

CHICAGO & MILWAUKEE VISITOR FUN MAP

2024/25

attractions • entertainment



CHICAGO & MILWAUKEE MAP 2024/25

Ad Materials Deadline: April 29, 2024

Ad Specs:

- Full Panel 3.25" w x 8" h
- Half Panel 3.25" w x 3.75" h
- Quarter Panel 3.25" w x 1.75" h

Ad Package Includes:

- Full Color Display Ad (design assistance available upon request)
- Map Locator dot showing your location on the map

Distribution Network Includes:

- Milwaukee Hotels
- Milwaukee Attractions
- Lake Express Terminals
- General Mitchell International Airport
- Milwaukee Intermodal Station
- Milwaukee Local Businesses
- Chicago Hotel Network
- Chicago Attractions Network
- Chicago Union Station
- Interstates 94, 80 & 88
- McCormick Place
- Midway Airport
- O'Hare Rapid Transit Terminal
- Chicago Local Businesses

AUDIENCE

The Chicago & Milwaukee Visitor Fun Map is distributed at over 500+ locations with geographic coverage targeting drive market and in-market visitors during the peak travel months.

Travelers select a map from one of 500+ CTM distribution locations with intention... wanting recommendations from local experts to make informed decisions on where to go and what to do for fun in Chicago & Milwaukee.

In addition to your ad, your business is on the map with a locator point anchored to your exact location when visitors are planning travel routes and itineraries.

VALUE

Map ads are budget-friendly. Regardless of the ad size you choose, your campaign includes printing, distribution, and exposure over an entire travel season.

Travel maps, guides and brochures have an extended marketing life.

73% of visitors report sharing brochure information with others.

34% share them **with three or more** people.

68% hold on to their print for the duration of their visit or beyond.*

CONFIDENCE

Maps are often the first moment of discovery for your business and drive visitors directly to your website and social media accounts.

70% of visitors use travel brochures, visitor maps or guides for their trips; even with access to digital technology.*

Chicago Skyline

Chicago Crime Tours

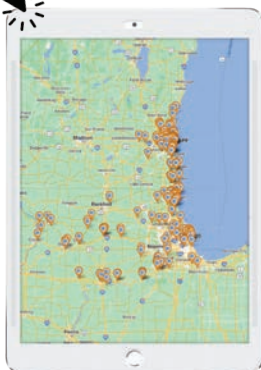
The Bean



Maggie Daley Park



CLICK
Our Interactive
Distribution Map



SCAN
to Learn
More!



* Source: 2022 Research undertaken by Visitor International in conjunction with Bentley University Center for Marketing Technology

For more information and to reserve your space call (630) 936-4755