



Are you on the map?

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

The Downtown Edmonton Fun Map is a printed and digital map listing Downtown Edmonton's places to eat, drink, play, and stay. The Downtown Edmonton 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

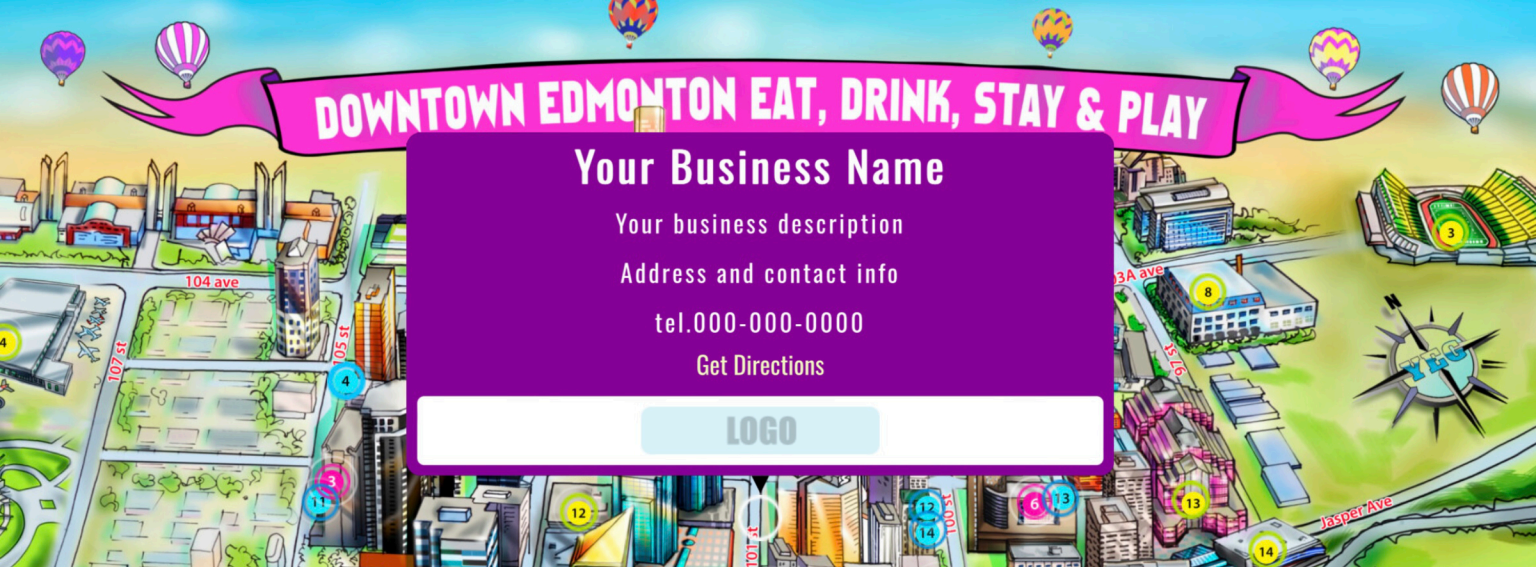
An illustrated map in print form is a great way to promote your restaurant, hotel, attractions or service. Illustrated in a fun and imaginative way, one of the great things about a printed map is the handy instant access to business and services in Downtown Edmonton.

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**



A Powerful Pair

Printed and Online Downtown YEG Fun Maps

Downtown YEG Fun Map
10,000 printed maps

\$2.75
 cents 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. With QR codes on the printed map, a user of the printed map can capture a QR-code on their device which will bring up the digital version of the Downtown Edmonton Fun Map.

Your listing on the digital map comes completely free with your purchase of any ad on the printed map.

Each listing comes with a pop up window with 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 is absolutely free with an ad on the printed map.

Your Info at
a Finger Tip



Bringing back value to advertising

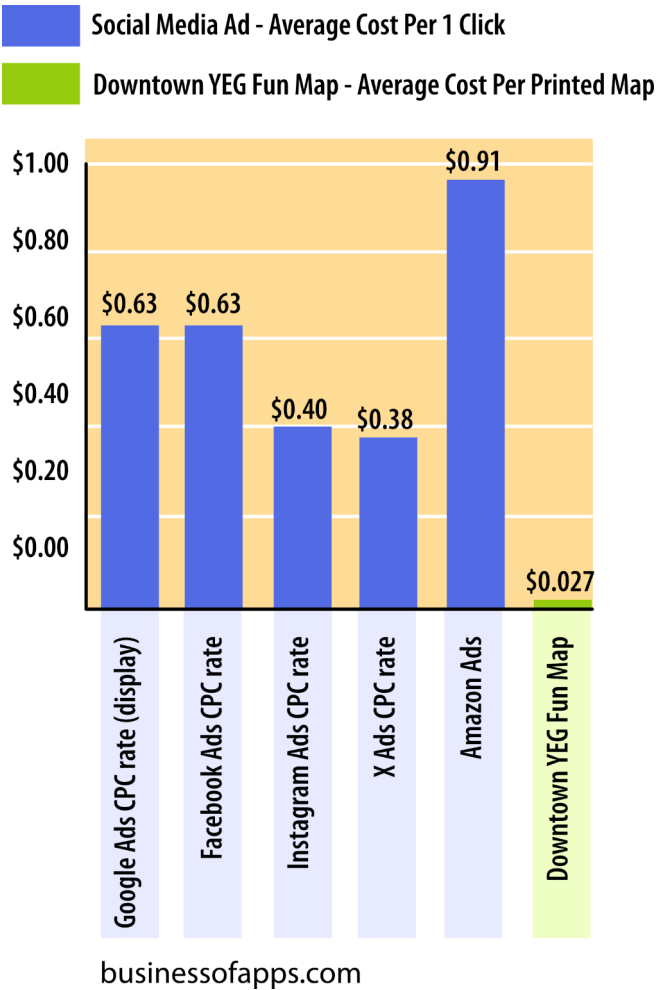
The cost of having an ad and listing on the printed map is as low as 2.7 cents per map. That’s less, much less, than even one click of a social media ad! In some cases one click of a social media ad can cost 10 times or more than your ad and location on the Downtown YEG Fun Map,

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 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 you ad on a printed map in the hands of your target customers.



Social Media	Downtown YEG Fun Map
✗ Saturated market equals high advertising costs	✓ Tested and true method of getting your message in the hands of the right people
✗ Higher bids can drive up the cost	✓ One low cost for everyone
✗ Cost uncertainty from fluctuating bids	✓ Cost certainty the price is the price
✗ Every click is the sound of money going out the door.	✓ One map can grow exposure in a group and/or used on multiple days
✗ Difficult and confusing to manage	✓ Free layout and design. Just hand us your info we'll take care of the rest
✗ Ad only somewhere in cyberspace	✓ A useful tool like a printed map keeps your ad in the hands of the right people

Who is behind the Downtown YEG Fun Map



The Downtown Edmonton Fun Map was created by illustrator and designer Cam Wilson with a vision to bring visitors to businesses that drive the economy in the heart of the city.

Wilson Visuals has been part of Edmonton's Design community for over 25 years. Wilson Visuals has worked locally with government and businesses such as WEM, Government of Alberta, City of Edmonton, Edmonton Oilers.

Other national and USA clients include Hockey Canada, Purdue University Alumni, Royal Ontario Museum, Temple University McGraw Hill and others. Cam's experience in Art Direction, Print and Web design, and illustration, has allowed Wilson Visuals to create this important project from concept to finished art.

Will you be on the Downtown Edmonton Fun Map? Do you have a hospitality, retail, or recreation business in or around Downtown Edmonton?



**Bringing
customers
to your
doorstep**

***Ads as low as 2.75 cents per map.**

Your ad 10,000 printed maps

listing and location on the printed and digital map

Digital map with listing, location, info pop-up, link to website and directions to your doorstep. All absolutely free with your purchase of any ad.

Distribution at key pick up locations such as transportation hubs, airports, tourist info centers, hotels, and other venues.

The printed map will be published and circulated to tourist information centres, local businesses, hotels, and airports and will be available for free.

For more information please go to
www.illomaps.net
email wv@wvcreative.space
tel. 780-708-4299

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