



Source Map Inc.

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## CORPORATE SPONSOR & CUSTOM IMPRINT SPECIFICATIONS

### Famous Motorsports RACEWAYS™ of North America (4th Edition)

#### ArtMap™ Specifications

- Full Color
- 24" x 36"
- Estimated circulation of 4<sup>th</sup> edition: 100,000 images

#### ArtMap™ Derivative Products that 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 Sponsors
- Internet (worldimpressions.com)
- Airport Gift Shops
- Toy/Game Stores
- Resort Gift Shops
- Hotel/Motel Gift Shops

#### Sponsor Spot Cost (**ZERO NET COST**)

- Ad Spot for 1 year: \$1295; for 2 years: \$1995; for 3 years: \$2495
- Ad Includes: Company Name, Logo, Tele No., Web Address, 6-word description.
- **FREE Product for Sponsor Compensation** (for paid-up, full-price Sponsorship):
  - 1-year Sponsorship: 100 ArtMaps™ (retail value of FREE maps @ \$12.95 ea.: \$1295.00)
  - 2-year Sponsorship: 200 ArtMaps™ (retail value of FREE maps @ \$12.95 ea.: \$2590.00)
  - 3-year Sponsorship: 300 ArtMaps™ (retail value of FREE maps @ \$12.95 ea.: \$3885.00)

#### Custom Imprinting of RACEWAYS™ Promo ArtMaps™ (18" x 24")

- 1000 maps: \$1000;      • 2500 maps: \$1870;      • 5000 maps: \$2500
- 1000 piece min. order
- \$150 Set-up per order

(additional information can be found at [www.RacewaysMap.com](http://www.RacewaysMap.com))