

2022 MEDIA KIT

Put Your Business On The Map



Over 14,000,000 Maps Printed in 116 Destinations



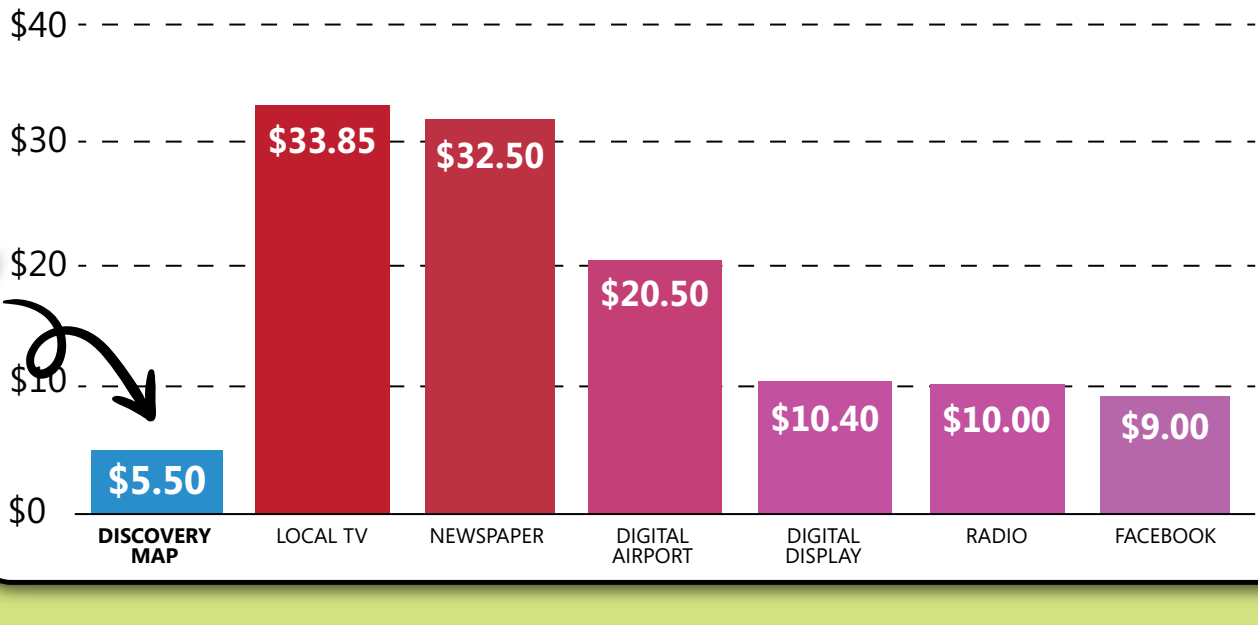
WHY DISCOVERY MAP?

We Can Promote Your Business Across Print, Digital & Social!

PRINT

- 80% of hotel guests pick up printed maps and brochures*
- Not all impressions are created equally

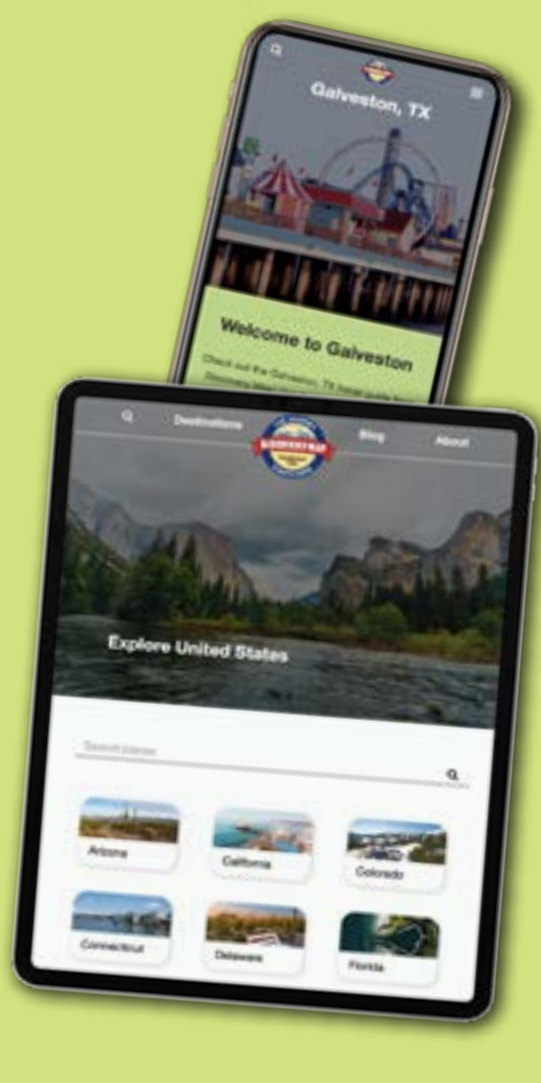
Cost Per Thousand Impressions Across Media



- Year-round, low cost and more meaningful impressions
- Visitors keep our maps throughout their trip, using them to make spending decisions. Some even take them home as keepsakes
- 200,000 printed and distributed hand-drawn maps each year
- Your business location drawn, highlighted & labeled on the map
- Free ad design

DIGITAL

- Franchisees are local experts in their communities
- Guide, orient, and inspire traveler's experiences in destinations across the United States
- Users can find area descriptions, local businesses, travel articles and hidden gems



SOCIAL

- We promote and feature destinations and businesses by offering links to their websites and other digital platforms.



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* Bentley University



TESTIMONIALS

"Someone took the map home this summer and then called from the map to book a seven-night stay for two couples. That more than paid for my ad for the whole year!"

— Jim Wimberly, Owner, Butternut Inn in Stowe, VT

"We would have been fools not to be on this map. Tourists are picking them up and using them to plan their day."

— Dave Goodwin, General Manager, New Hope Canal Boat Company, in New Hope, PA

"We go through 300 of your maps every day."

— Front Desk Manager, Marriott Hotel in Portland, ME

"In a town that draws tourists, finding an advertising medium that reaches those potential customers is difficult. Discovery Map® offers tourists something they want and need: an easy-to-read map directing them to important points of interest for shopping, dining and other experiences. My ability to capture tourists is why I have been a Discovery Map® client for a decade."

— Babs Noelle, Owner, Alara Jewelry in Bozeman, MT

"We seek out Discovery Maps wherever we travel and find them to be fun and informative and easy to use in planning our visit to a new area. We even use them when touring by bicycle so we can be sure to catch key sights and attractions along the way — something regular maps don't usually show. While we didn't have much time for sightseeing in Richmond this trip, we plan to hold onto our Discovery Map and use it when we return to see some more of the local sights."

— Linda & Eric from Tucker, GA

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