www.mallorysquare.com](http://www.mallorysquare.com)
- Seven different ad sizes to choose from.
- Locator dot on the map.



Map Inside



Map Outside

All art production is at the client's expense. Please inquire about cost.  
Discounts are available in conjunction with other Historic Tours of America advertisement opportunities.

# Conch Train Coupons

Discount coupons are the most popular and cost effective means of advertising. They are measurable, easy and best of all, a steal! Whether you decide to participate on the Conch Tour Train coupon sheet, you will tap into the lucrative tourist market for they personally get handed out to every guest that boards our sightseeing vehicles.

Single Space (Actual Size) - \$575



Double Space (Actual Size) - \$875



Available in Horizontal. See our Specs Page for details.

Triple Space (Actual Size) - \$1,200



Purchase of the entire back panel of the coupon sheet!  
\$3,500

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Coupon Sheet Example



# Trolley Vehicle Back Wraps

THINK BIG and make an impact with Old Town Trolley Tours, moving messages. The Old Town Trolleys tour 15 miles each tour and travel the entire island including high visibility areas as Old Town, New Town, North and South Roosevelt Boulevards, where they are seen by tourists and locals. Cut through the clutter in advertising and stand out among the best. Old Town Trolley Tours is everywhere you want your message to be!

6 months: \$500/vehicle per month

12 months: \$400/vehicle per month

(Available on all trolleys)

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# Our Specs 2016-2017

<b>FREE MAP ADVERTISEMENT</b>	<b>WIDTH</b>	<b>HEIGHT</b>
Single Space	3.75"	2.75"
Double Space (horizontal)	5.75"	2.75"
Double Space (vertical)	3.75"	4.25"
Triple Space (horizontal)	7.75"	2.75"
Triple Space (vertical)	5.75"	3.75"
Full Panel	3.75"	8.75"

<b>CONCH TRAIN COUPON</b>	<b>WIDTH</b>	<b>HEIGHT</b>
Single Space	1.5"	1"
Double Space (horizontal)	3"	1"
Double Space (vertical)	1.5"	2"
Triple Space (horizontal)	4.625"	1"
Full Panel (back)	varies	varies

## TROLLEY BACK WRAPS

Please call for details

## Contact Us

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fax: 305-294-0900

### Mailing Address:

201 Front Street • Key West, FL 33040

### Billing Address:

P.O. Box 1237 • Key West, FL 33041



## AD SUBMISSIONS

**Preferred format for camera-ready ad submission is a PDF.** Files must be CMYK, have a resolution of 300 dpi or higher, and must have all fonts embedded. PDF documents created using the "PDF/X-1a" is strongly recommended. Although we do our best to ensure color accuracy, Historic Tours of America is not responsible for incorrect output of color or the color correcting of ads if a color-match proof is not provided.

## FILE TRANSFER

**E-MAIL:** Ads can be submitted via e-mail to the following addresses: [psmith@historictours.com](mailto:psmith@historictours.com) or [mmunoz@historictours.com](mailto:mmunoz@historictours.com)

Please keep in mind that our e-mail system can only accept files that are less than 10MB.

**DROPBOX** For files that are larger than 10MB, you can send it via [dropbox.com](https://www.dropbox.com). Our accounts reflect our emails above.

## SHIP DISKS (CD OR DVD) AND MATERIALS:

Historic Tours of America, Inc.

Marketing Department

201 Front Street (Suite 224) • Key West, FL 33040

## CREATIVE SERVICES

Historic Tours of America's art department will provide professional and creative ad design assistance, layout, typesetting, and preparation of electronic files to display advertisers, for coupons only. Photo images must be at least 300dpi. We accept the following formats: .tif, .eps and .jpg. Images from the Web or embedded in a Word document will not be accepted. Photographs to be scanned by Historic Tours of America must be larger than 3" x 4.5".