CHICAGO & MILWAUKEE

VISITOR FUN MAP

2025/26

attractions • entertainment

Chicago Skyline ▼ *Chicago Crime Tours* ▼ *The Bean*

▼ *Maggie Daley Park*

CHICAGO & MILWAUKEE MAP 2025/26

Ad Materials Deadline: April 11, 2025

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

CLICK
Our Interactive
Distribution Map

SCAN
to Learn
More!

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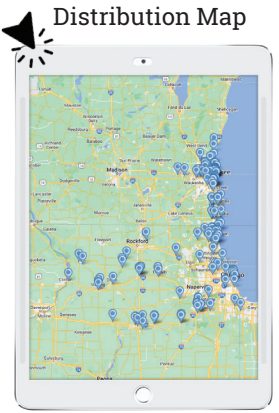
* Source: 2022 Research undertaken by Visitor International in conjunction with Bentley University Center for Marketing Technology

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

CTM MEDIA GROUP   **visitorfun.com**