

Visions of Slow Business Got You Down?

**GET IN ON *IN NEW YORK*'S 2008
"STAY ANOTHER DAY" PROMOTION
... AND GET INSTANT RELIEF!**

Twice a year—in January and June—*IN New York* magazine features special "Stay Another Day" advertorials promoting participating New York hotels to two critical guest audiences:

INTERNATIONAL TRAVELERS AND TRI-STATE CONSUMERS

With a photo and copy promoting your hotel's features and benefits, our multi-page "Stay Another Day" advertorials expose your property to more than 1.3 million *IN New York* readers.

PLUS

at no extra cost hotel advertisers receive valuable BONUS exposure through:

• **Advertising**

in our sister publications extend your visibility to more than THREE QUARTERS OF A MILLION international travelers **before they arrive and make their hotel decisions:**

... ***IN London:*** Participating NYC hotels will be featured in the Summer 2008 issue, distributed in-room at all of London's 4- and 5-star hotels.

... ***WHERE Paris:*** Participating NYC hotels will be promoted in a spread in the July 2008 issue, distributed in-room and at concierge desks at leading Paris hotels.

• **Mailing**

of the TWO "Stay Another Day" advertorials re-printed as heavyweight brochures to THOUSANDS of metropolitan New York area consumers.

• **Online Profile Page** which links with YOUR website.

• **Inclusion in our Monthly Consumer E-letter** blast to THOUSANDS of Tri-State consumers.

MVP | NY

IN NEW YORK MAGAZINE
WHERE® GUESTBOOK: NEW YORK
WHERE® MAGAZINE: NEW YORK
QUICKGUIDE: NEW YORK ITINERARIES
IN NEW YORK MAPS

MVP/NY is a Multimedia Publishing Division
of Morris Communications Company
10.17.2007

Published by MVP/NY. *IN New York* is BPA audited;
WHERE® is ABC audited.

Don't miss this creative and highly cost-effective promotional tool to get more heads in beds!

Call your *IN New York* account manager
Or Christine Mularoni today* at
212-636-2716.

***Deadline for the January 2008 issue is November 20, 2007.**