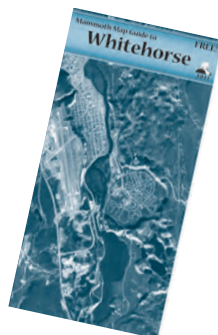


Mammoth Map Guide to **Dawson City**

2012 Advertiser Information



we also publish...



Who we are

Mammoth Mapping is a small business, based in Dawson City, offering professional mapping and GIS services. We have been publishing Mammoth Map Guides since 2007.

What we offer

The **Mammoth Map Guide to Dawson City** is a compelling way to promote your business to the thousands of visitors that pass through Dawson annually.

Our professionally-produced Map Guide provides a detailed map of downtown Dawson, as well as locating Dawson within its region and amongst its attractions. It's a handy, accurate geographic reference for visitors to consult while they're on their way here, as they move around Dawson, and even after they return home.

We have been publishing this successful map guide to Dawson City since 2007, and have consistently received positive feedback from advertisers, the tourism industry, and visitors.

Our two-colour 23" x 23" maps are printed on FSC-certified 100% post-consumer recycled paper, and are folded into a conveniently-sized (5½ x 11½") travel map.

FAQ (Frequently Asked Questions)

1. Why should I advertise on a Mammoth Map Guide?

- Visitors will use the map to find your location
- Associate your message with a high quality, useful visitor information product
- Reach a targeted segment of the visitor market
- Support a great way to convey a "sense of place" to visitors

2. How is it distributed?

We print 15,000 copies of our Dawson City map guide. We expect about half of these to be distributed through the 6 VICs in the Yukon (Dawson, Whitehorse, Carcross, Watson Lake, Beaver Creek, Haines Junction), and other information centres in BC and Alaska. The remainder will be distributed through hotels, restaurants, gas stations, museums, and other strategic locations. Our target for initial distribution is mid April.

3. How does the Mammoth Map Guide differ from other publications?

Where some other publications are advertising-focused, our Map Guides have been designed around their usefulness as navigation tools. While participating advertisers' messages are a key component of our maps, they are incorporated in a way that doesn't detract from the primary goal: to provide a highly usable tool that gives visitors a strong sense of place before, during, and after their visit to Dawson. Advertising is presented so that it complements, rather than dominates, the map information. We feel that visitors are receptive to this approach.



4. How much does it cost to advertise?

Our prices for 2012 are:

- \$270 (+ gst) for a space next to the Downtown Dawson or Klondike Valley map
- \$225 (+gst) for a space next to the Dawson region map
- 20% discount for additional spaces
- 10% discount for Yukon non-profits (subject to available space)

5. Am I eligible for the Yukon Government TCMF subsidy?

Possibly. Please ask us for more information, or go the source www.tc.gov.yk.ca/575.html

6. Who is your target market

Our Map Guides are aimed primarily at independent travellers. These are people who navigate their own way through the landscape, and need excellent maps to get their bearings and find the attractions and services they are interested in. Mammoth Map Guides are designed to convey a strong sense of geography, and are the best maps freely available to meet this need.

7. How do I know it will work?

2012 will be our 6th year publishing the Dawson City map, and our 3rd year publishing the Whitehorse map. We have consistently received excellent feedback on the quality and usefulness of the maps, and have maintained a high proportion of repeat advertisers.

8. Can I request a supply of maps to give to my customers?

Absolutely! Tourism-oriented businesses like yours are a key part of our distribution network.

9. What about the environmental impact of all that printing?

We believe it's important for all of us to minimize our impact on the environment. To keep our ecological footprint as small as possible, Mammoth Map Guides are printed in Canada on FSC-certified, 100% post-consumer recycled paper.

10. I want to advertise - what now?

Contact us to reserve your space. We can help you with ad design if required, or download our artwork specifications sheet if you are putting it together yourself.



Layout

Mammoth Map Guide to
Dawson City
 and area, including Chicken & Eagle
 FREE!
 2011



mammoth mapping
 GIS consulting • custom cartography • web
 www.mammothmapping.com Ph: (807) 943-6680 info@mammothmapping.com

Dawson City

The Klondike's unique charm is hard to pin down, but it's considered one of the great highlights of the North. In fact, the Lonely Planet calls Dawson City "one of the most historic and beautiful towns in Canada." Endowed with an enchanting heritage, the Klondike revels in its unique identity and shares it readily.

The info centre, cultural centre, museums, galleries, and arts and music festivals are at the forefront of Dawson's offerings, but ask about walking and hiking trails on the Dome, canoeing the Klondike, or visiting Tronksone's Park. Take a walking tour or ramble around Dawson's unpaved streets. You might find years-old reading grave markers in a historic cemetery sampling Yukon River salmon, chatting with a local merchant, or deep in the wilds of Dawson's night life. Longer and be rewarded.

Located in the heart of Tronksone's traditional territory, a vast area with more rivers than roads, this land has sustained people for thousands of years. Dawsonites still live close to the land, and opportunities abound for the visitor to experience the wilderness as it has been since time began.

KEY TO SYMBOLS

1 Advertiser Location	2 Visitor Information Centre	3 Airport	4 Hospital / Clinic	5 Parks Canada Attraction	6 Historic Site	7 Cemetery	8 Playground	9 Scenic Lookout	10 Government (municipal)	11 Hiking/Walking Trail	12 Swimming Pool	13 Game Pit (in dispute for conditions)	14 Boat Launch	15 Helicopter Dock
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Back Cover

The land we stand on and across which we travel is not ours to take. We are merely its caretakers. We are responsible for the future of the land we stand on. We are responsible for the future of the land we stand on. We are responsible for the future of the land we stand on.

Recycled Paper
 FSC C0C0220

Front Cover:
 Aerial Photo map

1 **2** **3** **4**

First Opening:
 Klondike Valley map

Back Cover

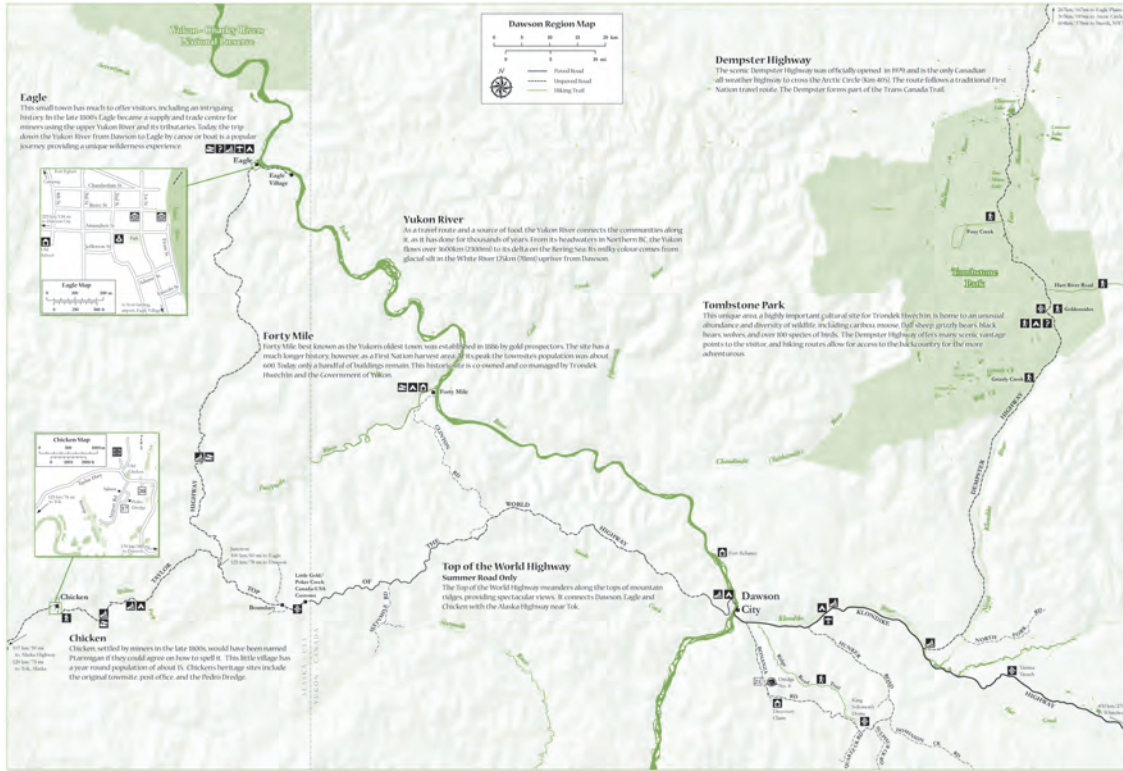
Second Opening: Downtown Dawson map

5 **6** **7** **8** **9** **10**

11 **12** **13** **14**

20 **19** **18** **17** **16** **15**

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30
31

Key to Advertisers		
Accommodation / RV	Map	Ref
Whitewater Cabins	Dawson Valley	1
Bonnie Poppy's	Dawson	4
Dawson Hotel	Dawson	7
Gold Bull Campground	Dawson	9
Aurora Inn	Dawson	10
Klondike Katies	Dawson	16
Chicken Gold Camp	Chicken	17
Chicken Creek RV Park	Chicken	20
Yagly Hotel	Dawson	21
Retail / Services		
Pauline's Photo Studio	Dawson	12
MacMillan's	Dawson	13
Raven Book	Dawson	14
Ray of Sunshine	Dawson	18
Hair Cabaret & Massage Therapy	Dawson	19
Chicken Creek RV Park	Chicken	20
Groceries		
Bonanza Market	Dawson	15
Activities / Attractions		
Dawson Zoo Cultural Centre	Dawson	5
Shaw Bush Kermels	Dawson	6
Cardinal's Corner	Klondike Valley	8
Dawson Museum	Dawson	21
KIM OSM Gallery	Dawson	22
Klondike Spirit Fall/Inheritance	Dawson	23
Restaurants / Bars		
Bonanza Gold	Klondike Valley	1
The Drunken Goat	Dawson	2
Billigan's Pub	Dawson	3
Bonnie Poppy's	Dawson	6
Dawson Hotel	Dawson	7
Aurora Inn	Dawson	10
Klondike Katies	Chicken	16
Chicken Gold Camp	Chicken	17
Yagly Hotel	Dawson	21

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Third Opening:
Dawson Region map