

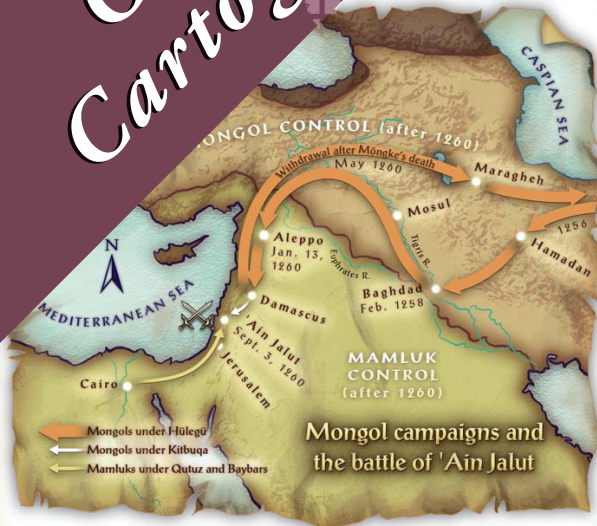
MappingSpecialists®

www.mappingspecialists.com

Custom
Cartography

Our publishing services include:

- research & compilation
- editorial & fact-checking
- program development
- map design & production
- illustrations & art
- animations & interactive graphics
- charts & graphs
- GIS services
- print-on-demand plotting
- lamination, mounting, & framing



Whether you have one map or 100 maps to create, our staff is well-equipped to provide you with exactly what you need, when you need it. We look forward to working with you on your next graphics project and becoming part of your production team.

MappingSpecialists®

3000 Cahill Main #220 Phone 608.274.4004
Fitchburg, WI 53711 Toll Free 866.525.2298

www.mappingspecialists.com

*see other side for Mapping Specialists'
Work-for-Hire arrangement and other details*

Mapping Specialists, Ltd.

Solutions to your mapping needs!

The MSL Work-for-Hire arrangement

Mapping Specialists is a "work-for-hire" contractor. If you wish, the map and files become your intellectual property. You can repurpose it or reprint it, without owing us royalties. You hold the copyright and can use the map how you want. We also have existing map series that can be licensed for single or multiple uses; royalties would be paid on a per-unit-printed basis. This process reduces your up-front production costs.

Confidentiality

We produce maps for a wide variety of clients. Your work will be kept separate from all our other clients. All maps are custom-designed to your specifications. We retain the right to select base maps from our library and customize them for you. Your map will not suddenly appear in someone else's publication.

Production Teams & Communication

Mapping Specialists has multiple production teams, each lead by a project manager. When possible, the same production team will produce your maps each time you have a new project, so you know what to expect each time we work together. Developing a strong working relationship with one project team and project manager streamlines the process, ensures quality, and provides consistency between your projects.

Estimates, Costs, and Invoicing

How much does a map cost? Good question. There are about as many different prices as there are maps. We have found that content drives price. A small, complicated map could cost the same or more than a large, simple map. The best way to find out how much we charge is to send us a representative sample of maps for a project. We usually estimate based on average cost, but we can derive individual map prices if you prefer. When we estimate based on average cost, it helps you for budgeting and invoicing. For example, if all the maps in a program cost \$200, there may be some that are \$150 and some that are \$275, but we average them out. We can also break it down into a few price categories if the complexity range of maps is large. If you know the average price for the maps in a project, you can easily decide how adding or deleting a few maps affects your final price. Once a map has gone into production, especially through first proof, there is some cost incurred. We usually figure that 90% to 95% of our work is completed by the time you see the first proof.

university. We have full access to their extensive library system, including one of the premier map libraries in the country, the Arthur H. Robinson Map Library.

Production

To match our customer's requirements, we produce most of our cartography using state-of-the-art graphics software, such as the Adobe Suite®, MaPublisher®, and ESRI's ArcGIS®. We also use a wide variety of other design, special effects, and mapping software. We are a business partner with ESRI and use a full complement of ESRI products.

Editorial

Our clients want maps that are not only attractive, but also complete and accurate. Our editorial staff reviews maps for content suitability and verification, geographic accuracy, and design issues. Our editorial department is one of the primary reasons that Mapping Specialists has earned a world-wide reputation for producing quality maps.

File Structure

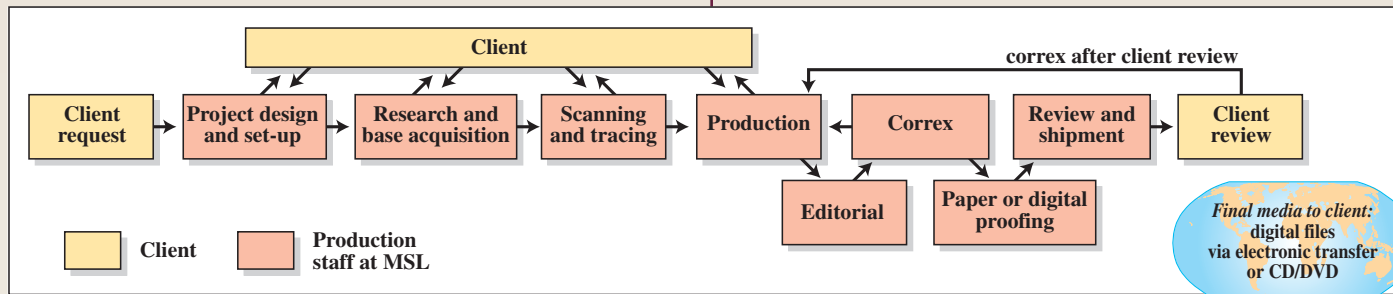
We build all of our files for a project in the same way. Whether your map is simple or complex, four-color, two-color, or one-color, large or small, the files are set up so that we can easily repurpose them for your future needs. We use the layers functions in Adobe Illustrator® to divide the various parts of the map so we can easily change the specifications. By setting up our maps in this way, we can save you money if you need us to derive a new map from one you have already produced.

Delivery

We regularly use electronic workflow with our clients. We can attach the files to e-mail documents or transfer the files via either your .ftp site or ours. This is one item our Project Managers arrange when setting up the project, so that any transfer problems can be worked out before deadlines approach.

Print-on-demand and lamination services

We offer high-resolution print runs from our laser printers and plotters. These print-quality products offer a cost effective solution for limited-sized print runs or for single copies. Our lamination service and hanging systems protect your printed products so that they will last longer. Call us for an estimate.



As far as extra charges go, we would rather not "nickel and dime you to death." We expect that some changes will occur during the proofing stages, so we build that into our estimate. If extra charges (AA's) occur, you will be notified. That way, you will not receive surprises on your invoice.

Mapping Specialists will not charge to correct production errors made by our cartographers, but will charge for changes requested after the approval of a previous stage. We will bill for shipping unless a shipping account number is given. We will bill on a monthly basis for work completed. Our terms are net 30 days.

Research

We pride ourselves in the quality and thoroughness of our work. We provide complete research for our maps in three major ways. First, acquisitions are regularly added to our in-house research library, which is maintained by our Editorial Director. Second, we have taken the time to verify that various Internet Web sites are credible. We don't simply do a "Google search" and grab the first match. We have a committee that searches out, reviews, and catalogs high quality Web sources. These are made easily accessible to all of our staff. Finally, our office is located within three miles of the University of Wisconsin-Madison, a 40,000-student

Our Thematic and Street Map Production Process

Almost 25 years of experience have helped us develop an efficient map production process. If we have questions about what you request, we will ask you about it.

Part of your team

We always strive to give you the highest quality and the best service possible. Our clients compliment us on our business relationships. That equates into very high client retention for our project teams and consistency for you.

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