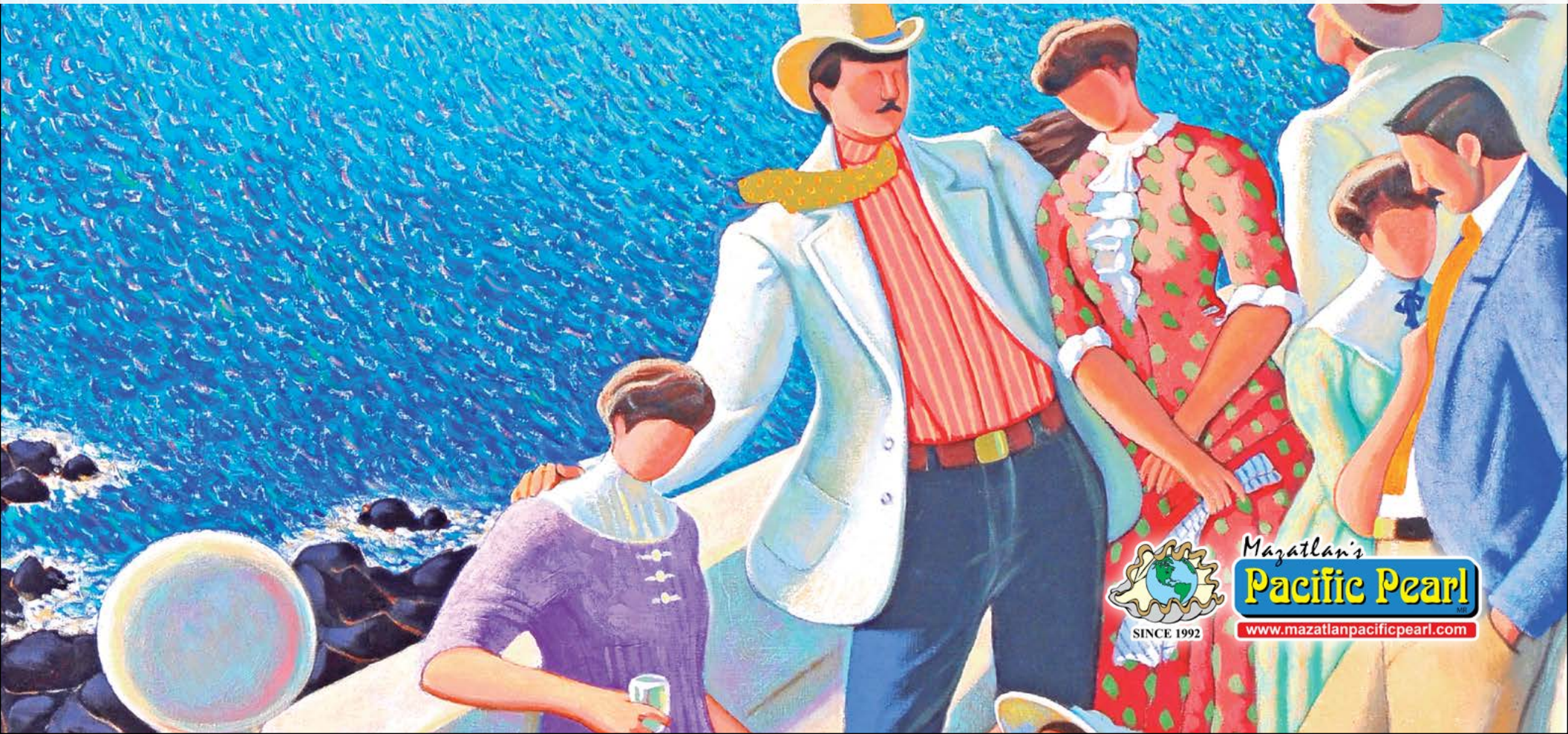


# TOURIST *map*

MEDIA KIT 2022



Mazatlan's  
**Pacific Pearl**  
[www.mazatlanpacificpearl.com](http://www.mazatlanpacificpearl.com)



**2<sup>nd</sup>**  
EDITION

**5,000**  
PRINTED COPIES

**+100\***  
DISTRIBUTION POINTS AROUND  
MAZATLÁN

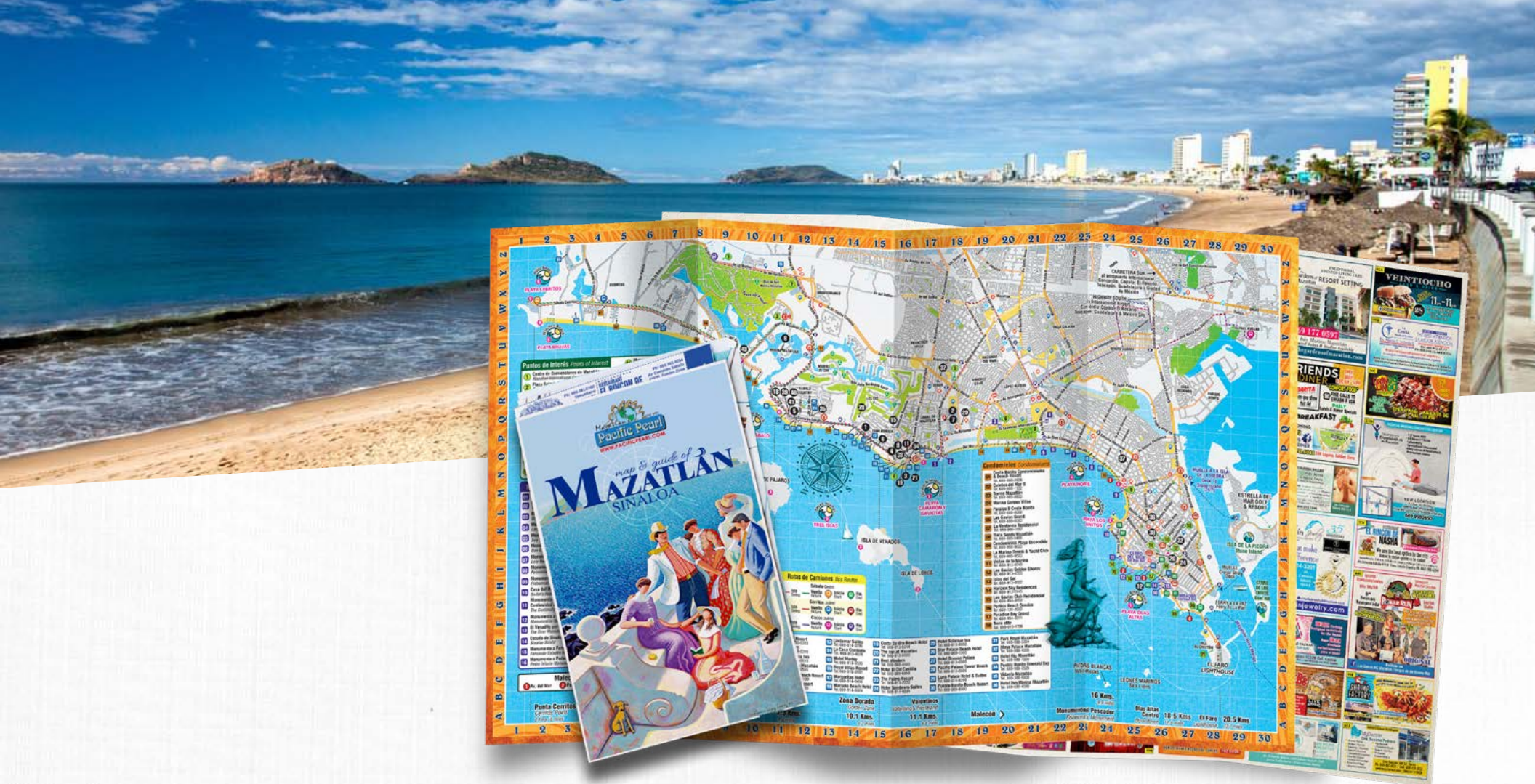
*\*The distribution points may change without prior notice..*

**230,000**  
MONTHLY [PACIFICPEARL.COM](https://www.pacificpearl.com)  
PAGEVIEWS ONLINE

**1.6** MILLION BASE  
VISITORS PER YEAR







## Mazatlán's Pacific Pearl Tourist Map

**Mazatlán's Pacific Pearl** has designed and printed the Official Pearl's Tourist Map, an attractive full-color map with information about Mazatlán's businesses, tourist attractions, and historic sites.

Advertising in Mazatlán's Pacific Pearl Tourist Map is the most cost-effective way to reach a targeted, market over an extended period of time. Town maps are heavily used by tourists, visitors, new residents, and travelers, among others.

Now, in addition we offer a printed map of Mazatlán as well as a digital version.



# editorial concept

## Free Display Ad

When you advertise in the **Mazatlán's Pacific Pearl Tourist Map**, you get a Free Display Ad inside our website in the Tourist Map section that redirects our readers to your Business Website or Facebook Page.

**Once a Year edition** in bond paper, full color on both sides with a final size of 54 cm x 85 cm.

Our map is the FIRST form of advertising that newcomers or visitors are exposed to; and because people refer to our map over and over again, your advertising gets repeated exposure, insuring name recognition in your market.

- Essential information such as emergency telephones.
- Hotels and condos Directory.
- Bus Routes.
- Points of interest of Mazatlán.
- Flight Time References.\*
- Location of Supermarkets, churches, hospitals, gas stations, consulates, and more.



## Distribution

**5,000 copies** of the printed map will be available at all major visitor locations in Mazatlán and beyond. Drop points will include restaurants, diners, bars, hotels, resorts, tourist attractions, and more.

## Backpage Map

If you own a business in Mazatlán, this **Full-page Map** will help tourists find you.



\*Subject to space





The bread and butter of the **Mazatlán's Pacific Pearl Tourist Map: the coupons.**

You can still use “coupons” to drive clients through your door by encouraging the behavior you want to see.

***Mazatlán's Pacific Pearl Tourist Map,***  
display the Name and location of the hotels and  
bed&breakfast on the map for *Free.*  
***Now you can purchase an extra!***



**Place an ad** at the front of the map.

They are great for businesses that want to reach more clients. People spend a lot of time hunting down a particular place but with a **free** locator dot on the map plus your ad, possible clients can easily find you, so you'll get plenty of exposure.



# Coupon ADVERTISING

A **Coupon** is the powerful, cost-effective way to grow your customer base, increase sales and drive brand awareness.

Be present on your customer's mind by purchasing a coupon on our **Mazatlán's Pacific Pearl Tourist Map**.

Coupons are only available to businesses who have already purchased ad space in the map. Only 10 spaces available.

- 5,000 printed copies that will be inserted and distributed within the Tourist Map.
- Printed on both sides: English and Spanish.
- The validity of discount coupons must be for a minimum of 9 months to 1 year or longer.

**\$1,500<sup>00</sup>**  
PESOS

size



5cm

3.4cm





Guided  
ADVERTISING

Free

**22** Playa Mazatlán Hotel  
ph. 669-989-0555  
hotelpalayamazatlan.com

**23** Playa Mazatlán Hotel

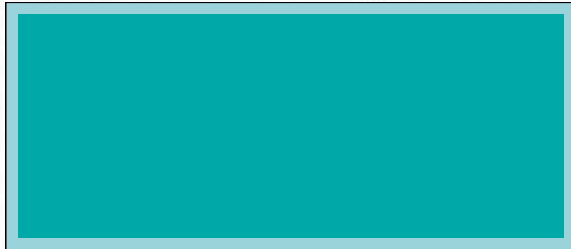
**\$500 pesos**

- Business name
- Phone number
- Webpage or Facebook Page



# advertising sizes (width x height)

**Safe area for text:**  
5 mm from the actual  
ad (*all the text must be  
inside this line*)



## **SINGLE SIZE**

**Ad:** 10 cm x 5 cm

**Safe Area:** 9.5 cm x 4.5 cm



## **DOUBLE SIZE**

**Ad:** 10 cm x 10.5 cm

**Safe Area:** 9.5 cm x 9.5 cm

## **SPECIFICATIONS**

- PDF and JPG files are preferred by all print ad submissions.
- Must meet PDF/X-1a standards.
- Convert all images to CMYK color.
- Flatten all graphics.
- Images should be 300 dpi.
- Bitmapped graphics should be 1200 dpi.
- Do not embed ICC profiles in your images.
- Do not use any font below 8 pts
- Do not use 4-color black type, only 100% black.
- Embed or outline all fonts.

## **DELIVERY OF MATERIALS:**

Email to: [sylviapacificpearl27@outlook.com](mailto:sylviapacificpearl27@outlook.com)





# *contact* ADVERTISING



## **PUBLISHER /EDITOR**

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editor@mazatlanpacificpearl.com

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