



Source Map, P.O. Box 460, Tracyton, WA 98393 ~ (360) 479-8384, mail@source-map.com , www.FishingRiverMaps.com

## Project Particulars

### Description

The face of the Fishing of North America ArtMap™ is a beautiful, full-color, hand-rendered relief, GIS base-map of North America that illustrates the 153 most popular lake, river and ocean gamefish species, where they are most commonly found, with illustrations of the most popular types of fishing. Additional map layers show the locations of many popular fishing rivers, destinations and guide outfitters. The reverse of the Fishing of North America ArtMap™ shows useful Fishing Industry Directories and Vendor's display advertisements. Both sides of the Fishing of North America ArtMap™ are published in print and on interactive Internet. Many of Source Map projects go on into international distribution as Wall Maps, postcards and jigsaw puzzles (see www.World Impressions.com and www.NAAttractionsCouncil.org).

### Publishing

Format: 23"w x 27"h; folded to: 4"w x 9"h

Print: Full-color, 4/4, no bleed

Paper: 60#, gloss book, aqueous coated

Shipping: Cases of 200 maps

Additional promotional products often include: Postcards, Wall Maps and Jigsaw Puzzles in paper & tin boxes

### Features

- 153 Game fish illustrations w/names
- Regional locations of gamefish
- Fishing guides/outfitters
- Display ads for fishing goods & services
- Illustrations of popular fishing pursuits
- Fishing destinations
- State boundaries w/Capitols
- Directories for fishing goods, services, assoc's.

### Distribution

- Participating Advertisers
- Guides & Outfitters
- Auto & RV Rentals
- RV Service Centers
- Publisher and Affiliate Internet sites
- Fishing Tackle Shops
- Fishing Destinations
- Trade Shows
- RV Parks
- Promotional Events
- Fishing Equipment Manufacturers
- Hotels & Motels
- Information Centers
- Fishing Associations
- Souvenir & Gift Shops

### Advertising

Map Face: Fishing destinations, guide services/outfitters, fishing associations.

- Logo w/contact URL or phone

Map Reverse: Same as Face (above), plus all other fishing industry providers and support goods and services.

- Display Box: 3-7/8"w x 2-1/8"h
- Display Panel: 3-7/8"w x 8-7/8"h

### Zero-Net-Cost Advertising

All **Fishing of North America** ArtMap™ advertising costs are 100% off-set (compensated) by Source Map with shipping-paid, sufficient viable map product that when sold to the trade or used as promotional product, will reduce the advertiser's ad cost to zero.

**For more information:** www.FishingRiverMaps.com or call **Sherry Marquez:(813) 317-3859**