

2024 MEDIA KIT

Put Your Business On The Map



Over 14,000,000 Maps Printed in 116 Destinations

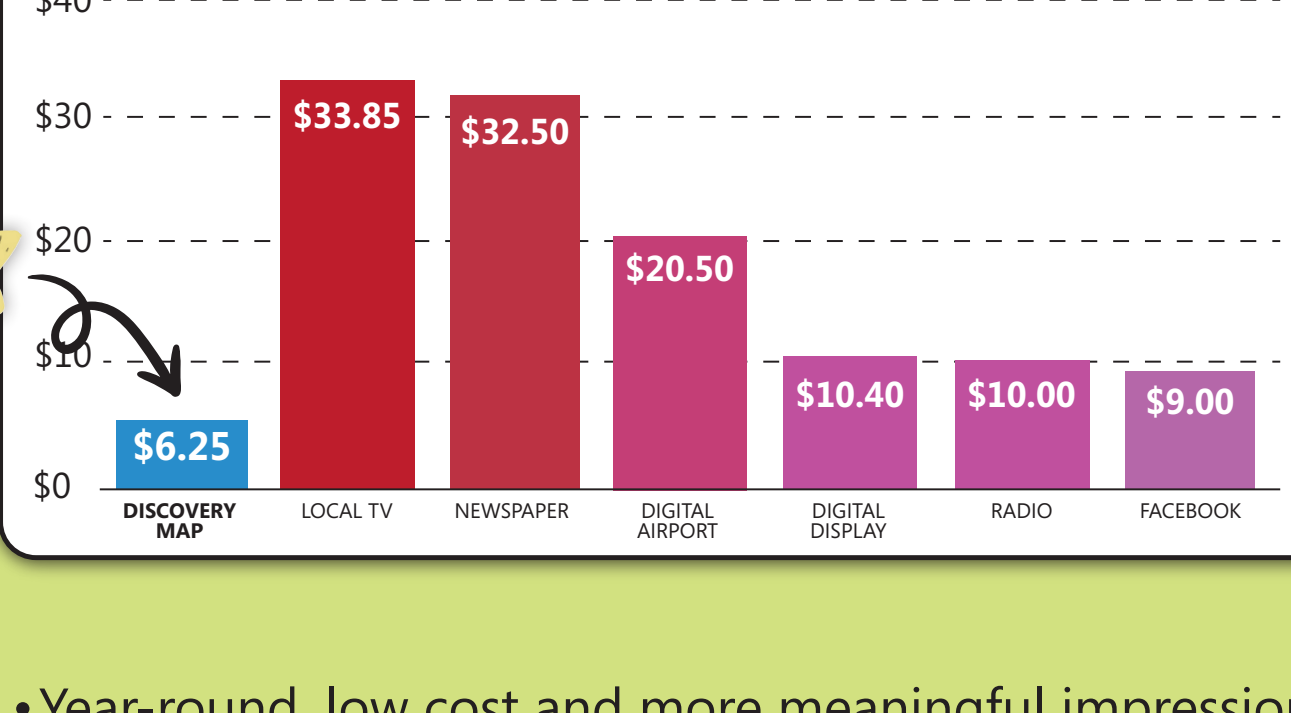
WHY DISCOVERY MAP?

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
- 100,000 printed and distributed hand-drawn maps each year
- Your business location drawn, highlighted & labeled on the map
- Free ad design

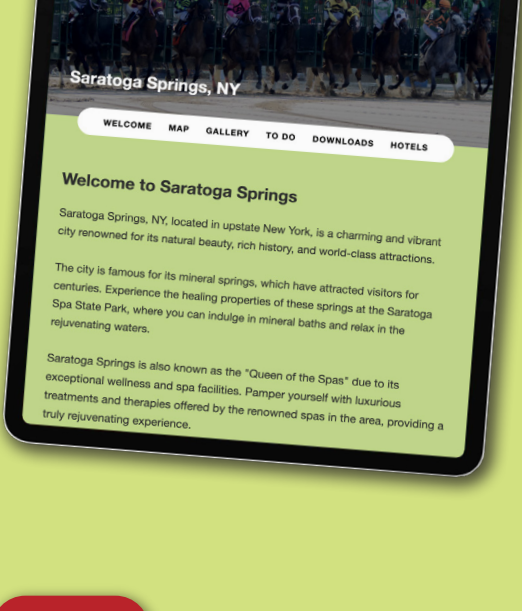
DIGITAL

- 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.



Discovery Map of Saratoga Springs
 DiscoveryMap.com/saratoga-springs-ny
 DanD@DiscoveryMap.com
 (518) 378-6157

* Bentley University

Country Corner CAFE
 "Best Breakfast In Town, Lunch Specials A Treat!"
 Homemade Jams & Jellies, Handcrafted Bieswax Candles & Local Specialty Foods from our retail shop
 25 Church Street Saratoga Springs
 countrycornercafe.net
 518-583-7889

THE SCOTT VARLEY TEAM
 Est. 1984
 Real Estate
 The Scott Varley Real Estate Team, Keller Williams Capital District
 Saratoga Springs, New York
 518.587.4500
 www.RoohanRealty.com

Celtic Treasures
 O'Donnells Irish Imports, Inc.
 518-583-9452
 456 Broadway
 Saratoga Springs, NY 12866
 www.celtictreasures.com

Clothing, Footwear and Gear for Active Lifestyles
 Mountainman Outdoor Supply Company
 490 BROADWAY, SARATOGA SPRINGS
 518-584-3500

IMPRESSIONS OF SARATOGA
 "The Everything Saratoga Store"
 368 Broadway, Downtown Saratoga
 518-587-0666
 ImpressionsSaratoga.com

Common Thread Yarn Shop
 Classes
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 518-583-2583
 www.commonthread.saratoga.com

THE WHISTLING KETTLE
 Tea Shop & Cafe
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 254 Broadway
 Troy, NY
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 138 Jay St
 Schenectady, NY
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 OPEN 7 DAYS
 WKTea.com

Cudney's Cleaners
 Dry Cleaning and Self Service Laundromats
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 87 West Avenue 518-584-8704
 Dry Cleaning
 3 Hampstead Place 518-871-1081
 654 Rte 9, Wilton 518-584-8668

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

"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

DAN DE FEDERICIS
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