

**“Nobody goes to a place they don’t know about”**



**&**

**“More people go to a place that invites them”**

Source Map knows this and has created the best value in coordinated **PRINT** and **INTERNET** promotions designed to **introduce and motivate** Travelers to visit your Attraction / Destination to Travelers.

## **Why It Works**

### **IMAGE**

The highest quality **image** promotions give readers the best impression about an Advertiser. Adventure Maps and Guides deliver the highest-quality visual impact and travel information to Travelers.

### **MESSAGE CONTENT**

No other Tourism/Travel related program can match Source Maps Adventure Map **message content**:

- ▶ State-of-the-Art G.I.S., full-color, shaded relief, **print AND interactive** mapping
- ▶ Pop-up printable **Coupons** to **INFORM** and **INVITE** Travelers
- ▶ Display Advertising
- ▶ Classified Directories

### **DISTRIBUTION**

Advertising is only as good as it's **distribution**.

Source Map does not offer “Pay & Pray” advertising. You know; advertising that lays around hoping (praying) that someone may find it.

Source Map offers Beautiful and Informative Travel Aids called Adventure Maps & Guides. Our Adventure Maps are Handed Out to Travelers by thousands of travel professionals in:

- ▶ Hotels
- ▶ Chambers of Commerce
- ▶ Visitor/Information Centers
- ▶ RV Parks
- ▶ Other attractions and destinations
- ▶ The Internet
- ▶ Many more...

**For ZERO-Net-Cost\*, Source Map can deliver a full-blown PRINT & INTERNET marketing promotional program that will **INFORM** and **INVITE** travelers to your attraction / destination.**

**\*See Source Map’s “ZERO-Net-Cost” Program sheet in the eMedia Kit™.**

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