

**The Magnificent Mile is getting a new website!  
Take advantage of this complimentary listing opportunity  
and upgrade options.**



Are you getting the most of your exposure on [www.themagnificentmile.com](http://www.themagnificentmile.com)? Guests to our website spend an average of 8 minutes planning their visit to and within our great district. More than 2.6 million pages are viewed annually and many members report The Magnificent Mile website as a top-referring site for their business.

As a benefit of your GNMAA membership, you are provided a free listing and website link on [www.themagnificentmile.com](http://www.themagnificentmile.com). In addition to your complimentary listing, **add a photo for a nominal fee** to upgrade your exposure on our website. We are also offering banner advertising opportunities.

Visit [www.themagnificentmile.com](http://www.themagnificentmile.com) and review your listing. Please make any changes to your listing information in the space provided below. Maximize your exposure by choosing complimentary and fee-based upgrade options from the menu below.

Return this form to GNMAA via fax at 312-642-3826 or email to [mmapes@gnmaa.com](mailto:mmapes@gnmaa.com). Please allow up to two weeks for updates.

**CONTACT INFORMATION**

Please provide the following information for GNMAA Staff use. This information **will not be included** on the web site.

**Company Name:** \_\_\_\_\_  
**Contact Name:** \_\_\_\_\_  
**Phone Number:** \_\_\_\_\_  
**Fax Number:** \_\_\_\_\_  
**E-Mail Address:** \_\_\_\_\_

**COMPLIMENTARY LISTING FEATURES**

Your web site listing includes information necessary for consumers to find your business. Please visit [www.themagnificentmile.com](http://www.themagnificentmile.com) and ensure that your listing currently contains correct and complete information. If you need to update or add any information to your listing, please use the space provided below.

**Company Name:** \_\_\_\_\_  
**Address:** \_\_\_\_\_  
**E-Mail Address:** \_\_\_\_\_  
**Web Site Address:** \_\_\_\_\_  
**Phone Number:** \_\_\_\_\_  
**Fax Number:** \_\_\_\_\_

**SEE REVERSE FOR MORE OPTIONS**

**Please return completed form to GNMAA via fax at 312-642-3826.  
Questions, please contact Melanie Mapes at 312-344-2315 or [mmapes@gnmaa.com](mailto:mmapes@gnmaa.com).**

### COMPLIMENTARY COMPANY PROFILE

Take advantage of this opportunity to increase your web presence.

**Description:** Add a 50 - 75 word description of your business in your listing for FREE! Email description to [mmapes@gnmaa.com](mailto:mmapes@gnmaa.com). A properly written profile will provide clarity to your product or service, improve your search results and increase traffic to your site.

1. Start with a list of words that describe what your company offers.
2. Come up with a second list of terms and phrases that prospects would use to find you through an online search. Revisit the search engine optimization terms you used to develop your website.
3. Craft two or three succinct sentences incorporating the words and phrases. It's important to avoid vague, general thoughts.

### MAXIMUM EXPOSURE PHOTO UPGRADE OPTION

Maximize your exposure with a photograph. Select a key shot that best depicts the experience you offer.

**Photo:** Add a photo of your business to your listing for only \$100 per year. Photo must be no larger than 400 x 400 pix at 72dpi.

### MEETING & EVENT PLANNERS LISTING

**Meeting & Event Planners:** Designed to target meeting planners, tour operators and group travel planners, this section of our web site contains information pertinent to bringing a group to The Magnificent Mile district. There are two options to participate. Choose the option that best fits your needs and upon return of this form, you will be provided forms to create your listing. Additionally, the Meeting & Event Planners section features Suggested Itineraries. Do you have any suggested itineraries that you would like to include on our web site? Itinerary listings are complimentary with purchase of Meeting & Event Planners listing.

**Option 1:** Enhanced Listing with Photo for \$250 per year.

**Option 2:** Standard Text Listing for \$100 per year.

**Suggested Itineraries:** Yes, I have itineraries that I would like to include on the web site.

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**Please return completed form to Melanie Mapes via fax at 312-642-3826 or email to [mmapes@gnmaa.com](mailto:mmapes@gnmaa.com). Questions, please contact Melanie Mapes at 312-344-2317 or [mmapes@gnmaa.com](mailto:mmapes@gnmaa.com).**