

2024 MEDIA KIT

Put Your Business On The Map



Over 14,000,000 Maps
Printed in 116 Destinations
Locally Owned and Operated

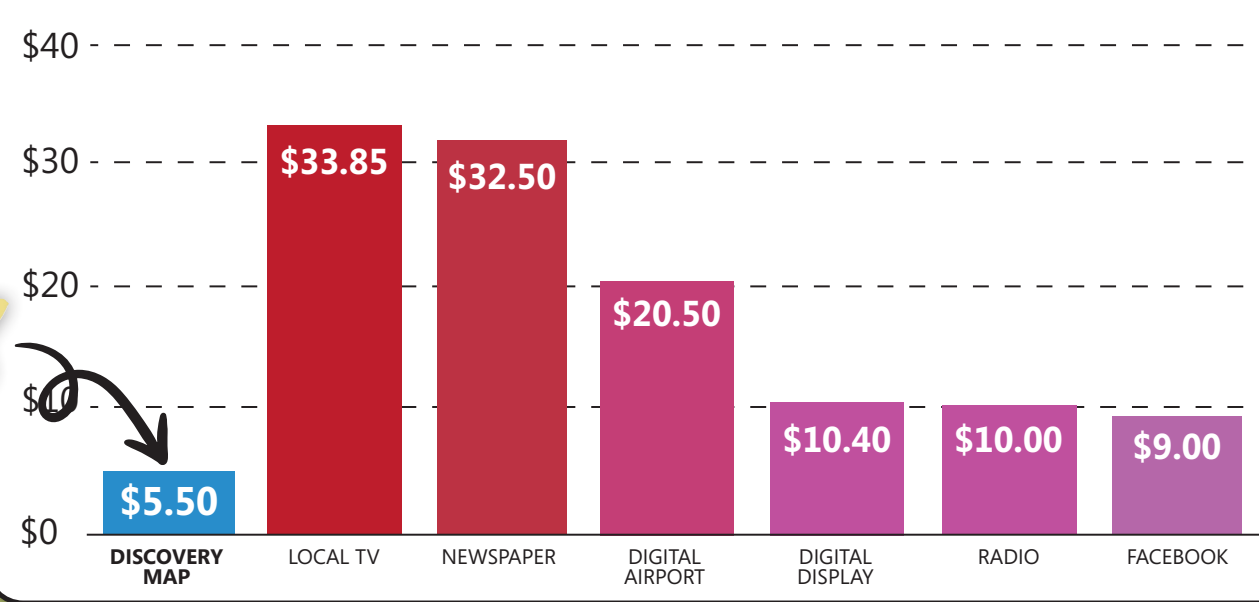
WHY DISCOVERY MAP?

**We Promote Your Business
Across Print, Digital & Social!**

PRINT

- 80% of hotel guests pick up printed maps and brochures*
- Not all impressions are created equally

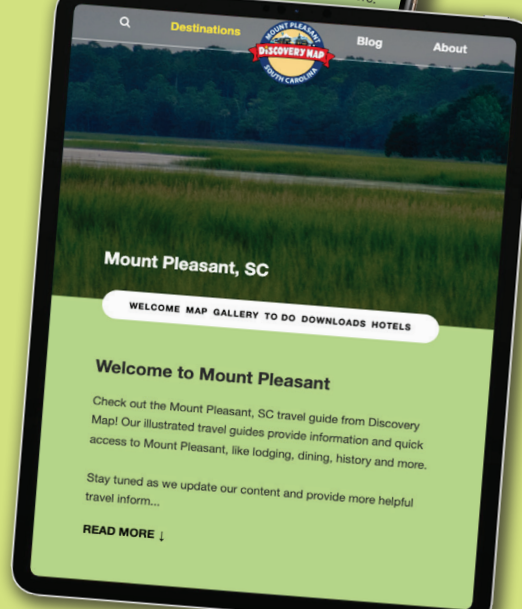
Cost Per Thousand Impressions Across Media



- With the lowest cost per impression in town, Discovery Map guarantees that your business will be:
 - Included on 100,000 printed maps
 - Distributed for 12 months at The Mount Pleasant Visitor Center, all hotels East of the Cooper, vacation rental property management companies, Whole Foods and select grocery stores, local events and expos, and all local marketing partners
 - Exposed to an engaged, targeted audience for an entire year
 - Hand-drawn and labeled on the map...leading customers directly to your door
- Free ad design

DIGITAL

- Franchisees are local experts in their communities
- Your print ad automatically comes with a digital listing on the dedicated Mount Pleasant landing page on DiscoverMap.com, maximizing your year-round exposure
- Your listing links directly with your Facebook page and includes contact information for your business



- Users can find area descriptions, local businesses, travel articles and hidden gems

SOCIAL

- We promote and feature destinations and businesses by offering links to their websites and other digital platforms
- As a marketing partner, you can send us events and specials to post to our own social media pages throughout the year



Discovery Map of Mount Pleasant

discoverymap.com/mt-pleasant-sc

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843-277-1968

* Bentley University

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TESTIMONIALS

"With owning two retail locations, one on Sullivan's Island and the other in Mount Pleasant, Discovery Map gives us the most bang for our buck! Plus with the map being out for a year, that provides us with a long shelf life."

- Steve Cordina, owner of Shades of Charleston

"Since 1967 Gwynn's has been a shopping destination. We've found by placing our ad with Discovery Map of Mount Pleasant it really helps with visitors finding us! Thanks Discovery Map."

- Marshall Simon, owner of Gwynn's of Mount Pleasant

"As the owner of a small business in Mount Pleasant for over 5 1/2 years, I can say that one of our favorite advertisement investments has been with the Mt Pleasant Discovery Maps. It has really helped raise awareness of Annie's Hot Donuts to guests that are new to the area and to all our beloved vacationers."

- Annie Vola, owner of Annie's Hot Donuts

"Discovery Map has been a good tool for our business to engage with out-of-town visitors. It's a colorful, user-friendly map that we'll continue to advertise with in the future."

- Alyssa Lund, District Manager of East Bay Deli

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