

Dear Washington State Attraction:

Thank you for evaluating the most powerful State Tourism Promotion ever offered: The 3rd Edition WASHINGTON ADVENTURE Guide/Map program.

I know, you are used to hearing superlatives roll off the lips of sales people, with NOTHING to back up their claims: it's the same old "Pay & Pray" advertising scheme, just with a new "Jingle d' Jours".

Well, all that is now old-school.

Utilizing twenty-eight years of Tourism experience, Source Map, Inc. has engineered a remarkably unique marketing program to promote your state attraction that surpasses any other marketing program you have ever encountered, **GUARANTEED!**

Compare for yourself:

1. Your attraction information will be coordinated both in **Print** and interactively on the **INTERNET**.
2. Your attraction information will appear on approximately **50,000** (20,000 stock + 30,000 est. custom) full-color, GIS-shaded relief **maps**.
3. The WASHINGTON ADVENTURE Guide/Map relies primarily on **Pro-Active distribution** (like Word-of-Mouth), NOT passive distribution like "Battle of the Brochures" racks and "Stealth" magazine ads that spend their short lives in the dark.
4. WASHINGTON ADVENTURE GUIDE/MAPS are **distributed by hundreds** of distribution points including:
 - State VCB's & Chambers of Commerce
 - State/Local Map Distributors
 - Participating Advertisers
 - Hotel / Resort Concierges
 - Sporting Goods Retailers
 - Outfitters
 - Internet
 - Wineries
 - Marinas
 - Souvenir Shops
 - Information Centers
 - State Tourism Agencies
 - Book Stores
 - RV Campgrounds
 - Travel Agencies
 - Tour Guides
5. **Interactive Internet linked Pop-up printable Coupons** to INFORM and INVITE Travelers to your attraction.
6. Your attraction information will appear in **Print & Internet Classified Listings** of state-wide attractions.
7. Your attraction information will appear in full-color **Print & Internet Display Ads** linked to your web site.
8. Here is a First: When you participate in the WASHINGTON ADVENTURE GUIDE/MAP, all 49 of the other participating **state-wide attractions will be promoting your attraction** to their visitors.
9. The **BEST REASON OF ALL** to participate in the WASHINGTON ADVENTURE Guide/Map is that the promotion is **ZERO-Net-Cost!** **You do not have to spend one cent of your Advertising Budget!**

To see the complete details, please, visit: www.WashingtonAdventureMap.com.

I will contact you in a few days to discuss how you can be one of the 50 select attractions to be show-cased on the 3rd Edition WASHINGTON ADVENTURE GUIDE/MAP at **ZERO-Net-Cost**.

Sam Nugent, *Promotions Manager*