



Get more out of your membership

Over 450 member businesses are focused on Baltimore's Downtown business economic vitality. The *Downtown Partnership Annual Report and Membership Directory* is the single most effective way to drive your message downtown without having to commit to a frequency campaign.

Advertising here is the best way to announce your arrival and reinforce your brand familiarity to fellow members of the Downtown Partnership.

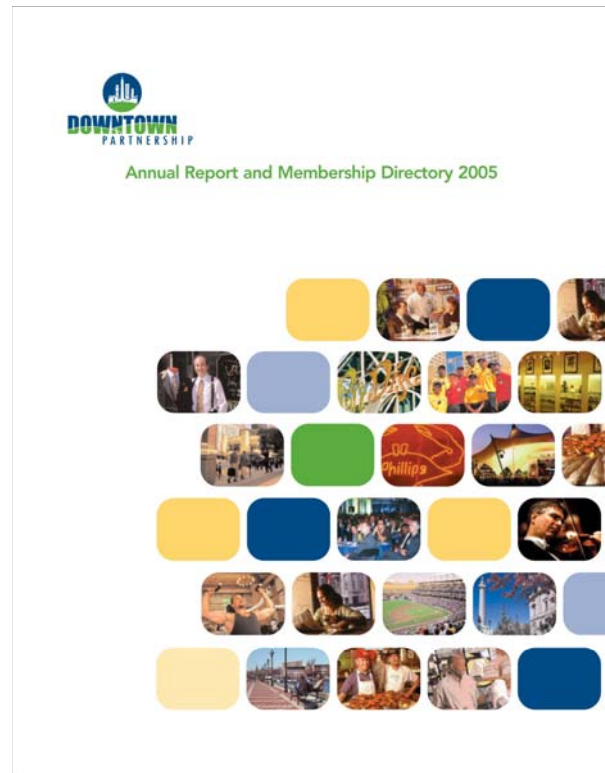
We have worked hard to make this reference tool work even harder for you!

In 2002 circulation increased to **2,500**.
In 2003 circulation expanded to **3,000**.
In 2004 circulation blossomed to **4,000**.
In 2005 we went **100% full color**.

Who reads The Downtown Partnership Membership Directory? The circulation list for the Directory is a veritable who's-who of professionals in Baltimore. The membership directory is your best resource to get your company's name and message in the hands of prospective clients. This directory is mailed to a minimum three primary decision makers at each member business. These are the people you want your message to reach.

- President/CEO/Owner
- Human Resources/Operations Manager
- Director of Sales/Marketing Director

*As well as distributed at member events to additional Baltimore professionals.



"Over the past year I have personally seen that the increase in distribution has helped make this Directory a more powerful tool for Baltimore businesses. Members have approached me and told me how much they use this Directory and how helpful it is to their business"

-Kate McGraw, Membership Coordinator
The Downtown Partnership of Baltimore

Make your voice heard in Baltimore. Advertise in The Downtown Partnership Membership directory.

For information on advertising, contact:

2006 Membership Directory & Annual Report *Kris Galasso, 410-823-5790 ext. 10, kgalasso@genesispublishing.com*



DOWNTOWN **PARTNERSHIP**

Buyer's Guide Index Categories

Your business will appear under one of the following categories in the Buyer's Guide Index. Please indicate the category you would like on the Display Advertising Agreement.

Accounting
Advertising, Marketing & PR
Architectural
Association/Organization
Attractions/Museums
Banking
Charitable Foundation
City Agency
Colleges/Universities
Commercial Owner/Manager/Leasing Agent
Consulting
Courier, Mailing & Freight
Developer/Construction
Doctors & Professionals
Employment & Staffing Services
Engineering
Events/Facilities
Federal Agency
Financial Services
Fitness
Hospital
Hotels
Industrial Supplies, Manufacturing & Distribution
Information Systems
Insurance
Interior Design
Landscaping
Legal Services
Library

Local Agency/Counties
Maintenance & Cleaning
Multi-use Space
Nightclub
Office Products and Supplies
Parking Facility
Performing Arts & Theater
Primary/Secondary School
Print
Printing & Engraving
Production Company
Professional Development
Property Management
Publishing, Printing & Engraving
Radio
Recreation
Religious
Residential/Owner/Manager
Restaurants & Catering
Retail/Merchants
Security
Services
State Agency
Technology
Telecommunications
Television
Transportation
Travel Services
Utility

"Working with Genesis over the past couple of years on our Membership Directory has really been beneficial to both the Partnership and our members. They have really looked at the demographics of the individuals that use the directory, and tailored it to meet the needs of the business community. The piece gets better every year, and working with Genesis is a pleasure. Their team is creative, professional, and patient. Most importantly, they deliver a great product to our members "

Linda House Membership Services Manager Downtown Partnership

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Membership Directory Ad Rates

Deadline:

Ad Type	Size	2006 B&W Rates*	Renew by June 20 ^{th**}
1/6 Page Vertical	2 1/4 x 4 5/8	\$475	\$450
1/6 Page Horizontal	4 5/8 x 2 1/4	\$475	\$450
1/3 Page Vertical	2 1/4 x 9 1/2	\$700	\$675
1/3 Page Square	4 5/8 x 4 5/8	\$700	\$675
1/2 Page Vertical	4 5/8 x 7 1/8	\$1,000	\$950
1/2 Page Horizontal	7 1/4 x 4 5/8	\$1,000	\$950
Full Page	7 1/4 x 9 1/2	\$2,200	\$2,100
Inside Back Cover	7 1/4 x 9 1/2	\$2,500	\$2,500
Inside Front Cover	7 1/4 x 9 1/2	\$2,600	\$2,500
Outside Back Cover	7 1/4 x 9 1/2	\$3,250	\$3,150

**Non-members add an additional 20% to posted rates*

***Add Four-Color
to your Ad for only \$250!**

****Renew your ad by June 20th
and add color to it for just \$150!!**

Member-to-Member Marketing

Get the most out of your membership by implementing a member-to-member marketing campaign. Implement a special member offer that will kick-off in the Membership Directory and then be reinforced through a variety of online vehicles: the website, marketplace page and the monthly newsletter. Ask the Genesis team about getting more out of your investment.

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Get More from your Display Ad

Are you getting the most out of your advertising? The team at Genesis can get you the results you desire – not just in the Downtown Partnership Annual Report and Membership Directory, but in all of your print and collateral advertising and marketing ventures!

Genesis is specialized to work with businesses on a budget. If you have a small, understaffed or non-existent in-house marketing team, then we are the team for you!

Don't let a lack of internal resources prevent you from reaching your potential. Let the team at Genesis help you reach your company goals now!

Genesis provides a variety of services designed to help your business get noticed. Call 410-823-5790 today to discover how we can help you.

Advertising Design – we have been designing ads for publications for almost ten years and are specialized in identifying and reaching our target markets. By advertising in the Downtown Partnership Annual Report and Membership Guide, you are putting yourself in front of a select group of knowledgeable businesspeople in the downtown Baltimore area. Just placing an ad isn't enough – you need to be noticed! Let our team help you design the perfect ad for this publication.

Marketing Services – we are a team of skilled marketing professionals who look at your business as though it is a tender cocoon, capable of becoming a beautiful butterfly. You may be in a creative lull or in need of something new to spice up your current campaign. We will look at your total picture and make our recommendations based on your successes, your failures, and your goals. Not every solution works for every client, and rather than take a “cookie cutter” approach to marketing, we work to find a solution that fits you and your business.

As a member of the Downtown Partnership, Genesis is extending a special members-only discount on all marketing and design services ordered prior to June 20, 2006!

Our goal is to build your bank, not break it.

genesis
publishing & advertising

7600 York Road, Towson, MD 21204
410-823-5790



Designing Your Own Ad?

Genesis Publishing & Advertising requires ad materials to be supplied in electronic format. The detailed specifications on this page must be followed exactly. If the submitted files do not meet our specifications, the client will be contacted for revised materials. Advertising deadlines will be maintained throughout the process. If you have questions about sending electronic materials, please contact Ann DeSimone at 410-823-5790 ext. 12.

Files may also be submitted via E-mail. Contact your account representative for further instruction. Files should be compressed or segmented using Stuffit or Stuffit Deluxe, and should be saved as self-expanding archives.

Ad Production Checklist:

- Include all typefaces used (screen & printer)
- Include all linked & supporting art files
- All images should be CMYK, grayscale or bitmap. No other color modes should be used.
- Bitmap images should be saved as TIFF files with a resolution of 300-600 (save at 600 if graphic has fine detail).
- All other Photoshop files should be saved as EPS files with a resolution of 300.
- Do not use LZW compression when saving TIFFs
- When saving Photoshop EPS files, use "Binary" coding and make sure the "Halftone Screen" and "Transfer Function" boxes are NOT checked.
- No spot colors should be used in Illustrator files or placed art (convert colors to CMYK)
- Art should be sized accurately using Photoshop, then placed in Quark at 100% scale
- Type below 10 pt. should be 100% black in order to ensure legibility (small type should not be built from CMYK links), do not knock out type smaller than 12 pt from a black or screened background.
- All digital files should be accompanied by a hard copy proof. Four color ads must have a color proof
- All digital files must be accompanied by a disk menu showing all supplied files with the finished ad file highlighted or circled
- All media MUST be labeled with the name of advertiser, name of agency, designer or contact name, phone number, fax number and email address
- Materials should be sent to: Ann DeSimone, Genesis Publishing & Advertising, 7600 York Rd., Towson, MD 21204, adesimone@genesispublishing.com.

Acceptable Artwork

Acceptable Software Version:

QuarkXPress	3.3 or higher	QXD
Adobe Illustrator	6.0 or higher	Illustrator or EPS
Adobe Photoshop	4.0 or higher	EPS or TIFF
Adobe Acrobat	3.0 or higher	PDF

Acceptable Types of Media:

3.5" Floppy, Zip Disk, CD-R

Genesis DOES NOT ACCEPT:

Freehand, Pagemaker, Publisher, PC Quark

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DOWNTOWN PARTNERSHIP

Display Advertising Agreement

Advertiser/Client:

Billing is to the: client agency/other

Authorization: _____
 Title: _____
 Company: _____
 Address: _____

 City: _____
 State: _____ Zip: _____
 Phone: _____
 Fax: _____

This is a pre-payment publication: Invoices not paid in full by August 1, 2006 are subject to space forfeit.

Advertiser's Authorized Signature:

 Print Name: _____
 Date: _____

Account Manager's Signature:

 Print Name: _____
 Date: _____

Advertising Placement Request:

(Placement requests will be honored, but not guaranteed unless space guarantee is paid)
 Editorial Adjacency: _____

Buyer's Guide Index Category:

Please use the "Buyer's Guide Index Categories" form as a guide. Please select ONE category:

Please Select One:

Member of Downtown Partnership
 Not a member of Downtown Partnership*

We Are Ordering the Following:**

1/6 Page Horizontal
 1/6 Page Vertical
 1/3 Page Square
 1/3 Page Vertical
 1/2 Page Horizontal
 1/2 Page Vertical
 Full Page
 Inside Back Cover
 Inside Front Cover
 Back Cover

*Non-members add an additional 20%.

**All ads are black and white. Add an additional 150 for 4-color process.

Gross Space Charge:	\$ _____
Guaranteed Position:	\$ _____
Color Process:	\$ _____
Non-Member Fee (20%)	\$ _____
Total Gross Charges:	\$ _____
Less:	\$ _____
Total Net Charges:	\$ _____

This publication requires payment upon invoice. Invoices not paid in full by August 1, 2006 will result in space forfeit. Invoices beyond 30 days are subject to a 1 1/2% per month service charge until paid in full. If the account is referred to a collection attorney for any reason, Advertiser/Agency hereby agrees to pay a 25% attorney's fee plus any costs associated with collections. Any reductions to the "Total Gross Rate" are contingent upon receipt of payment within 30 days of the invoice date. I hereby acknowledge that I am authorized on behalf of the Advertiser to enter into this Agreement. I have read, understood, and agree to the terms and conditions of this Agreement. Agency discounts do not apply to this publication.

Please sign and return form to:

**Genesis Publishing & Advertising, 7600 York Rd.
 Towson, MD 21204, 410-823-5790, 410-823-5791 fax**