

Where people "in the know" go!



### What is a MingleMap?

MingleMaps™ are illustrated keepsake-quality touring maps of living, working downtowns. Maps of these walkable districts help solidify their status as a social hub and vibrant destination, enticing tourists and residents alike. Their hip and humorous style sets them apart from any other map or guide.



### MingleMaps are:

- ✓ A visual tool to help customers find your business.
- ✓ Fun to read, easy to carry, simple to refold.
- ✓ Available all over town.
- ✓ Free to consumers.



### How are MingleMaps different from other advertising?

MingleMaps are an effective, targeted alternative to other print advertising, which is really only effective if done repeatedly. They offer long-term exposure for a low, one-time fee. And let's face it, MingleMaps are eye-catching and incredibly unique! If you want to drive foot traffic to your door, MingleMaps are the answer.



### MingleMaps show consumers the way.

- Unlike multi-page visitor guides and other maps, MingleMaps make navigating downtown a breeze! The full-color illustrated design depicts your business as a visual landmark, not a number or square, making it easy for people to find you.
- The back of the map features a categorized directory listing your business name, website, phone number, and a grid number for easy location on the map.
- Tourists love this handy guide to everything downtown has to offer.
- Residents refer to the map time and time again when patronizing the downtown area.



### Put your business on the map!

MingleMaps are placed in high-traffic areas where visitors are most likely to find them, and in key locations around town. Distribution sites may include:

- Hotels & Inns
- Retail Merchants & Restaurants
- Visitor Centers
- Car Rental Agencies
- Parking Lots and Valet Stands
- Select Real Estate Offices
- Galleries & Museums



## Frequently Asked Questions



### What is the story behind MingleMaps™?

Jake Keiser and Candice Mutschler, founders of Kreative Communities, LLC, came up with the idea for MingleMaps after their search for a current, useful map of downtown Sarasota, Florida left them empty handed. So the two decided it was their civic duty to put businesses on the map—literally. They just knew that with a MingleMap in hand, virtually anyone could find the best places to tour, shop, dine and, of course, mingle!

### How will MingleMaps benefit my business versus other maps?

The illustrated design provides a snapshot of downtown at a glance. The logically categorized directory on the back provides the address, website and phone number to call for hours, reservations, or whatever. It's all right there, no need to flip through multiple pages. Anyone who has ever tried to wade through the information overload that typically defines most tourist guides will be grateful for this delightful, easy-to-use map.

### How will my business be illustrated?

MingleMaps are a true work of art. Our artist hand paints the map to reflect the unique character of each business invited to appear on the map.

### How do you decide who goes on the map?

MingleMaps were conceived to reflect our tagline, Where people "in the know" go! That strategy, combined with the map's unique design and space limitations, means not all businesses can fit on the map. Therefore, those invited to appear on the map:

- have unique architectural appeal or serve as a navigational landmark;
- have received the MingleMaps founders' personal seal of approval;
- are hard to find and therefore need MingleMaps' help; or
- are current hotspots.

Our exclusive selection process helps ensure that your business gets the exposure it deserves. (Residents often tell us that thanks to MingleMaps, they've discovered shops and restaurants they didn't even know existed!)

### What else is on the map?

MingleMaps concentrate on the prime shopping and dining areas of downtown and strive to capture the distinct flavor of each district. To make them truly useful and a riot to read, MingleMaps may also show local points of interest, historical neighborhoods, landmarks, parking areas and a few surprises!

### How large is the map, and how many will be distributed?

MingleMaps are a manageable 18"x 24" with a folded size of 4" x 9". So they're small enough to fit in a purse or pocket. Our target distribution may vary by city; however, our commitment is to make the maps available throughout the year.

### Are MingleMaps available online?

Yes, a viewable PDF version of the map and directory will be available online at [www.minglemaps.com](http://www.minglemaps.com), as well as a printable text version of the directory listing. Printed MingleMaps are also available by request via the website.

## ADVERTISING INFO:

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(941) 928-4159

**Illustration + Line Ad: \$495**  
Limited to 130 businesses

**Hot Spot 2" Circle Ad: \$750\***  
Have you or your logo "Mingleized"?  
Only 5 available (\*in addition to line ad)

## MEDIA INQUIRIES:

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