

Mammoth Map Guide to **Whitehorse**

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 Whitehorse** is a compelling way to promote your business to the thousands of visitors that pass through Whitehorse annually.

Our professionally-produced Map Guide provides a detailed map of downtown Whitehorse, as well as locating Whitehorse 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 Whitehorse, and even after they return home.

We have been publishing this successful map guide to Whitehorse since 2010, 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 35,000 copies of our Whitehorse 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 Whitehorse. 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:

- \$425 (+ gst) for a space next to the Downtown or Central Whitehorse map
- \$325 (+gst) for a space next to the Whitehorse 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.



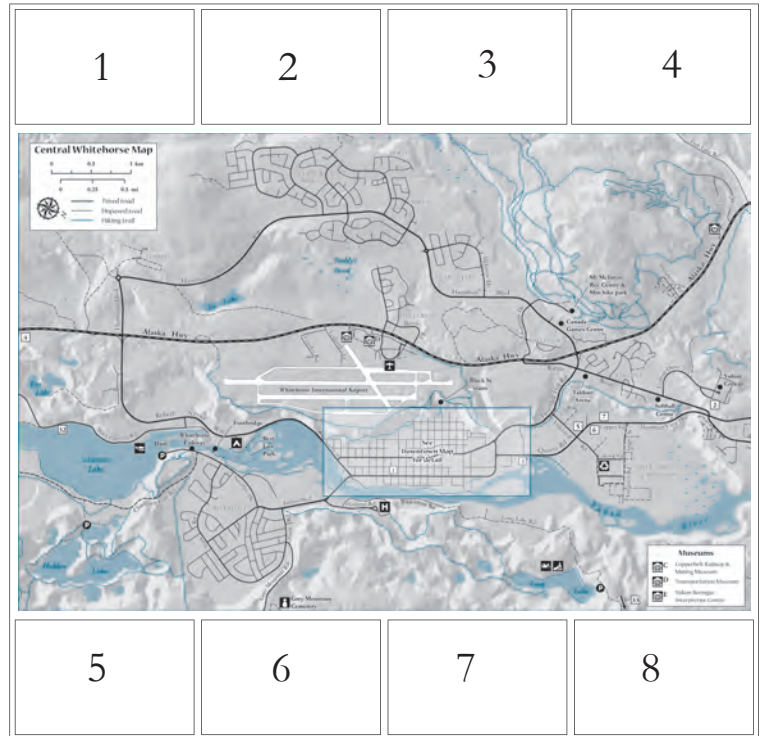
Layout



Front Cover:
Aerial Photo map



Back Cover



First Opening:
Central Whitehorse map



Second Opening: Downtown Whitehorse map

