

Hapeville Association of Tourism and Trade  
700 Doug Davis Drive  
Hapeville, GA 30354

July 19, 2016

8:00PM

1. Call To Order

2. Roll Call

- Alan Hallman, Chairman
- Ruth Barr
- Michael Randman
- Joshua Powell
- Diane Dimmick

3. Approval Of Minutes

- March 15, 2016
- June 21, 2016

4. Public Comments On Agenda Items

5. New Business

5.1. Consideration And Action To Enter Into An Agreement With Atlanta Airport Publications LLC For Advertising In The Fall 2016, Winter 2016-2017, Spring 2017, And Summer 2017 ATL Guide Issues.

**Background:**

The HATT Board annually advertises in several publications. One of the most widely distributed and cost effective publications used annually is the ATL Guide. The Guide circulates widely in the ATL airport, hotels, Georgia welcome centers and various other outlets. In addition, they have a growing presence on the web and have even initiated the production of video ads as well. The cost of our ads (if paid promptly) is \$14,200. Due to our long-standing contract we receive a substantial discounted rate as well. The contract period covers all publications between the Fall of 2016 and the summer of 2017.

Staff recommends approval and requests authorization to have the Mayor Sign the contract. Should you have any questions, please contact the City Manager's Office.

Documents:

[NEW ATL LETTER FOR FALL 16.PDF](#)  
[ATL HAPEVILLE 2 PAGE CONTRACTFORM2016.PDF](#)  
[AAGSPECSFALL16.PDF](#)

6. Public Comments

7. Adjourn



Dear Advertiser,

The **NEW ATL Guide**, formally the *Atlanta Airport Guide*, is South Metro Atlanta's largest circulation magazine, printing up to 65,000 copies each quarter—reaching hotel visitors and people who live and work in South Metro Atlanta.

We are proud to be the magazine used by the Customer Service and Travelers' Aid desks plus other key locations at Hartsfield-Jackson Atlanta International Airport. *The Atlanta Airport Guide has been serving the Atlanta Airport Area for over 14 years*; we have a **NEW LOOK** but it is the same book with expanded sections and even more maps and information for visitors as well as local residents.

With the **NEW ATL Guide**, your advertising dollars reach more potential customers than ever. Over a million people per quarter visit Airport Area hotels; additionally, workers and residents pick up their copies from our racks in locations throughout the South Metro Area.

Important Distribution – exclusively in over 459 company rack locations including:

- All 166 Hotels in the Airport Area (Exclusively in over 8,800 rooms)
- All 12 Welcome Centers of the State of Georgia Tourism Department
- Hartsfield-Jackson Atlanta International Airport using over 18,000 per Quarter
- In the press kits for The Georgia International Convention Center
- Visitor Centers, Restaurants, Shops and Businesses, College Campuses, and Chambers of Commerce throughout ATL Airport area and South Metro Atlanta

Check out our **NEW Website** and our new mobile web for Smartphones by clicking on the **QR Code** below or visit us at [www.AtlantaAirportGuide.com](http://www.AtlantaAirportGuide.com). We continue to get thousands of unique visitors per month! Ask about our web specials.

Don't miss the chance to be in our Fall 2016 edition, coming out September 2<sup>nd</sup>, 2016. The deadline is August 1<sup>st</sup>, 2016.

Contact Mike Simpson or Ellen Surber: you can reach Mike at 770-403-1629 or [mike@AAP2000.com](mailto:mike@AAP2000.com) and Ellen at 404-767-7823 or [ellen@AAP2000.com](mailto:ellen@AAP2000.com)

Sincerely,

Ellen & Mike Simpson  
Publishers

Scan with QR  
code reader.



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[www.atlantaairportguide.com](http://www.atlantaairportguide.com)



# ATL

Your Guide to the Atlanta Airport Area

► Prices and Information

**Celebrating our 13th year with over 3,000,000 copies published. Up to 65,000 Printed Quarterly.**

[www.AtlantaAirportGuide.com](http://www.AtlantaAirportGuide.com)

We are the Guide that shows Visitors, Conventioneers, Airport Employees, and Residents what the area has to offer including: Hartsfield-Jackson Concessions, Dining, Maps of Cities & Counties with Local Information, Accommodations, Calendar of Events, Entertainment, Conventions, Shopping, Sports, Recreation, Amenities, Music, Transportation, Travel Planning, Attractions, and more!

## Reaching YOUR Potential Customers!

*Up to 65,000 magazines effectively distributed every Quarter*

*Reach Residents and Visitors in the Airport Area Effectively and Inexpensively.*

*Sending you business for 3 months each new issue!*

**We put the Atlanta Airport Guide Magazine where People will read it and use it - sending you customers!**

- ▶ **We are a mini-pocket billboard reaching Your Potential Customers right here in the Atlanta Airport Area** - We provide the magazine directly to over 1,000,000 visitors & residents every three months in 151 hotels and other rack locations.
- ▶ **We Reach Your Potential Customers before they even get here** - The State of Georgia Welcome Centers (all eleven centers at the state lines) use 8,000 copies per quarter. We're also in the Welcome Centers of Douglasville, Jonesboro, Morrow, Fayetteville, Peachtree City and Coweta County.
- ▶ **The Atlanta Airport Uses Us!** Hartsfield-Jackson Atlanta International Airport's Information Counter and Kiosks on the concourses use 15,000 copies per quarter.
- ▶ **Practically Everybody Uses Us!** Over 429 racks are prominently displayed in restaurants, shops, city government offices, private businesses, and hotel lobbies throughout the area.
- ▶ Georgia Department of Economic Development uses the Guide in its traveling Expo in the USA & worldwide.

**Seen by over One Million Visitors, Airport Workers & Residents Every Edition**

## It's more than just a magazine.

QR CODE advertising links your print ad to our mobile site and back to YOUR website.



- PRINTED MAGAZINE
- ONLINE/MOBILE MAGAZINE



## TAG ALONG FLYER - only 2 flyers per magazine

**Outstanding Value!**

**3.5 x 8.5 Full Color flyer**

**printed on high quality coated paper.**

Use as a part of your own mail campaign or as handouts at events.



## Call Mike Simpson 404-767-7823 for Advertising Information



**Publishers: Ellen E. Surber & Michael J. Simpson**  
ellen@aap2000.com Ofc: 404-767-7823  
mike@aap2000.com Cell: 770-403-1629  
**Publisher Emeritus: Charlie T. Nelson, Jr.**



**Production: Mike Nelson**  
Graphics@aap2000.com  
770-631-9159 x21

# Atlanta Airport Area Guide

## AD PRICES

Full Color Ads	1x Price	4x Price
Full Page	\$2,900 (per issue)	\$2,650 (per issue)
1/2 Horizontal	\$1,600 (per issue)	\$1,400 (per issue)
1/2 Vertical	\$1,600 (per issue)	\$1,400 (per issue)
1/4	\$1,000 (per issue)	\$800 (per issue)
1/6	\$800 (per issue)	\$600 (per issue)
1/8	\$700 (per issue)	\$500 (per issue)
1/10	\$350 (per issue)	\$250 (per issue)

Premium Full Color Ads	Price
Outside Back Cover	\$5,250
Inside Front Cover	\$4,600
Facing Inside Front Cover	\$4,600
Inside Back Cover	\$3,600
First Page of Gatefold Map	\$3,500
Last Page Facing Gatefold	\$3,500
Page Facing Dining Grid	\$2,950
Page Facing Hotel Map	\$2,950
Page Facing Restaurant Map	\$2,950
Page One of HJIA Section	\$2,950
Gatefold Ads	\$1,300

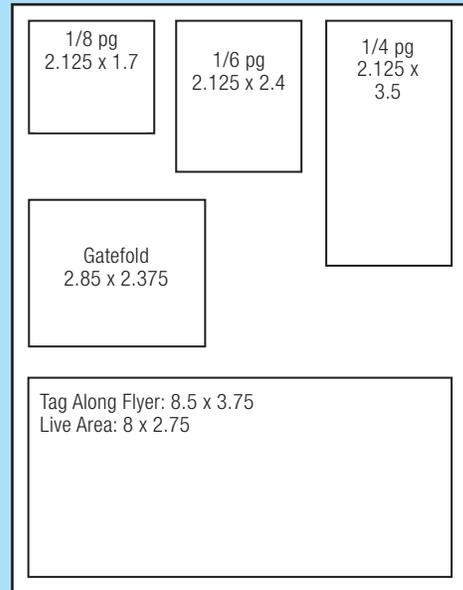
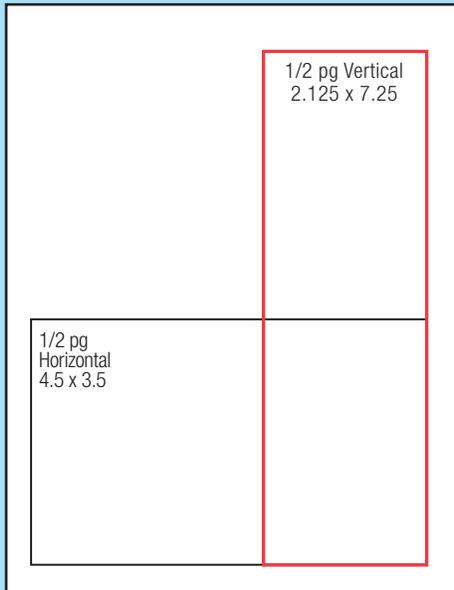
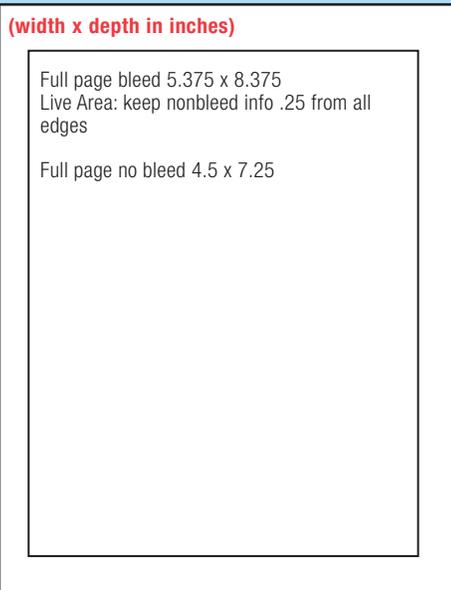
Deadlines	Sales	Furnished Ads	Distribution
Fall 2016 Edition	July 22, 2016	Aug 1, 2016	Sept 1, 2016
Winter 2015-16 Edition	Oct 21, 2016	Nov 1, 2016	Dec 1, 2016
Spring 2017 Edition	Jan 20, 2017	Feb 1, 2017	March 1, 2017
Summer 2017 Edition	Apr 21, 2017	May 2, 2017	June 1, 2017

### ONLINE: Now with FEATURED ADVERTISER web pages

All print advertisers receive a FEATURED ADVERTISER page on our website with: Company Name; short bio about company; image (can be jpeg of print ad); Address; Phone; google map; web link; facebook/twitter links. **Non-print FEATURED ADVERTISER RATE: \$300.**

**Banner Ads with hotlink to Advertisers Website: \$300/month**-minimum of 12 month contract -- available only to current magazine display advertisers. Limited space availability.

## AD SIZES & SPECIFICATIONS



Full Page Bleed.....	5.375 x 8.375	1/2 pg vert. ....	2.125 x 7.25	1/8 pg .....	2.125 x 1.7
Full Page .....	4.5 x 7.25	1/4 pg .....	2.125 x 3.5	Gatefold .....	2.85 x 2.375
1/2 pg horiz.....	4.5 x 3.5	1/6 pg .....	2.125 x 2.4	Tag Along .....	8.5 x 3.75

**TERMS OF PAYMENT:** Minimum 25% due with contract. Net 15 days after publication date. Cash Discount, 5%, must be paid, on a quarterly basis, one month prior to publication date. Make checks payable to Atlanta Airport Publications, LLC.

**FINAL TRIM SIZE:** Magazine is 5.375" x 8.375", all bleed ads should add an additional 1/4" on each side for final trim. No live copy within 1/4" of the trim. **PRINTING SPECIFICATIONS:** Process inks only; no PMS inks. PMS colors will be matched as closely as possible. **PRINTING PROCESS:** Heatset Web Offset **FURNISHED FILES:** CMYK Print Optimized PDF files are preferred. Adobe Indesign CS files are also allowable. Any files sent via email should also be faxed to show proper layout. Files should be sent to ellen@aap2000.com. 8MB maximum allowable for emailed files. Work as a result of incorrect layout is billable to customer.

**DISCOUNTS & COMMISSIONS:** Rate commissionable to recognized agencies on space, color and position charges

only. Cost of collection for delinquent accounts will be charged additionally. All payments due prior to publication. **ADVERTISING ACCEPTANCE:** Atlanta Airport Publications, LLC. reserves the right to reject any advertising considered by the publisher to be objectionable in subject, wording or appearance. Publisher may require proof of copyright material release.

**MATERIAL RESPONSIBILITY:** Advertisers are responsible to submit all ad materials (copy and artwork) by the published deadline. If available, the last insertion will be run if material is not received in time. In all events, the client is liable for contracted space.

**AD POSITIONING:** Ads are placed ROP at the discretion of the Publisher. No guaranteed positions except for premium positions.

**CREDIT CARDS ACCEPTED – VISA, MASTERCARD & AMERICAN EXPRESS**