



## HELP SHEET

When you get an enquiry from a customer for a map, don't forget - we are always here to help with advice and information - just give us a call, or email us on [sales@oxfordcartographers.com](mailto:sales@oxfordcartographers.com)

Meantime, here are some questions that you can ask your customer which will help to fill out a picture of the map that they need:

- **What is the purpose of the map?** - to show customers where offices are, to teach customers about their products, to provide clear contact details for a range of locations, to act as a gift and talking point when you make sales visits?
- **What area does the map have to cover?** - The world, a continent, a country, a region, a city?
- **If it is a city, what area?** - north to? south to? east to? west to?
- **What size does the final map need to be?** - A4 (210 x 297mm), A3 (420 x 297mm), A2 (594 x 420mm), A1 (841 x 594mm), A0 (1280 x 900mm) or a special size?
- **What sort of colouring do you prefer?** - a flat colour on the land areas, or colouring to indicate geographical features?
- **What is the final format that you need?** - a printed copy, a wall map, a tear-off map pad, a desk mat with foam backing, a mini-fold map, a star-fold or a digital file for a website?
- **If printed** - how many copies, flat or folded, if flat then do you want the paper left plain or laminated or encapsulated?

Based on our 30+ years experience of supplying mapping, for ideas about which maps work best in which markets, see our helpful list on the Promotional Maps page.

Some customers can tell you exactly what they need whilst others need guidance to think through the options that will work best with the end-user. If you get stuck - just phone us!