

Central Illinois

Travel Guide Project Brief

Anthony Albers

Overall Objective

The objective of my publication is to help road trippers and those who live in the Midwest find activities and little-known locations during the summer.

Audience

- My audience is **both men and women** between the ages of **21-30** who live **in the Midwest (or travels through the Midwest)**
- My audience has at least a high school degree and makes about \$40,000 a year.
- My audience is **single or married** who have **no** children and practices no particular religion.
- Members of my audience would read **National Geographic** and would watch **the Discovery Channel**.
- Online you will find my audience on **Instagram** and **Facebook**.
- In their spare time my audience **road trips, travels, visits museums** and **often records their adventures on social media**.

VALS Result

According to my VALS survey report my audience is primarily **Experiencers**

Their qualities include:

- Want **everything**
- Are **first in** and **first out** of trend adoption
- Go against the current mainstream
- Are up on the latest fashions
- **Love physical activity** (are sensation seeking)
- See themselves as **very sociable**
- Believe that friends are extremely important
- Are **spontaneous**
- Have a heightened sense of **visual stimulation**

Your VALS™ Type

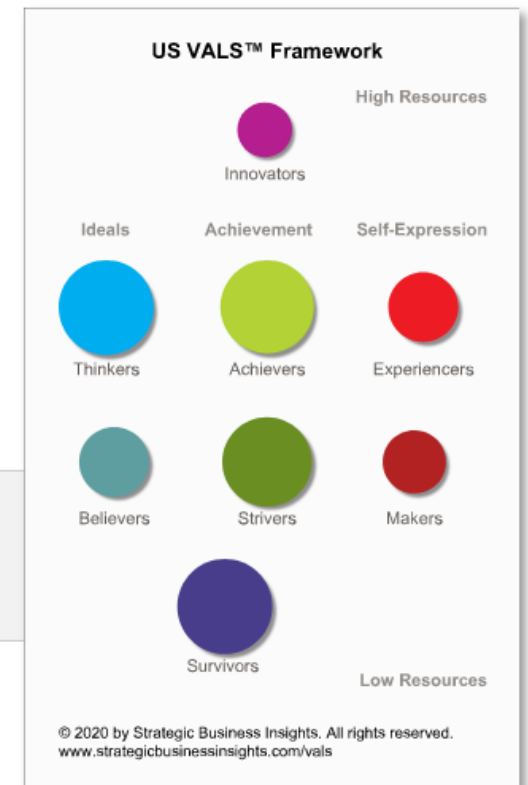
Primary Type: Experiencers

Secondary Type: Innovators

Your primary VALS type means that you are most like the [Experiencers](#) consumer group. Your secondary type—the group you are next most like—is [Innovators](#).

Your primary VALS type represents your dominant approach to life. The secondary type represents a particular emphasis on the dominant approach.

Fatigued by boring marketing? Get a boost by making a big impact on the right customers (and ditch the others). **To stir the pot, [contact us](#).**



Defining the Audience

Why have you chosen to target this audience?

The audience, which is typically younger, loves adventures and experiences, but without a wealthy income, they will generally do more road trip vacations.

What do the VALS survey results tell you about your audience?

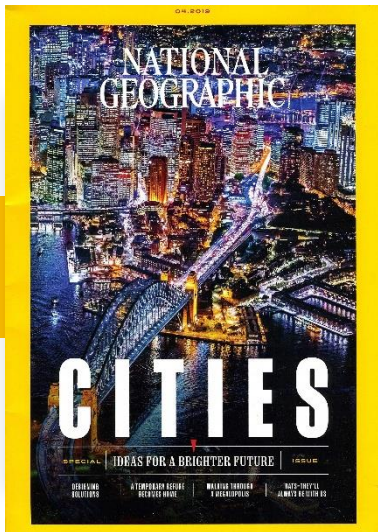
The VALS survey results say that the audience are Experiencers; they desire to try new things, are quite social, and are very spontaneous. The audience loves a good adventure.

How will your publication reflect the qualities associated with your audience?

This publication will reflect the qualities of the audience through targeting road tripping stops and experiences as well as giving the audience the best hidden adventures in the Central Illinois region.

Competitor One: National Geographic

- What I like
 - Grid-like Design
 - Wide audience
 - Provides valuable historical and travel information
- What I dislike
 - Covers too many topics
 - Lack of visual interest at times
- Differences in this publication
 - Will includes many visuals
 - Be more focused and centralized in just a few topics



EDITORIAL CALENDAR 2020 | STORY DESCRIPTIONS

NATIONAL GEOGRAPHIC'S ORIGINAL JOURNALISM FOCUSES ON CORE TOPICS SUCH AS SCIENCE AND INNOVATION, ADVENTURE AND EXPLORATION, CRITICAL ISSUES, CULTURE, AND THE NATURAL WORLD.

JANUARY
Special Issue: FUTURE OF MEDICINE |
Future of Women's Health
 Zuzanna Czarna, a former G20 physician and now an executive producer and writer for the ABC series, "Grey's Anatomy," looks at the state of women's health and wellness.
Pain
 Scientists are just now starting to understand how the brain experiences pain and to explore the genetic basis for why people experience pain differently.
World's Healthiest Diet
 "Blue Zones" author Dan Buettner will look at what researchers have learned about why certain foods help us live longer, healthier lives.
Microbiome
 Research into our microbiome is rapidly revolutionizing our understanding of the vital role the 40 trillion bacteria in our intestines and elsewhere play in our physical and mental health.

FEBRUARY
COVER: CLOUTIERA SLAVE SHIP |
 After a year-long search by marine archaeologists, the schooner Cloutiera—the last known ship to bring enslaved Africans to America's shore—has been discovered in a remote area of Madagascar. Movie producer Bradley Pitt will direct a new movie about the ship's discovery.

American Prentice
 Today the "American Prentice" is one of the fastest disappearing areas in the American West due to climate change and hunting. This story looks at the efforts of the American Prentice Reserve to create a 3-million-acre fully functioning ecosystem.

Modern Beauty
 Beauty standards are at once a celebration of femininity and a target of conformity. This story will document voices as they re-examine the complex pressures of modern beauty standards, especially with the added pressures created by the internet and social media.

MARCH
COVER: END OF TRASH |
 Invasive and invasive species. But humans have thrown a monkey wrench into the elegant equation. We've innovatively extract resources from one part of nature, transform them into consumer goods and services, and dump the waste in a place where it's not better than a resource. The solution, some people say, is to make our economy more like a natural ecosystem.
Chibok Girls
 Five years after girls in Chibok, Nigeria were captured by the militant group Boko Haram, the girls and their families are trying to put their lives together. Of the 214 Chibok students kidnapped, 19 are still missing. Five years after the abduction, Nigeria still wonders where are the girls?
APRIL
COVER: SPECIAL ISSUE: EARTH DAY @ 50 | TWO PARTS, TWO FUTURES: The Good and the Bad
 Each story will be a high-level, easy-to-read, documented with an expansive graphics package and accompanied by a special photo gallery and animation. The stories will form a narrative that defines the moment and the planetary choice.
Earth's Last 50 Years
 We've seen a half-century of progress and damage. Since 1970, as the human population has expanded, leaving environmental destruction going and altering climate for generations to come. At the same time, the number of people living in extreme poverty has plummeted, and people are living much longer.
Earth Today & Future Dwell
 Between past and future, Nat Geo presents a time capsule of 2020—a portfolio of photographs capturing the beauty of Earth today and what's being lost.
JUNE
COVER: WWI ANNIVERSARY | Women and Migration
 A team of women photographers from The Everyday Project will document how migration impacts women worldwide, and show the massive scope of how social, economic, political, and climate issues, among others, are pushing and pulling women from their homes.

Contact partnerships@natgeo.com for information on advertising opportunities.

MISSION

TRAVEL WITH PASSION & PURPOSE

Backed by a powerful heritage of more than a century of exploration, global experts, and signature photography, *National Geographic Traveler* attracts the most readers — **9.7 million*** — driven to explore the world. At National Geographic, we believe that travel transforms lives. Our unique content, tools, and global expertise empower people to **DREAM. PLAN. GO. SHARE.**

*Source: Q1, M3 Fall 2018

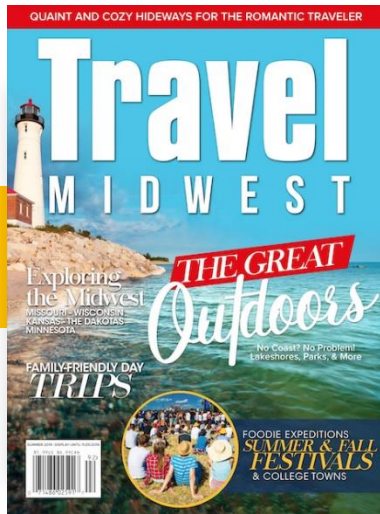
TOTAL AUDIENCE PROFILE

NATIONAL GEOGRAPHIC
 RATE BASE: 2,250,000
 2019 SPRING MRI

	(People)	% COGN	% SW	REACH
Adults				
Total	27,959	100.0	11.2	100
Men	15,317	54.8	12.7	115
Women	12,642	45.2	9.5	87
Age Median: 47.5 years				
18-24	3,648	13.0	12.4	110
25-34	4,934	17.3	10.8	96
35-44	4,441	15.9	11.0	98
45-54	4,058	14.5	9.7	86
55-64	4,702	16.8	11.3	100
65+	6,277	22.5	12.5	111
(1/18-2/19) Gen Z	2,445	8.7	15.2	117
(3/18-7/19) Millennials	8,455	30.3	10.9	97
(1/18-9/18) Gen Xers	4,741	17.0	9.7	86
(3/18-10/18) Boomers	8,553	30.6	12.1	108
(1/18-9/18) Pre-Boomers	2,735	9.8	11.6	103
Income Median: \$72,295 Mean: \$1,843,963				
HH \$100,000+	8,711	34.7	11.2	100
HH \$50,000+	5,096	18.2	11.7	104
HH \$200,000+	2,407	8.8	11.8	105
HH Net Worth \$M+	3,351	12.1	15.6	121
Education				
Att./Grad. College+	18,938	67.7	12.8	112
Bachelor's Degree+	10,428	37.3	15.2	117
Post Graduate Degree	4,250	15.3	14.9	132
Occupation				
C-Suite/Top Management	1,508	5.4	14.2	127
Top Management	1,312	4.7	13.9	124
Managers/Professionals	7,562	27.0	12.0	107
High Risk/Prof. ops	2,548	9.1	9.8	87
Prof./Related occup.	5,014	17.9	13.6	121
Household Composition Median Home Value: \$209,421				
Own Home	18,093	64.7	11.0	98
Married	14,057	50.4	10.7	95
Kids in HH	10,115	36.2	10.7	95
Influentials*	2,872	10.3	19.4	173
Super Influentials**	1,054	3.9	22.9	204

*10+ years of education, 100K+ net worth
 **10+ years of education, 500K+ net worth
 Source: MRI, 2019 Spring Report © 2019, All rights reserved.

Competitor One: National Geographic



- What I like
 - Great color usage
 - Some abstract design
 - Central theme, message, and information provided
- What I dislike
 - Some difficult to read text
 - Fonts all over the place
- Differences in this publication
 - Usage of only 2-3 fonts per page
 - More focused region
 - Audience will be targeted with far lower income

BRAND OVERVIEW



Projected Audience: 231,800
51 Readers per copy

Newsstand:	91,800
Web:	70,000
Digital:	45,000
Social Media:	25,000



▶ Total: 231,800

The strongest advertising combination is traditional print and digital.

AD Awareness Index

Internet Users	170
Magazine Readers	141
Newspaper Readers	121
Radio Listeners	101
TV Viewers	56



Print Ads featuring a web address are three times more likely to drive readers to their website.

MISSION STATEMENT



Travel Midwest Magazine is the go-to media source for all things food & travel within the region. Our goal is to provide readers with interesting, accurate, and up-to-date content, perfect for helping them plan their next Midwest adventure. From family-friendly outdoor activities and daytrips, to award winning resorts and headline-worthy social events, Travel Midwest makes the most of every season.

READER PROFILE



Audience Snapshot

Female Readers	57%
Male Readers	43%
Median Age	47

Average Household Income	\$70,744
Median Home Value	\$197,224
Own Homes	81%
4-Year Degree	66%

Travel Midwest Magazine reaches a committed audience of avid adventurers, foodies, and travel enthusiasts, both regionally and in out-of-state markets, that all have special interest in what the Midwest has to offer. By blending cutting edge design with our informative, yet stimulating editorial, Travel Midwest is able to accurately and effectively present reader-friendly content to a niche market.

Aharoni 72 - Head

Dubai 28 - Sub-Head

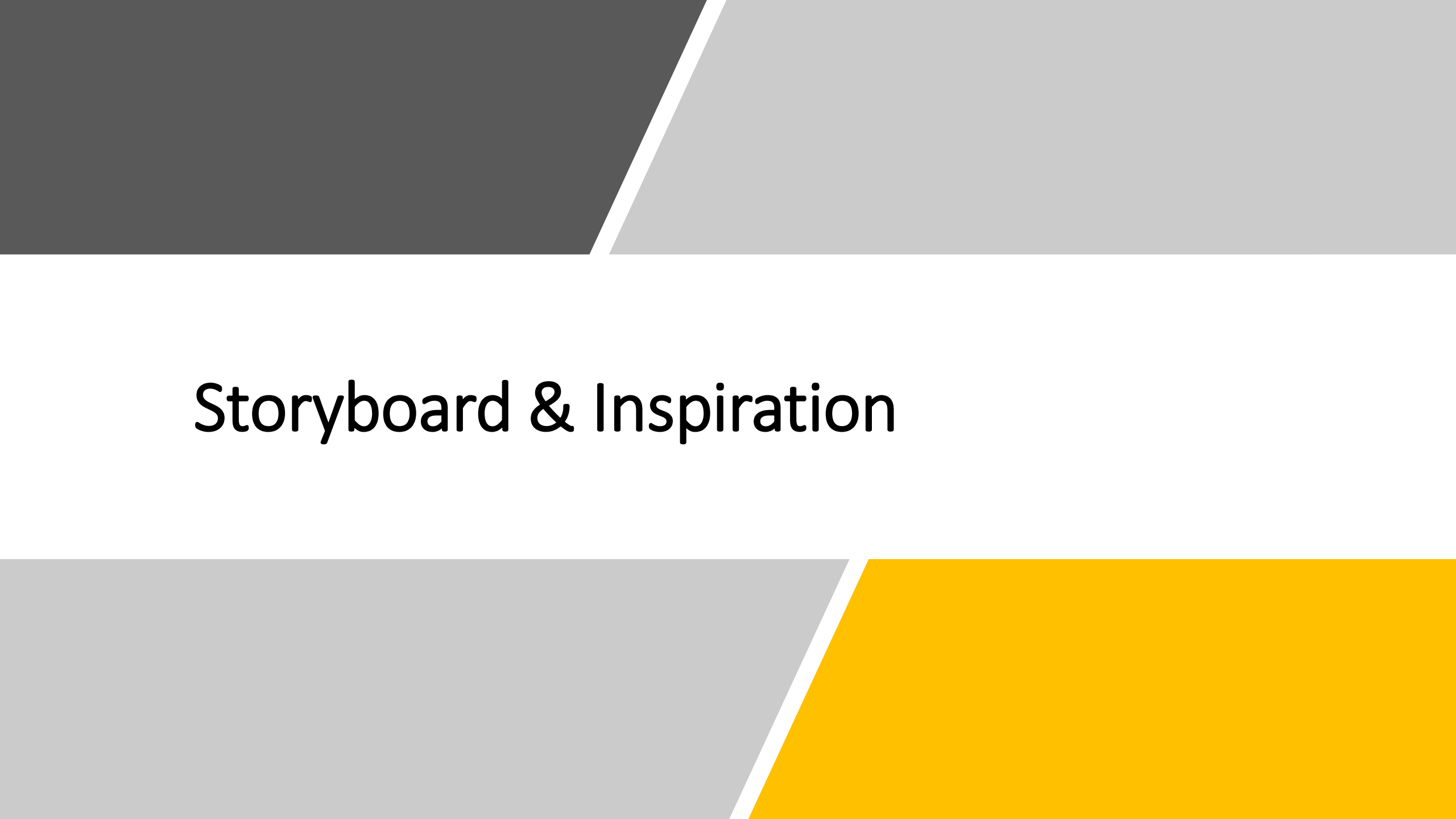
Sitka Text 12 - This is body copy, this is body copy, this is body copy

Color Scheme



Hexadecimal Numbers #6C8C26 #707329 #A6681C #8C3F23 #D9D9D9





Storyboard & Inspiration

Storyboard

(16) (L) Back Cover	1 (R) Front Cover	2 (L) Welcome Letter	3 (R) Table of Contents	4 (L) General Info	5 (R) Timeline
6 (L) Map	7 (R) Map	8 (L) Landmarks	9 (R) Attractions	10 (L) Recreation	11 (R) Recreation
12 (L) Entertainment	13 (R) Food	14 (L) Hotel	15 (R) Top 10		

Storyboard

- Back Cover



Back Cover

- Full bleed
- Graphic Element/Photo – Shows mastery in the use of the graphic software exploring an independent tutorial
- Credit

- Front Cover



Front Cover

- Original Title - Masthead/Title
- Publication Logo
- 3 Teasers
- Date
- At least one graphic element with credit - fits the theme - demonstrates advanced editing techniques - not simply pasted on the front

Storyboard

- Welcome Letter



Welcome Letter

- Headline, Subheads
- Publication Logo
- Two graphic elements per page (minimum, demonstrates advanced editing techniques - layer masks, blending, use of gradients, good use of space)
- Photo/Image Credit(s)
- Includes Contact Info (email, phone, social media)
- 200-500 words - Letter style, signed by area "official"

- Table of Contents
- (Extra Credit)

Spring Issue
2010

Contents



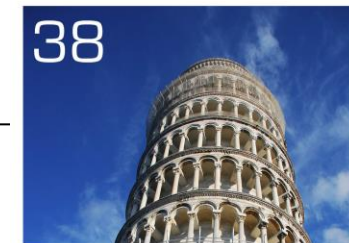
Feature
8 How to travel and not get robbed
We'll teach you the do's and don'ts of traveling safely abroad.



24 7 Secret beaches of the world
38 The 17 Best cities to visit this spring

Mediterranean Spotlight

13 How to eat like a local on a budget
Ever wanted to eat out without breaking your wallet?
18 Travel well, eat great
28 Return to the Renaissance



European Excursion & More

34 Life in the Florida Keys
A look into the life, food, and atmosphere of the Florida Keys.
54 Bologna: the food capital of Italy
60 Restaurants and Cafés

Table of Contents

- Headlines, Subheads
- Publication Logo
- At least three graphic elements (demonstrates advanced editing skills)
- Includes entry for publication elements (Welcome letter, general info, timeline, ent/rec, food, hotel, top 10, map) and page numbers correctly correspond to page placement

www.exursionnow.com

Storyboard

• General Info



General Info

- Headline, Subheads
- Publication Logo
- Infographic Style "Shows - Not Tells" - 6 elements/statistics represented graphically, with custom individual graphics (Language, currency, climate/weather, population, What the area is known for, recommended packing list)
- Photo/Image Credit(s)

• Timeline



Timeline

- Headline, Subheads
- Publication Logo
- Timeline Style - 5 events (Date, Image, body text)
- Photo/Image Credit(s)

• Entertainment

EMERGING DESTINATIONS

When pondering where to take your groups once it's time to expand their horizons, consider these five United States cities, selected by SYTA member tour operators as the Top Emerging Destinations for student travel.



ATLANTA, GEORGIA

Whether your students are fans of scoring a touchdown and testing their agility skills on a 45-yard indoor football field, excited to step behind the scenes of the first 24-hour news network, eager to escape to an underwater paradise, or want to taste-test a variety of flavors of a popular soft drink found around the world, **Atlanta** delivers in a big way. Sensory-friendly options are easily found in the capital city of the Peach State, while sites integral to the civil rights movement and its leaders round out the experience

and provide opportunities for remembrance and reflection.

BALTIMORE, MARYLAND

There's much buzz in **Baltimore**, a maritime city with nautical roots situated at the top of the Chesapeake Bay. Behind-the-scenes adventure and hands-on discovery in the subjects of science, art, sports, and African American history abound at area museums, while performance opportunities in the historic Inner Harbor and workshops with a Grammy Award-winning symphony provide

students a stage to showcase—and develop—their talents. Noteworthy vessels and dinner cruises provide a new perspective of the city from the water. Be sure to visit the home of a certain legendary writer and poet, famous for his mysterious prose.

BRANSON, MISSOURI

Nestled in the picturesque Ozark Mountains, **Branson** provides a variety of ways for students to enjoy themselves, whether by land, air or water. Those with an interest in the entertainment industry will love the more than 100 live shows available,

BY SARAH SUYDAM



• Recreation



The Sweet Spot

STAMFORD, CONNECTICUT, IS GOING ALL IN ON INNOVATION. BY SHERYL NANCE-NASH

► Location is everything, as anyone who's ever purchased a home or run a business can tell you. And Stamford, Connecticut, is in the enviable position of being to a very sweet spot. Not only is this city of about 135,000 residents home to 39 miles of shoreline, a thriving downtown, more than 300 restaurants and arts and culture gallop, it happens to be a short hop on the Metro-North Railroad to New York City approximately 40 miles away. It also is an emerging mecca for business.

"Stamford is a boomtown," says Thomas Madden, director of the Stamford Office of Economic Development.

The numbers tell that story: Stamford's second-quarter unemployment rate this year was 3.4 percent, the lowest second-quarter rate in more than a decade. The city boasts nine Fortune 1000 and three Fortune 500 companies and a diverse economy with companies in scientific and technology services, finance and insurance, real estate, health care and social assistance and retail, among others.

The list of corporate citizens is impressive thanks to names such as IBM, Deloitte, Garmin, Pitney Bowes, Conair, Henskel, Intelvid, XMC Sports Group, Kayak and Philips North America. Stamford Health, a nonprofit independent health care system, also is a major employer with more than 3,200 employees.

Other companies are flocking to Stamford to add their names to that list. Recently, PwC (also known as PricewaterhouseCoopers) announced that it will designate its Stamford office as its U.S. tax division headquarters and will add 400 new jobs. Biotech company Seneca closed

its New York City office and moved 200 jobs to Stamford, promising to create another 300 jobs here in the next few years.

"Stamford is the place people are moving to because it is a wonderful place to live, work, play and raise a family," says Stamford Mayor David B. Martin.

Recipe for Success

What's driving the boom in this small city? Some of the success is the result of a concerted effort to get the word out about Stamford. For example, the Fairfield Five is an organization formed last year of Fairfield County mayors and economic development leaders from Stamford and nearby Norwalk, Greenwich, Westport and Fairfield. The group, chaired by Martin, has come together to attract businesses from New York City to the area.

There also is something to be said for patience. The city undertook a smart growth strategy as part of its 2002 master plan, and this strategy has led to \$6 billion in new development, according to Martin. That's not hard to imagine, as cranes and construction are every-

STAMFORD, CONNECTICUT, IS GOING ALL IN ON INNOVATION. (CLOCKWISE FROM TOP LEFT) A LINE OF FIVE SUMMER CONCERT SERIES; STAMFORD'S RIBBON CUTTING WITH LONG ISLAND SOUND ON THE DISTANCE; CT'S RIBBON CUTTING; CHARTER COMMUNICATIONS FIELD FOR BUSINESS OF WORK; STAMFORD'S RIBBON CUTTING; STAMFORD'S SUBWAY STATION; STAMFORD'S RIBBON CUTTING; STAMFORD'S RIBBON CUTTING.

where. "The new development occurring on Stamford's waterfront and downtown is a direct result of this planning," Martin says. "The result has been an increase in companies locating to the city and a workforce coming to Stamford and leaving New York City for the comforts of a smaller city on the regional train line, as well as empty nesters moving to a vibrant and welcoming city."

Stamford's emergence, however, didn't really start taking shape until after the Great Recession, says Madden. The past few years in particular have set the stage for the exciting growth of today. Couple all this buzz with a solid commitment to tech and innovation, coworking spaces, an array of business development groups and a plethora of venture capital firms—and you've got a recipe for success.

Driven by Innovation

Caroline Goldhorin, a business writer at FundRazr, a marketplace for small-business financial solutions, is the author of the report "The Five Best Cities to Convince to Start a Business" (which ranked Stamford as No. 3). As she sums it up, the main competitive advantages of doing business in Stamford are its high projected future growth rate of 38.9 percent (higher than the national average), close proximity to—yet much lower real estate costs than—New York City and a significant number of corporate headquarters.

"Stamford also offers generous tax incentive programs and other resources such as grants and funding options to small businesses," Goldhorin says.

There's another word that can't be ignored when talking about Stamford: innovation. In 2007, with a \$2 million grant from CTNext, a state-funded subsidiary of the quasi-public venture capital arm Connecticut Innovations, Innovate Stamford was created.

The grant designates Stamford as an "Innovation Place"—a hub for innovation, entrepreneurship and business growth. This is part of a statewide effort to build a more robust community of entrepreneurs and to accelerate startup growth by providing access to talent, space, industry expertise, services, skill development and capital.

One of CTNext's signature programs is the Entrepreneur Innovation Awards, a competition for entrepreneurs and early stage companies to

Ent/Rec

- Headline, Subheads, Easy to Scan Text
- Entertainment (at least 5 elements - museums, galleries, theaters, theme parks, tours, monuments, shopping, kid friendly)

- Recreation (at least 5 elements - Outdoor activities, nature, parks, gardens, hiking, picnic areas)
- Two graphic elements per page (minimum, demonstrates advanced editing techniques - layer masks, blending, use of gradients, good use of space)
- Photo/Image Credit(s)

• Food



North East: Nam Sing Hokkien Fried Prawn Mee (Hougang)

As testament to its renowned status as "Singapore's Hawker Legend", a queue was already formed at the store front when we visited it during the off-peak hour of 3pm. The maestro, Mr Ng, has been whipping up countless plates (S\$3 to S\$5/plate) for a whopping 42 years. Debunking any "secret recipe", he maintains that the success formula lies in "cooking in good spirits". It certainly shows in his non-cloying wet rendition of the wok hei-perfumed yellow noodles and thin bee hoon combo (he uses 3kg of them daily), glistened with prawns, squid and bean sprouts. Instead of using the sinful lard, he opts for the healthier alternative of vegetable oil. We hear Fern Wong and some Hong Kong stars are regulars here!

Located at *Blk 51 Old Airport Rd, #01-22, Old Airport Rd Food Centre*, tel: +65 6440 5343
Opening hours: 11am - 5pm (call to find out their off days)



hawker legends



South: Yong Kee Famous Fishball Noodle

This hawker stall's name says it all. Hordes of fishball-crawling people have been making a beeline for these famous rats. Made entirely of fresh yellow tail fish, the fishballs are firm, chewy and have a bouncy texture when popped into the mouth. It comes as no surprise that 2,000 fishballs can be rolled out daily. Served with steaming spryng noodles and garnished with lard and fishcakes, the bowl of fishball noodles (S\$3) is certainly delicious comfort food. Mr Lim, the owner, has been faithfully making fishballs since the age of 15 in this family business, which has spanned 35 years.

Located at *Blk 6 Jalan Bukit Merah, ABC Brickworks Food Centre, #01-121*, tel: +65 6270 3956
Opening hours: 7am to 1am daily

Having tirelessly toiled over the fire for decades, this enduring lot has near perfected the culinary art of serving up popular Singaporean chow to generations of foodies. Dig in... but you'd have to join the queue first

North: Choo Chiang Roasted Meat Noodle House

It all started out at a humble stall in a nondescript coffeeshop 13 years ago and it has since spawned 14 branches islandwide. We paid a visit to the most popular and original store, nestled in the Chong Pang heartland. The star of their roasted delights belongs to the Roasted Duck Rice. Richy maintained with more than 10 spices, such as five-spice powder and pepper, the succulent meat oozes with unadulterated gamey bite, carpeted by crispy reddish brown skin. Each duck is roasted on-the-spot for 45 minutes, before being served with rice and generously doused with dark palatable bean-based gravy. Delicious!

Located at *Blk 101 Yishun Ave 5, Bran Basah Coffee Shop, #01-101*, tel: +65 9231 8500
Opening hours: 8am to 10pm daily



Food

- Headline, Subheads, Easy to Scan Text
- 5 food/restaurant options with icon ratings system (At least 5 possible icons- i.e. - vegan/vegetarian, gluten free, \$\$\$, style, breakfast, lunch, dinner, children's menu, outdoor seating, bar, etc.)
- Two graphic elements per page (minimum, demonstrates advanced editing techniques - layer masks, blending, use of gradients, good use of space)
- Photo/Image Credit(s)

• Hotel

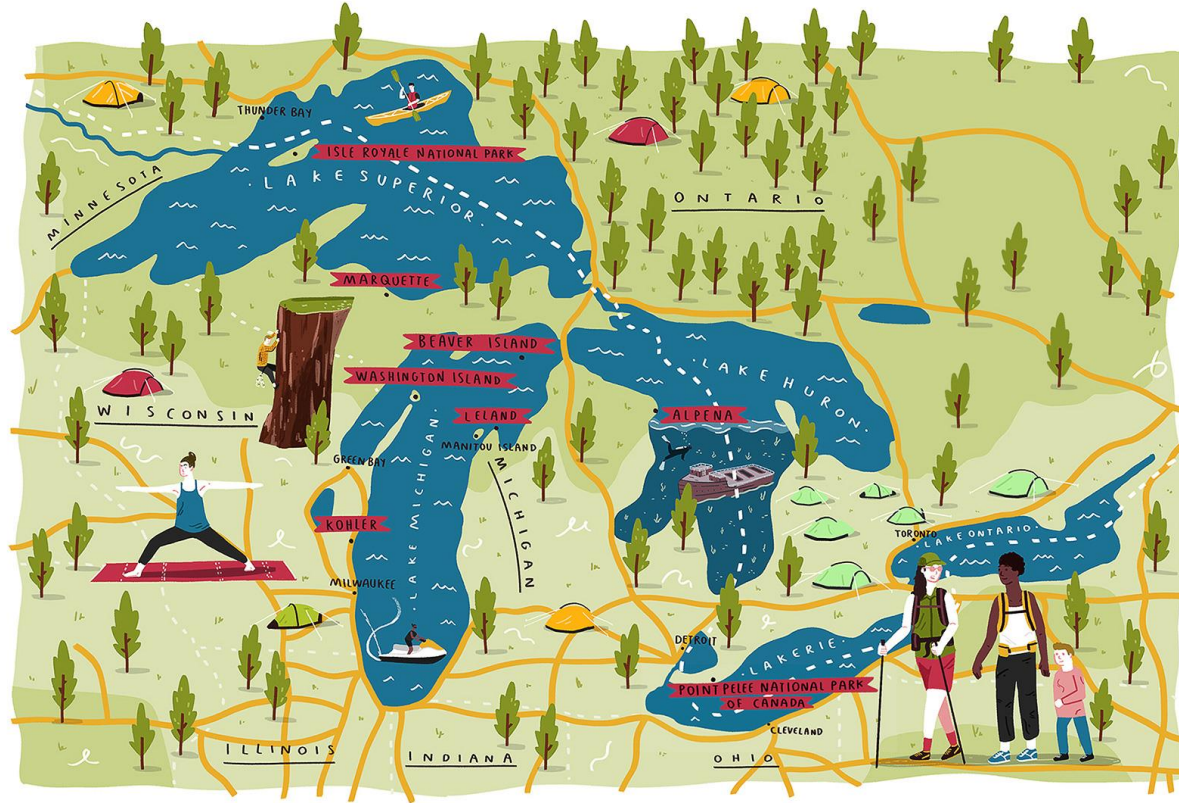
Healdsburg Lodging Guide: B&BS, INNS, HOTEL

TYPE	NAME & CONTACT INFO	STYLE	IEWS	# OF ROOMS	SPA	RESTAURANT
B&B	BELLA LUNA INN BELLALUNASCHONOMA.COM 530 HEALDSBURG AVE	Modern	City	4		
	BELLA VILLA MESSINA BELLAVILLAMESSINA.COM 316 BURGUNDY RD.	Italian	Hills/Vineyard	5		
	BELLE DE JOUR INN BELLEDEJOURINN.COM 16276 HEALDSBURG AVE.	Farmhouse	Hills	5		
	CAMELLIA INN CAMELLIAINN.COM 211 NORTH ST.	Victorian	City	14	X	
INN	DUCHAMP DUCHAMPHOTEL.COM 421 FOSS ST.	Modern	City	6		
	CALDERWOOD INN CALDERWOODINN.COM 25 W GRANT ST.	Victorian	Garden	10		
	GRAPE LEAF INN GRAPELEAFINN.COM 539 JOHNSON ST.	Victorian	City	13		
	HAYDON STREET INN HAYDON.COM 121 HAYDON ST.	Victorian	City	9		
	HEALDSBURG INN HEALDSBURGINN.COM 112 MADISON ST.	Victorian	City	12		
	HONOR MANSION HONORMANSION.COM 891 GROVE ST.	Victorian	Vineyard	13	X	
	MADRONA MANOR MADRONAMANOR.COM 1005 WESTSIDE RD.	Victorian	Hills/Vineyard	22		X
HOTEL	SINGLETHREAD INN SINGLETHREADINNS.COM 131 NORTH ST.	Modern	City	5		X
	DRY CREEK INN DRYCREEKINN.COM 198 DRY CREEK RD.	Italian	City	163		X
	HOTEL HEALDSBURG HOTELHEALDSBURG.COM 25 MATHESON ST.	Modern	City	56	X	X
	H2 HOTEL H2HOTEL.COM 219 HEALDSBURG AVE.	Modern	City	36		X
	HARMON GUEST HOUSE HARMONGUESTHOUSE.COM 227 HEALDSBURG AVE.	Modern	City	39		
	HOTEL LES MARS HOTELLESMARS.COM 27 NORTH ST.	Parisian	City	16		X
	HOTEL TRIO HOTELTRIO.COM 110 DRY CREEK RD.	Modern	City	122		
	MONTAGE HEALDSBURG MONTAGEHOTELS.COM 100 MONTAGE WAY	Modern	Hills/Vineyard	130	X	X
	RIVER BELLE INN RIVERBELLEINN.COM 68 FRONT ST.	Victorian	Hills/River	12		
TWOTHIRTY-FIVE LUXURY SUITES 25HOTEL.COM 235 HEALDSBURG AVE.	Modern	City	4			

Hotel

- Headline, Subheads, Easy to Scan Text
- At least 5 hotels with text - name, address, website
- At least 5 features per hotel (i.e. - parking, Wi-Fi, free breakfast, pets welcome, pool, room service, laundry, spa)
- Uses an InDesign table to create the grid, Images placed in cells, not pasted on top
- Two graphic elements per page (minimum, demonstrates advanced editing techniques - layer masks, blending, use of gradients, good use of space)
- Photo/Image Credit(s)

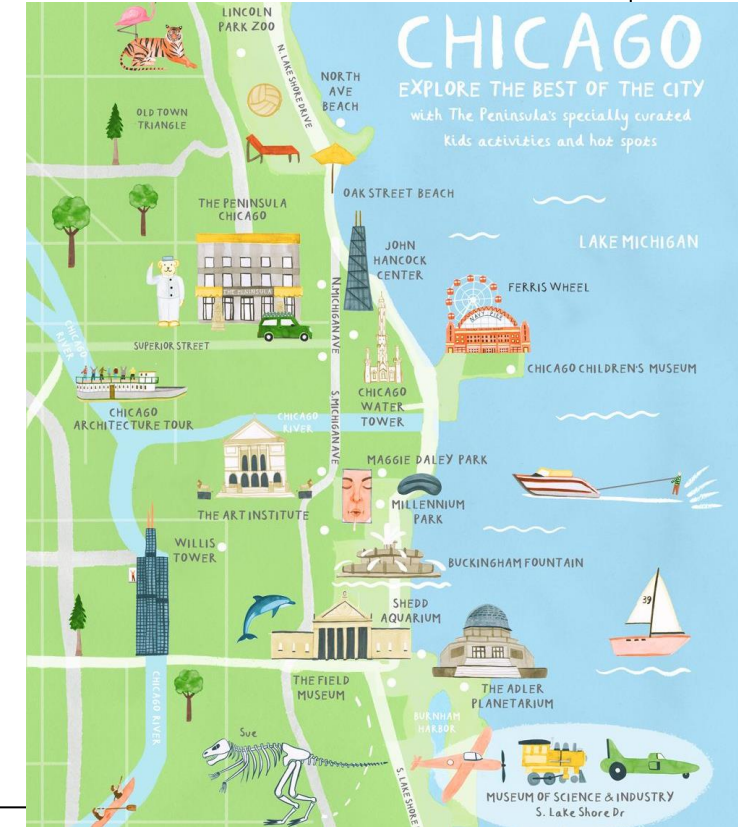
- Map (2 pg spread)



Map – Landmarks - Attractions

- Headline, Subheads, Easy to Scan Text
- Publication Logo
- Base map created in Adobe Illustrator as a vector image
- Photo/Image Credits

- Landmarks - Attractions



- Attractions - a thing or place that draws visitors by providing something of interest or pleasure (at least 5)
- Landmarks - an object or feature of a landscape or town that is easily seen and recognized from a distance, especially one that enables someone to establish their location. (at least 5)