



# Borough of Hanover 2022-2023 Street Map & Resource Guide

The Borough of Hanover, through the services of Target Marketing, is producing 10,000 copies of an updated, four-color **2022-2023 Street Map & Resource Guide of Hanover** and the immediate surrounding area. We're excited to inform you of this special advertising opportunity!

Advertising on the **2022-2023 Street Map & Resource Guide** is both popular and effective as a marketing tool. Distribution goes out to over 100 locations including banks, schools, churches, libraries, realty agencies, visitors' centers, and other high-traffic public areas. In addition, advertisers receive a supply of maps to distribute to clients and business affiliates. And though GPS and internet maps are easily accessible, print maps continue to be popular, especially for new residents, by presenting the whole city and surrounding area rather than just three or four blocks at a time.

On the **2022-2023 Street Map & Resource Guide of Hanover** business card ads will border the map and will be arranged categorically on both sides of the map. In addition to promoting regional amenities, the map will display current Hanover programs, along with a directory of important phone numbers and community resources and information. To envision how the updated publication will look, check out the 2022 Street Map and Resource Guide at: [www.MapLocator.com/Pennsylvania/Hanover](http://www.MapLocator.com/Pennsylvania/Hanover).

An easy-to-navigate, searchable online version of the **2022-2023 Street Map & Resource Guide of Hanover** will also be available on the Hanover website, [www.HanoverBoroughPA.gov](http://www.HanoverBoroughPA.gov), and will highlight each participating business with a click-able location pinpoint, driving even more traffic to your business. This user-friendly component can be linked to your business website, multiplying your business' exposure many times over! Even more, Target Marketing offers the opportunity to be included on the popular mobile GPS app WAZE which has over 110 million users!



We're excited to offer you this opportunity! Marketing space is limited and available on a first-come, first-served basis. Over 2,000 businesses will be vying for just 120 advertising spots. It's not uncommon for Target Marketing to sell out of sponsorship opportunities, so contact John today!

On behalf of the Borough of Hanover,

W. William Reichart, II  
Hanover Borough Council President

**YES! I am interested in advertising in the Borough of Hanover Street Map & Resource Guide!**

**Fill out the form below and email to [jhensley@chambermaps.com](mailto:jhensley@chambermaps.com)**

Business Name \_\_\_\_\_ Contact Name \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

**John Hensley may be reached at (859) 912-4994**