



2022-2023 Street Map & Resource Guide

Dear business owner:

The City of Harrisburg is pleased to once again be working with the cartographic and marketing firm of Target Marketing to publish a new, up-to-date, full-color *Harrisburg Street Map and Resource Guide*. This publication will be the only official map endorsed and distributed by the City of Harrisburg, distributed to locals, tourists, newcomers, and arriving professionals.

Accurate, user-friendly maps are a popular item for our newcomers, potential commercial relocation candidates, and even our lifelong residents. Target Marketing will also be offering members an opportunity to be included on the popular mobile GPS app, Waze. This app has 110 million users and we are excited about giving you this option.

Here are a few more reasons to include your advertisement on the new map. According to US Census Data:

- Over 11% of the U.S. population relocates annually.
- In the first six months of moving to a new home, the average home owner spends over \$12,000.
- New movers are 5 times more likely to become your long-term customers - if you reach them first.

The Business and Professional Showcase Directory section offers the opportunity to promote your business. This section will classify participating businesses by category, including a brief description of their products and/or services. Advertising space on the back cover and a limited number of interior display panel ads are also available. Participating advertisers will receive a complimentary supply of the folded maps and will be included on the web counterpart which will be prominently linked from the City's website.



Don't miss out on the unique member opportunity to reach potential buyers, new residents and new partners. Space is limited, and sponsorships are reasonable, especially considering more than **10,000** maps will be printed and available for the next 18-24 months.

Sincerely,

Wanda Williams

Wanda R. D. Williams
Mayor

YES! I am interested in advertising in the City of Harrisburg Street Map & Resource Guide!

Fill out the form below and email to jhensley@chambermaps.com

Business Name _____ Contact Name _____

Phone _____ Email _____

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