



Source Map, Inc.

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SPECIFICATIONS

Famous Motorsports RACEWAYS™ of North America – 4th Edition

ArtMap™ Specifications

- Full Color
- 24" x 36"
- Estimated Circulation of 4th Edition: 100,000 images
⇒ (increases depending on subsequent use by corporate Advertising Specialty use).

ArtMap™ Derivative Products that can Display Advertiser Information:

- 24" x 36" ArtMap™ (Wall Map)
- 18" x 24" Promo ArtMap™
- 550-piece, 18" x 24" Jigsaw Puzzle
- Postcard
- Laminated Wall ArtMap™

Distribution Points (domestic and foreign)

- Motorsports Facilities throughout North America
- Tourist/Souvenir Shops
- Other Attractions
- Corporate Imprint Sponsors
- Internet (attractionmaps.com)
- Airport Gift Shops
- Toy/Game Stores
- Resort Gift Shops
- Hotel/Motel Gift Shops

Ad Spot Cost (Zero Net Cost)

- Ad Spot for 1 year: \$495 – **Special 4th Edition Limited Time Offer - \$295!**
 - *Limited Time - Special Offer*
- Ad Includes: Raceway Name, Logo, Tele No., Web Address, 6-word description.
- ZERO-NET COST PROGRAM (for pre-paid, discount price Ad):
 - 30 ArtMaps™ (retail value \$12.95 ea.): \$388.85
 - Cost of 1-year ad 295.00
 - = **\$ 93.85 PROFIT!**

- Corporate Sponsorships also available - \$1295 per placement

(additional information can be found at www.racewaysmap.com)