

Google/ZAGAT Design Samples

GOOGLE: A Few Highlights of Google/Zagat work

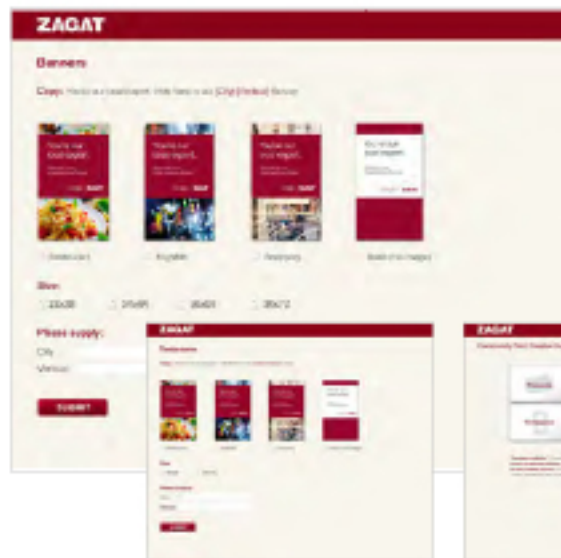
ZAGAT: Offline/Print Design Samples

- Trade Guides
- Trade Collateral
- Point of Sale (POS)
- Recognition Program Plaques/DecalsCorporate Custom Guides
- Corporate Collateral
- PDF Custom Guides
- Out Of Home (OOH)
- ZAGAT.com Collateral
- Surveying
- Public Relations & Special Events

Google: Zagat Brand: Some Highlights of Google/Zagat work

Digital Guides, Invitation Ads, Teaser guides, Email Invitations, (co-branded, blog series, customized) design and layout using InDesign, Photoshop, Illustrator; for a variety of clients. Used for eflip guides, pdf interactive guides, downloadable from web.

- Part of the team that created the first 2 Zagat Guides ebook version (New York and Washington, DC guides)
- Worked on creating YouTube banner ad for co-branded events with Mexico City
- email invitations
- Laid out wireframe for intranet pages for the Community Department to be able to automatically request automated collateral; also templated all collateral needed for the site
- Project managed and designed first Zagat/Capital One online Engagement Ad/Digital Guide Campaign



Community Intranet: created wirefram, templated all collateral for automation

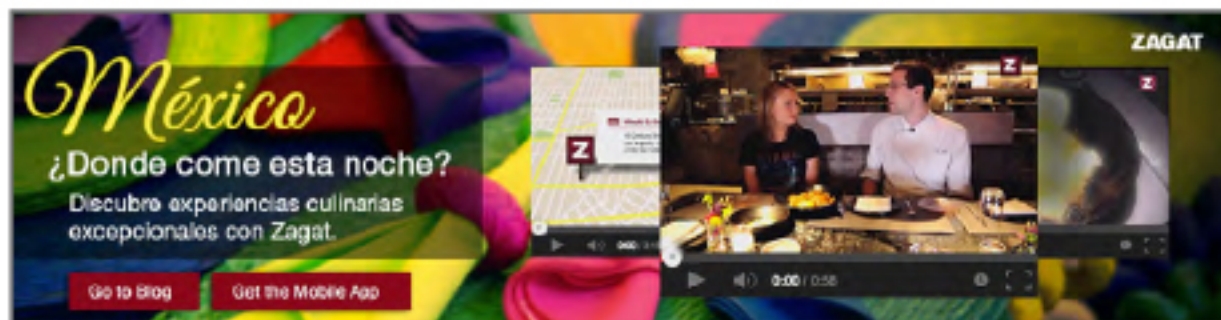
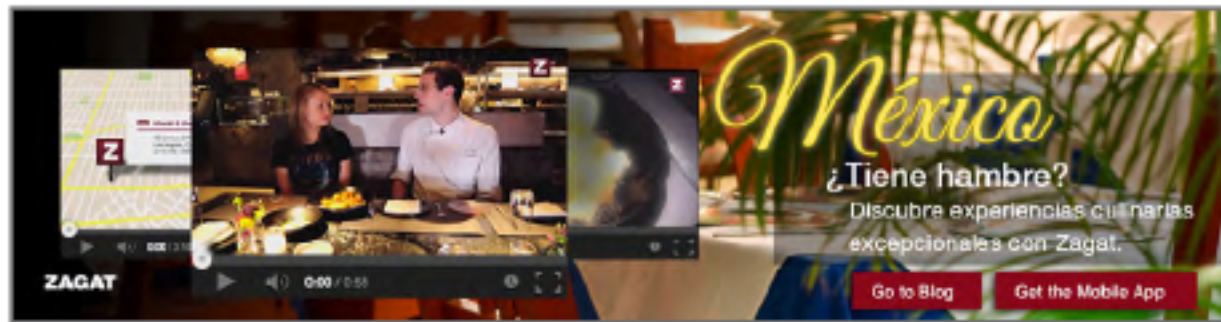
email invitation



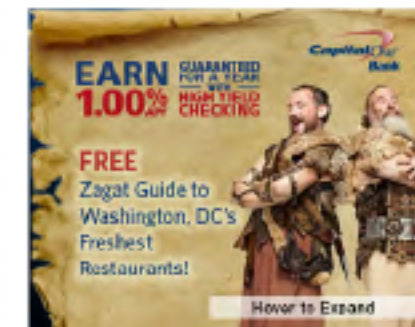
Zagat Blog 3-Series Digital Guides



Client Customized Digital Guides



Capital One Engagement Ad Campaign: Invitation Online Ads, Teaser Opener Guide, Digital Guides for NYC and Washington DC Market.



YouTube masthead mockups

ZAGAT: Zagat Survey Trade Guides

Signature Trade Guides: Restaurants, Nightlife, Shopping, Golf, Movies, Music, Hotels Resorts & Spas, & Disney. Covers use standard templates, full size or pocket guide format. Production follows master schedule time line.

Trade Pack Bundles: NYC Pack, Commuter Packs, NYC Weekender Pack, ZAGAT.com & Book Pack. Production follows master schedule time line.

Custom Trade Editions: Custom covers and insert pages.



Signature Trade Guides



Trade Pack Bundles



Custom Trade Editions

ZAGAT: Zagat Survey Trade Collateral

All Trade related print collateral materials, initiated by Marketing/Trade Sales.



Catalogs: Designed and produced 2x a year.



ZAGAT TRADE NEWS NEWSLETTER AUGUST 12, 2011

NEW! NYC: Stories of Courage, Heroism and Generosity
 After 9/11 and the events of the last decade, the stories of courage, heroism and generosity often take the form of the personal. This collection of stories from the streets of New York City, and from the hearts of its people, is a testament to the human spirit. It's a collection of stories that will inspire you to be a better person, a better neighbor, and a better citizen. It's a collection of stories that will remind you of the power of the human spirit.

NEW! Downtown New York City
 Discover the best of downtown New York City in this new ZAGAT guide. From the best of the city's restaurants to the best of its shopping, this guide is your go-to resource for everything you need to know about downtown New York City. It's a guide that will help you make the most of your time in the city, and it's a guide that will help you discover the best of what New York City has to offer.

NEW! Eat, Drink, Stay, Play
 Discover the best of the city in this new ZAGAT guide. From the best of the city's restaurants to the best of its shopping, this guide is your go-to resource for everything you need to know about the city. It's a guide that will help you make the most of your time in the city, and it's a guide that will help you discover the best of what the city has to offer.

Free Lucha Offer
 On the day of the ZAGAT survey, you'll receive a free Lucha offer. This offer is available to all ZAGAT surveyors, and it's a great way to thank you for your hard work. It's a free Lucha offer that will help you make the most of your time in the city, and it's a free Lucha offer that will help you discover the best of what the city has to offer.

ZAGAT
 1 Columbia Circle, New York, NY 10019
 To order call 1.866.999.0911 or visit us at www.zagat.com/evnt

ZAGAT Q1 11: Stories of Courage, Heroism and Generosity
 (This is a collection of stories from the streets of New York City, and from the hearts of its people, is a testament to the human spirit. It's a collection of stories that will inspire you to be a better person, a better neighbor, and a better citizen. It's a collection of stories that will remind you of the power of the human spirit.)

8/11: Stories of Courage, Heroism and Generosity
 After 9/11 and the events of the last decade, the stories of courage, heroism and generosity often take the form of the personal. This collection of stories from the streets of New York City, and from the hearts of its people, is a testament to the human spirit. It's a collection of stories that will inspire you to be a better person, a better neighbor, and a better citizen. It's a collection of stories that will remind you of the power of the human spirit.

Available on ZAGAT.com
 & wherever books are sold

Newsletters & Sell Sheets



Postcards

Trade Show Booth: Panels and signage change according to type of show.



Event Programs



The most powerful dining tool since the fork and knife

<http://www.zagat.com>

Special offer for Credit Card Week passport holders
 Save 20% on a one-year membership to ZAGAT.com and join for only \$17.50!
 Visit www.zagat.com/newen and enter code: CREDIT

ZAGAT.com

Print Advertisements

ZAGAT Connecticut Restaurants 2011/12
 GPS Guidebook Positioning System

Available on ZAGAT.com & wherever books are sold

Downtown New York City
 Discover the best of downtown New York City in this new ZAGAT guide. From the best of the city's restaurants to the best of its shopping, this guide is your go-to resource for everything you need to know about downtown New York City. It's a guide that will help you make the most of your time in the city, and it's a guide that will help you discover the best of what New York City has to offer.

8/11: Stories of Courage, Heroism and Generosity
 After 9/11 and the events of the last decade, the stories of courage, heroism and generosity often take the form of the personal. This collection of stories from the streets of New York City, and from the hearts of its people, is a testament to the human spirit. It's a collection of stories that will inspire you to be a better person, a better neighbor, and a better citizen. It's a collection of stories that will remind you of the power of the human spirit.

For more info or to place your order, call 1-866-999-0911 to day! **ZAGAT**

"The most trusted guide."
 - The Wall Street Journal

ZAGAT New York City Restaurants 2011/12
 GPS Guidebook Positioning System

ZAGAT SURVEY

What to read before the menu.

Let Zagat Be Your Guide.

ZAGAT

ZAGAT: Zagat Survey Point of Sale (POS) Materials

Zagat offers free promotional materials, including multiple displays, posters



Grommet Posters



Standard Posters



Window Decals



Selection of Lucite Counter Displays

Header Cards



Corrugated Counter Display



Corrugated Floor Display

Lucite Clip Strip Display



Lucite Spinner Display



ZAGAT: Zagat Survey Recognition Program Plaques & Decals

Available for Zagat-Rated establishments in the following categories: Restaurants, Nightlife, Shopping, Food Lover's and Golf.
Zagat Rated Decals Initiated by Corp. Sales/Marketing. Includes standard Zagat-Rated by category as well as brand specific.



Certificate



Zagat-Rated Plaque



Zagat Review Plaque



Excellence Plaque

Zagat-Rated Decals



National Chain Decals



Decals in Advertising



Certificate Templates

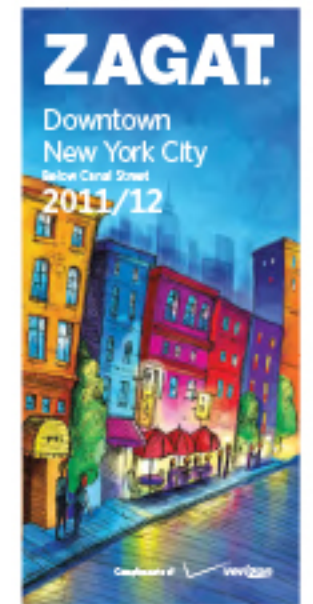
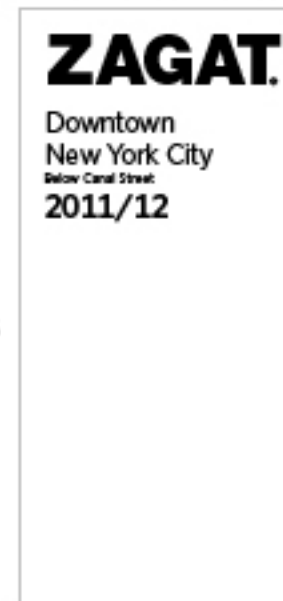
ZAGAT: Zagat Survey Corporate Solutions: Custom Guides

Initiated by Corp. Sales team. Includes multiple size formats and Deluxe



Template Supplied

Final Custom Cover



Client or Zagat to produce cover. Client is supplied basic template that includes all Zagat brand specific elements. Final Design approved by Marketing/Creative.



ZAGAT: Zagat Survey Corporate Solutions Collateral

Initiated by Corp. Sales/Marketing. Includes Catalogs, Postcards, Rate Cards, Sell Sheets as well as client specific flyers and image creation.

ZAGAT CORPORATE SOLUTIONS
2011/12 CORPORATE PRODUCTS

www.zagat.com/solutions

GIFTS & GUIDES

Deluxe Edition
Zagat's leading travel guide becomes a powerful marketing tool when combined with your logo and message. Perfect for awards, holiday gifts, event promotions, loyalty rewards and so much more.

Deluxe Edition & ZAGAT.com Gift Set
Substantial value made by bundling a Deluxe Edition guide (a lifetime of your client with a one year Premium Membership to ZAGAT.com that covers hundreds of cities worldwide).

2-Disc & 3-Disc Sets
Choose any two or three Deluxe Edition Zagat guides to create a valuable personalized collection for your client.

Leather-Bound Edition
Leather-bound guides have a high perceived value with their elegant design, a rich texture, and are stamped with your company's name and logo. Also include a nice gift box.

Sevenside Series & Executive Deluxe Leather Sevenside
Take any one or more of our Deluxe Edition guides and present them in our high-quality leather gift boxes. Express your client's appreciation for your company's logo.

New York City Wineside Edition
This elegant gift set includes the most recent Zagat's Top Restaurants and Wineside guides for New York City, plus a complimentary gift box. Perfect for holiday gifts, event promotions, loyalty rewards and so much more.

Call 1.800.315.1987 or email corporate@zagat.com to order

www.zagat.com/solutions

Print Advertisements

The Perfect Holiday Gift!

Customize a Deluxe Edition Zagat guide with your company's name and logo and receive **FREE SHIPPING!**

To order, call 800-540-9609 or visit us at www.zagat.com/solutions

ZAGAT CORPORATE SOLUTIONS

The Perfect Holiday Gift!

Customize Deluxe Edition Zagat guides with your company's name and logo and receive **FREE SHIPPING!**

To order, call 800-540-9609 or visit us at www.zagat.com/solutions

ZAGAT CORPORATE SOLUTIONS

Stay Top of Mind All Year Long

We create the vehicle that delivers your company's message in a distinct meaningful way in print, online or on your mobile phone.

Receive 10% off your Deluxe or Custom Guide purchase and 15% off your first ZAGAT.com interactive campaign.

For more information call 800-540-9609 or visit us at www.zagat.com/solutions

ZAGAT CORPORATE SOLUTIONS

Postcards

Start Planning Early and Save!

Get **FREE SHIPPING** through September 20 on new Deluxe Zagat guides.

ZAGAT CORPORATE SOLUTIONS

Save 15% on the all-new 2012 Miami/So. Florida Restaurants Guide!

SEE BACK FOR SPECIAL OFFER DETAILS!

ZAGAT CORPORATE SOLUTIONS

Start Planning Early and Save!

Order your customized Deluxe Edition Zagat guides for the holidays and save \$1 off your preferred rate.

ZAGAT CORPORATE SOLUTIONS

Catalogs

Special Preferred Rate for CENTURY 21® System Members!

ORDER NOW AND RECEIVE THIS SPECIAL PREFERRED RATE!

For more information or to place an order, contact your corporate sales representative, Barry George, at 212.604.0446 or via email at barryg@zagat.com.

ZAGAT CORPORATE SOLUTIONS

OPPENHEIMER ZAGAT

are excited to announce special offers available exclusively for Oppenheimer employees.

A case of Zagat Wines for your clients.

Zagat deluxe guides for your clients.

For more information visit the Oppenheimer Intranet or contact Lisa Seruback at 212-404-0446 or lseruback@zagat.com.

Special Preferred Rate!

for Broker Heaven Affiliates

BROKER HEAVEN

Keep your name top-of-mind all year long with Deluxe Edition Zagat guides. Zagat guides are famous for quality, value and local ratings and reviews. Choose from local, national or worldwide sites and imprint the cover with your personal information and logo. It's the perfect gift for your clients and prospects.

*** Broker Heaven Affiliates Preferred Rate: \$14 per guide!**

ZAGAT

ORDER NOW AND RECEIVE THIS SPECIAL PREFERRED RATE!

For more information or to place an order, contact your corporate sales representative, Barry George, at 212.604.0446 or via email at barryg@zagat.com.

ZAGAT CORPORATE SOLUTIONS

Contact: Brad Meyer | 212.404.0446 or bradm@zagat.com

Deluxe Edition
Zagat's leading travel guide becomes a powerful marketing tool when combined with your logo and message. Perfect for awards, holiday gifts, event promotions, loyalty rewards and so much more.

Leather-Bound Edition
Leather-bound guides have a high perceived value with their elegant design, a rich texture, and are stamped with your company's name and logo. Also include a nice gift box.

2-Disc & 3-Disc Sets
Choose any two or three Deluxe Edition Zagat guides to create a valuable personalized collection for your client.

Sevenside Series & Executive Deluxe Leather Sevenside
Take any one or more of our Deluxe Edition guides and present them in our high-quality leather gift boxes. Express your client's appreciation for your company's logo.

New York City Wineside Edition
This elegant gift set includes the most recent Zagat's Top Restaurants and Wineside guides for New York City, plus a complimentary gift box. Perfect for holiday gifts, event promotions, loyalty rewards and so much more.

Gift Boxes & Packaging
Express your client's appreciation for your company's logo.

Gift Boxes
Express your client's appreciation for your company's logo.

Gift Boxes
Express your client's appreciation for your company's logo.

ZAGAT CORPORATE SOLUTIONS **RATE CARD**

Quantity	UNIT PRICE	ORDER TOTAL
20-49	\$17.00	\$340.00
50-99	\$16.00	\$1,584.00
100-149	\$15.00	\$1,815.00
150-199	\$14.00	\$2,814.00
200-249	\$13.00	\$3,213.00
250-299	\$12.00	\$3,612.00
300-349	\$11.00	\$3,811.00
350-399	\$10.00	\$4,010.00
400-449	\$9.00	\$4,209.00
450-499	\$8.00	\$4,408.00
500-549	\$7.00	\$4,607.00
550-599	\$6.00	\$4,806.00
600-649	\$5.00	\$5,005.00
650-699	\$4.00	\$5,204.00
700-749	\$3.00	\$5,403.00
750-799	\$2.00	\$5,602.00
800-849	\$1.00	\$5,801.00
850-899	\$0.50	\$6,000.00
900-949	\$0.25	\$6,200.00
950-999	\$0.10	\$6,400.00
1000+	\$0.05	\$6,600.00

Zagat Corporate Solutions
1.800.540.9609
<http://solutions.zagat.com>

Corporate Custom Sell Sheets

Corporate Flyers

Corporate Rate Card

ZAGAT: Zagat Survey Out Of Home (OOH) Advertising Campaign

Initiated by Marketing. Includes multiple formats: Bush Shelters, Subway & Commuter Rail Car Cards, Bus Kings and Outdoor Billboards. Size and scope of campaign varies by year.

ZAGAT.
EAT DRINK STAY PLAY
LET ZAGAT BE YOUR GUIDE
40,000 Ratings & Reviews based on the experiences of over 300,000 consumers like you.
ZAGAT.com | ZAGAT Mobile | Wherever Books Are Sold

ZAGAT.
EAT | DRINK | STAY | PLAY
LET ZAGAT BE YOUR GUIDE
ZAGAT.com | ZAGAT Mobile | Wherever Books Are Sold

2009 Campaign used Master Brand, Zagat Book, ZAGAT.com and ZAGAT.mobi components over multiple formats

Surf. And turf.
<http://www.zagat.com/>
ZAGAT.com
Over 40,000 places to eat, drink, stay & play

Taste every meal in NYC for just \$15.95.
Your Smartphone just got opinionated.
On Sale Now!
Introducing ZAGAT.mobi

Your Smartphone just got opinionated.
Introducing ZAGAT.mobi
Via text message or text 827 to 78647 from your phone's text browser

Taste every meal in NYC for just \$15.95. **On Sale Now!**
Available wherever books are sold and at ZAGAT.com


Digest before eating.
<http://www.zagat.com/>
ZAGAT.com
Over 40,000 places to eat, drink, stay & play

Not all reviews are created equal
ZAGAT
ZAGAT.com | ZAGAT Mobile | Wherever Books Are Sold

2011 Campaign, same message, multiple formats

ZAGAT: Zagat Survey Survey Research

Initiated by Survey Research. Includes print ads, and postcard templates. Signage and flyers are event specific.



New York City Restaurants | The New York City Restaurants survey is now underway!
Your opinions count! • Get a FREE Guide!

Complete our online survey by the **May 8, 2011** deadline and get your choice of three free rewards:

1. a copy of the 2012 New York City Restaurants guide or
2. a 90-day subscription to ZAGAT.com or
3. an entry into our \$500 "Night on the Town" sweepstakes.

ZAGAT

Vote at www.zagat.com/voteNYC Survey ends May 8, 2011

Vote In Zagat's Atlanta Restaurants survey and get a free subscription to ZAGAT.com or a chance to win \$500!

Want to be a restaurant critic?

Here is your chance to eat, drink and share your thoughts about restaurants in Atlanta. Thanks to thousands of savvy participants around the globe, Zagat Survey has become a respected source for honest, amusing restaurant reviews. Now they're asking for your opinion.

Participate in the online survey before the November 22, 2009 deadline, and you will receive a free subscription to ZAGAT.com or you could win a \$500 sweepstake.



ZAGAT

To share your reviews, visit www.zagat.com/VoteAtlanta

ZAGAT SURVEY
Prince Edward Island Restaurants & Markets



Get a FREE Reward!

The Prince Edward Island Restaurants & Markets survey is now underway.

Your opinions count! Complete our online survey by the **October 2, 2011** deadline and get your choice of three free rewards:

1. a copy of the Prince Edward Island Restaurants & Markets guide or
2. a 90-day subscription to ZAGAT.com or
3. an entry into our \$500 "Night on the Town" sweepstake.

Vote at www.zagat.com/votePEI
Survey ends October 2, 2011



Vote for Restaurants & Markets on Prince Edward Island!

and get a FREE Reward!

Visit www.zagat.com/votePEI





Critique Philadelphia Restaurants for ZAGAT!




Eat, drink and share your opinions on restaurants in Philadelphia in ZAGAT's online survey, and you'll get the resulting guide for FREE or have a chance to win \$500! Survey ends on March 21, 2010.

ZAGAT
Vote now at www.zagat.com/PhillyVote

To eat or not to eat... where is the question

Be a restaurant critic!

Here is your chance to eat, drink and share your thoughts about dining in Chicago and Milwaukee.

Participate in the online survey and you will receive a FREE copy of the resulting 2010/11 Chicago Restaurants guide or choose to enter the \$500 "Night On The Town" Sweepstakes.

Hurry, the survey ends on January 21, 2010.

ZAGAT

To cast your votes, visit www.zagat.com/ChicagoSurvey

Survey Print Ads



Vote for Restaurants & Markets in Prince Edward Island
July 28, 2011 – October 2, 2011

Visit www.zagat.com/votePEI
Participate and receive a FREE Reward!

- 1 The resulting Zagat Prince Edward Island Restaurants & Markets guide
- 2 A 90-day subscription to ZAGAT.com
- 3 An entry into our \$500 "Night on the Town" sweepstakes

ZAGAT SURVEY



Prince Edward Island Festival
Print Ad, Postcard, Event Signage

Vote For Your Favorite Restaurants



and get a FREE Reward!

To participate, simply visit www.zagat.com/voteMiami

Vote For Your Favorite Restaurants



and we'll send you a FREE guide!

Register for free, add your reviews online and we'll send you a guide!
Visit www.zagat.com/voteSanFran

Vote For Your Favorite Restaurants In Scottsdale, Tucson & Phoenix.



and get a FREE Reward!

To participate, simply visit www.zagat.com/voteArizona

Postcard templates

ZAGAT: Zagat Survey Public Relations & Special Events
 Invites, Event Signage, Posters, Awards, Menus



PR Launch Signage



Zagat Brand and Co-Branded Invites



Zagat Presents signage



Event Staff Badges

PR Event Menus and tent card signage

Zagat Food Truck Event: Signage, Print Ads, Decals & Event Tickets