



Are you on the map?

We are excited to announce the Downtown YEG Fun Map coming in the spring of 2025!

The Downtown Edmonton Fun Map is a printed and online map listing Downtown Edmonton's places to eat, drink, shop, play, and stay. The Downtown YEG Fun Map is illustrated with easily recognizable buildings and locations. If you are not yet listed on the map then this is an excellent opportunity to be a part of this initiative and promote your Downtown Edmonton business.

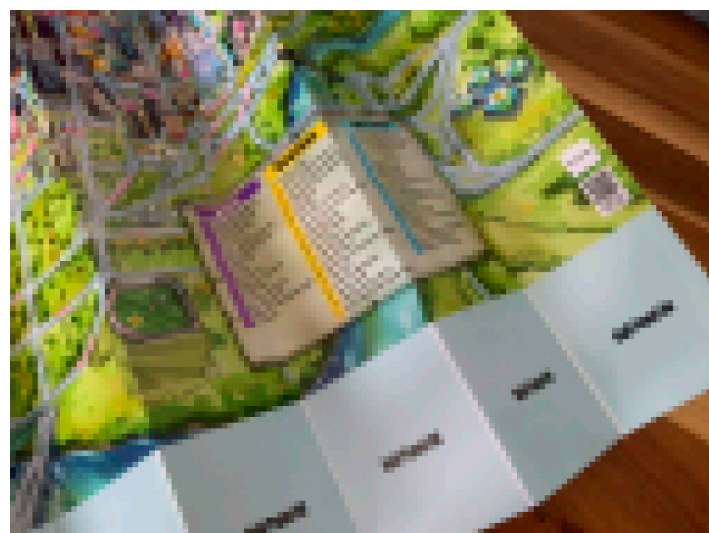
You're listing and location on the Downtown Edmonton Fun Map is free with the purchase of any ad.

A Printed Map Is A Handy Map

An illustrated map in print form is a great way to promote your restaurant, hotel, attractions or service. Illustrated in a fun and imaginative way, one of the great things about a printed map is the handy instant access to business and services in Downtown Edmonton.

The Downtown YEG Fun Map is designed to bring locals and visitors alike downtown. A trip downtown can include a meal, some shopping, a hockey game at a pub or even live at Rogers Place.

A printed map in hand is always handy and will be the go to map for visitors and locals exploring the area. The greatest thing about a printed map is you just pick it up and it works!



**Supporting
Local Business**



Citadel Theatre
 Large theatre venue with 5 unique performance spaces for musicals, plays, live music & classes.
 9828 101A Ave, Edmonton
 tel.780-425-1820
 Website
 Get Directions

A Powerful Pair

Printed and Online Downtown YEG Fun Maps

Downtown YEG Fun Map
10,000 printed maps
¢2.75
 cost of ad per map
For a Quarter Panel Ad
 includes free listing and location



FREE ONLINE DIGITAL MAP

- Location
- Listing
- Info Pop-up
- Link to website
- Directions to your doorstep

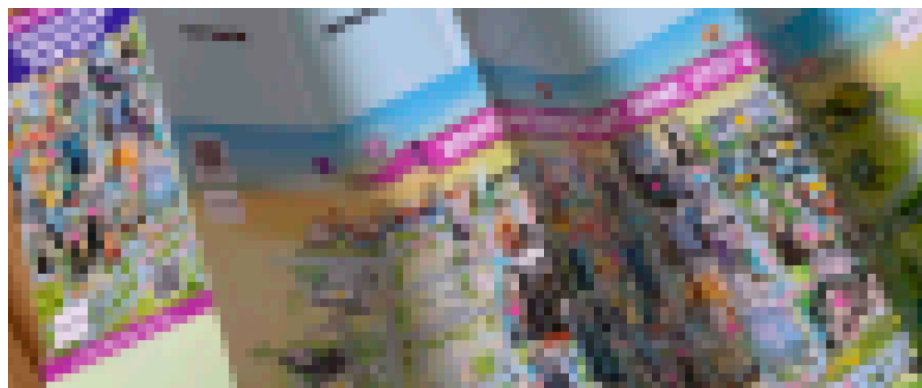
To make the Downtown Edmonton Fun Map even more powerful we developed an online digital version of the map. QR codes on the printed map link directly to the online digital version of the Downtown Edmonton Fun Map.

Each listing comes with pop-up info listing company name, description, contact info and links to both website and google map directions right to your doorstep.

Your listing and links to your website and directions to your business are absolutely free with any purchased ad on the printed map.

Your info at a customer's a finger tip

* Based on quarter panel ad (\$275) with 10,000 maps printed



Bringing back value to advertising

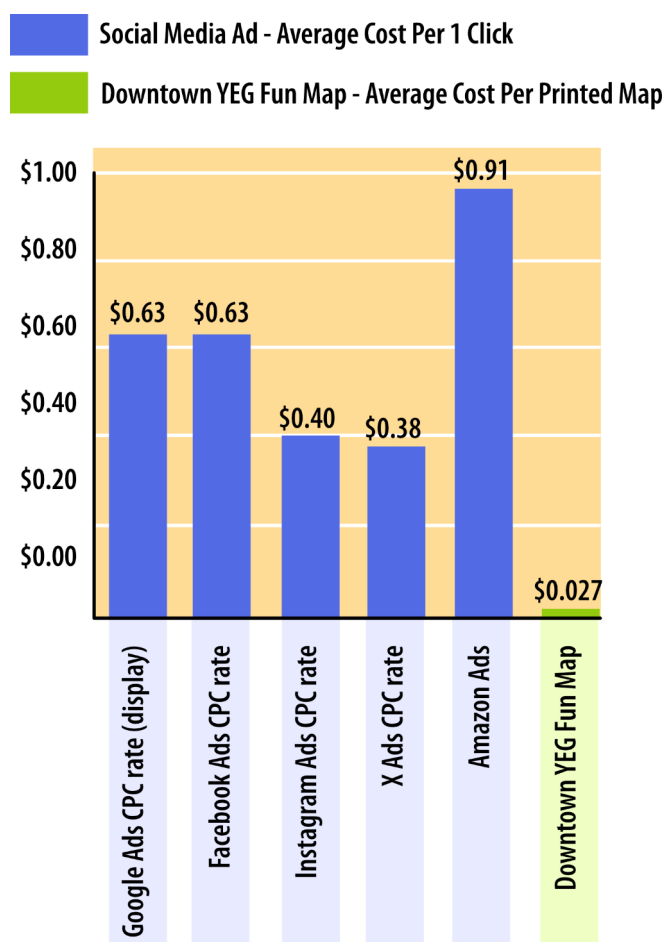
The cost of having an ad and listing on the printed map is as low as 2.7 cents per map. That's less, much less, than even one click of a social media ad! In some cases one click of a social media ad can cost 10 times or more than your ad and location on one Downtown YEG Fun Map,

Anyone who picks up a YEG fun map heading downtown is looking for hospitality, shopping, attractions and services in the area. Having your listing and ad on the map can bring those customers right to your doorstep. Also consider one printed map is shared between a family or friends and can be used for an entire day or multiple days. That's even more multiplied exposure.

With social media ads, wealthy companies can out bid your ad and drive up the price of impressions and clicks, making social media ad campaigns very expensive and costs uncertain. With a printed map everyone pays the same for the same size ad and has an equal opportunity to bring exposure to their business with ad cost certainty.

Social media advertising boasts that their ads can pinpoint the customers target audience. But even more powerful is a handy Downtown Edmonton Fun Map in pocket bringing customers right to your door .

In a nutshell what would you rather have? One single click of a Social Media Ad or your Company's Ad on a printed map in the hands of your target customers in your local area.



businessofapps.com

Social Media

- ✗ Saturated market equals high advertising costs
- ✗ Higher bids can drive up the cost
- ✗ Cost uncertainty from fluctuating bids
- ✗ Every click is the sound of money going out the door
- ✗ Difficult and confusing to manage
- ✗ Ad only somewhere in cyberspace
- ✗ Multi-billionaire US corporation benefits

Downtown YEG Fun Map

- ✓ Your message in the hands of the right people
- ✓ One low cost for everyone
- ✓ Cost certainty the price is the price
- ✓ One map can grow exposure in a group
- ✓ Free layout and design.
- ✓ A map in hand is always handy
- ✓ Locally produced by a small YEG business.

Will You Be on The Downtown YEG Map?

**The Downtown YEG Fun Map
is coming spring 2025**

Your Downtown YEG Fun Map Ad Package Includes

- ✓ Full, half, or quarter panel ad on the printed map
Free ad layout included
- ✓ Your business listed on the printed map
Your business listed on the digital map for FREE
- ✓ Google Map directions to your door
- ✓ Pop-up info and website link on the digital map
- ✓ 100 FREE printed maps to give away
- ✓ 10,000 printed maps with your ad distributed to local hotels, restaurants, tour & travel centres and more

Ad Rates

Quarter Panel Ad
2"high x 3.5"wide
Full Color
*Includes ad layout
\$275.00

Half Panel Ad
4"high x 3"wide
Full Color
*Includes ad layout
\$490.00

Full Panel Ad
8"high x 35"wide
Full Color
*Includes ad layout
\$925.00

**For more information or to book an ad please go to
www.yegfunmap.com**

email wv@wvcreative.space

yegfunmap