



# The Official Historic Downtown Frederick Brochure

*Respond today to reserve your space!*

**Over a half million tourists flock to Downtown Frederick each year.**

This overwhelming number of visitors provides our local businesses with more of an incentive to include their company in the annual *Downtown Frederick* brochure. Visitors to Downtown Frederick enjoy and rely on the inclusive detailed map and descriptive merchant listings this brochure has to offer. An essential marketing tool, this brochure also provides information on appealing restaurants, lodging facilities, and antique finds. The *Downtown Frederick* brochure has been a popular and handy guide targeting visitors for over 25 years. Please join us in letting visitors celebrate historic Frederick as well!

Increased distribution of the brochure includes nearly every corporation and large office center within Frederick County. Corporate personnel directors and area realtors have found the brochure with its maps and downtown business directory to be a crucial and vital tool for acquainting visitors with Downtown Frederick.

“The *Downtown Frederick Shopping & Dining Guide* is a beautiful resource for both visitors and residents. I wouldn’t miss this incredible advertising opportunity!”

**Vanessa McCutcheon-Smith**  
Vice President of Sales, McCutcheon Apple Products

“I rely on the *Downtown Frederick Shopping & Dining Guide* to reach the people who are planning to visit historic downtown Frederick and Frederick County. With this guide, now in its 24th year of publication, I know that I’m reaching the people who’ve come here, not only for enjoyment, but to experience our diverse shopping, as well.”

**Bert Anderson**  
Everedy Square & Shab Row

“Downtown Frederick offers many unique opportunities to shop, eat, learn and browse. This map helps visitors and locals alike to discover or rediscover the special charm and attractions that make the downtown area so appealing. What a great way to keep your business in front of your customers!”

**Graham Baker**  
Owner, La Paz Mexican Restaurant

**Celebrate  
historic  
Downtown  
Frederick and  
the businesses that  
make our city  
such an enjoyable  
place to visit.**

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## AD SIZES AND COSTS

### Standard Business Listing.....\$300

- 25-word listing in the brochure
- Placement on the *Downtown Frederick* map

### Column Display Listing..... \$600

*(Up to 20 available ad spaces)*

- 25-word listing in the brochure
- Four-color advertisement (2 x 3 1/2") in the brochure
- Placement on the *Downtown Frederick* map

### Full Panel Display Ad.....\$1,999

*(3 available ad spaces)*

- 25-word listing in the brochure
- Four-color full panel advertisement in the brochure
- Placement on the *Downtown Frederick* map

Diversions Publications, Inc., must receive all request forms and payments no later than three weeks prior to publication for inclusion in the *Downtown Frederick* brochure. Please make checks payable to Diversions Publications, Inc.

For further information, please call 301-662-8171 or email [sales@fredmag.com](mailto:sales@fredmag.com).



### Distribution includes:

Frederick County Tourism Centers

Conference and Visitors Bureau  
of Montgomery County, MD  
(located in Germantown)

Major corporations and offices  
throughout Frederick County

Frederick County Chamber  
of Commerce

Fort Detrick Office of Housing  
and Recreation

Major area hotels, motels, inns, and  
bed & breakfast establishments

Convention participants and business  
meeting groups at local facilities

Banks, restaurants, and community  
centers throughout Frederick County