



National Mapping Program

# Selling US Maps

802-44

U.S. Department of the Interior  
Geological Survey

Americans like maps.

That's why every year millions of them buy maps of the United States (US) from the U.S. Geological Survey, a Federal agency whose earth science maps are recognized throughout the world for their accuracy and completeness.

These are the maps that hikers, campers, and fishermen find indispensable for guiding them to outdoor recreation and fun.

These are the maps that scientists and engineers use to help plan the wise and prudent use of the Nation's resources.

These are the maps that mapmakers use. Often when government agencies or private firms produce maps of their own design, they take the basic information from the US Maps of the Geological Survey.

These are the maps that are sold by nearly 2,000 retailers across the country, retailers who recognize the benefits of offering to their customers high-value products at modest prices.

### The Hometown Map with a Difference

Most maps published by the Geological Survey are topographic. They portray the lay of the land—the hills, the valleys, and the networks of rivers and streams. They show natural and manmade features not only horizontally but vertically. You can even see how many feet above mean sea level your own home is.

This aspect of topographic maps is a sales advantage. It's one of the many reasons why these maps are far more than just simple street guides. They are guides to the very land itself.

But topographic maps of hometown America are not the only US Maps produced by the Geological Survey and sold by retailers across the Nation. There are geologic maps that portray underlying rock formations and hydrologic maps that show streams and drainage. There are even land use, land cover maps that show the uses to which man and nature have put the land.

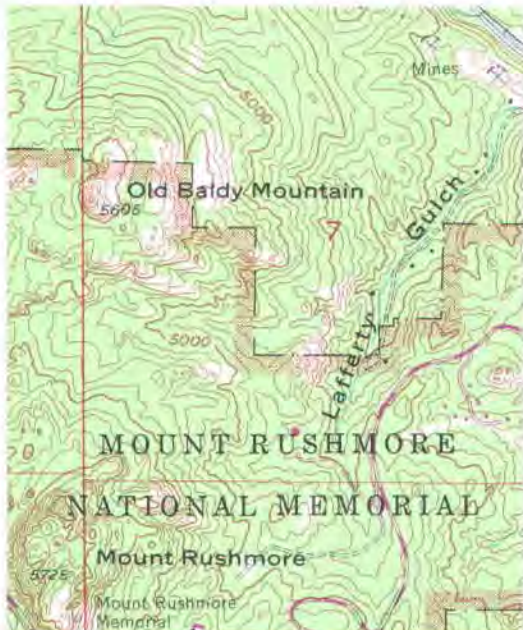
US Maps even include coverage of faraway places. The Geological Survey maps Antarctica for the National Science Foundation. In cooperation with the National Aeronautics and Space

Administration (NASA), earth scientists at the Survey even map the Moon and planets.

All of these or a few of these—one of the most remarkable inventories of cartographic products in the world—can be part of your stock.

### Becoming a Map Dealer

No matter how few maps you decide to stock for your customers, as an authorized US Maps dealer you provide public access to perhaps the world's largest inventory of maps. That's currently more than 40,000 different topographic maps and nearly 20,000 other maps. Copies of these maps are kept in inventory to support Earth and planetary scientific investigations, national resource and land management needs, and in the event of emergencies caused by natural or manmade disasters. As an authorized US Maps dealer, you will have the opportunity to become familiar with this remarkable family of map products and to choose those that you think your customers would like to have, whether it's a map of Mars, Antarctica, your State, or your own hometown.



1:24,000-scale topographic map



1:100,000-scale topographic map, same area



1:250,000-scale topographic map, same area

## US Maps Dealer Program

When you become an authorized dealer for US Maps of the Geological Survey, you receive key benefits.

**Discounts:** Authorized dealers receive a 50 percent discount, regardless of the size of the order. A dealer's initial purchase must have a total after-discount price of at least \$200. Subsequent orders can be for any amount. The Geological Survey requests dealers to maintain reasonable stocks of maps of local areas.

You set the price you feel is right for your business and for your customers.

**Credit:** Dealers with good payment records can obtain 30-day credit terms.

**Inventory Updates:** Authorized US Maps dealers are not locked into an aging and outdated inventory. Dealers may obtain from the Survey free replacement copies of any map that is revised or superseded.

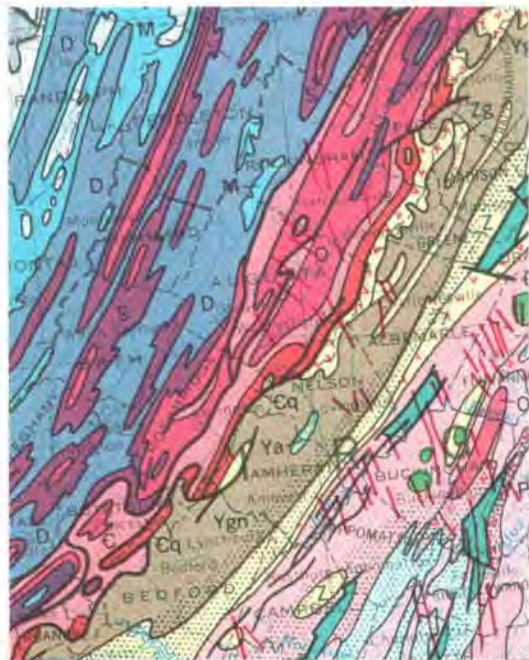


Folded map carton

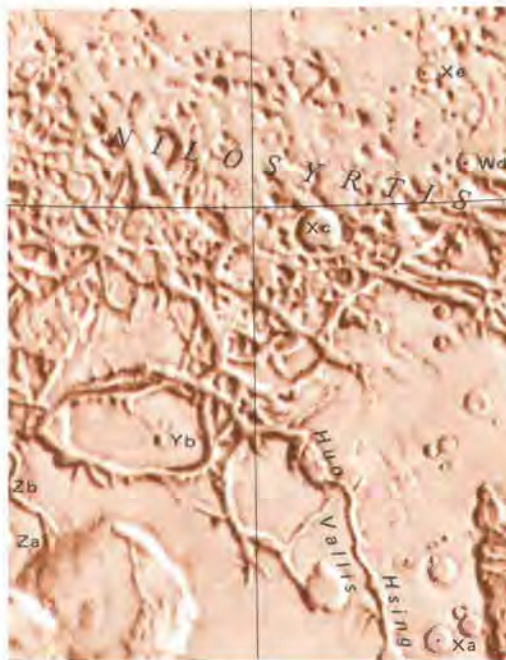
**Priority Fulfillment:** Dealer orders receive priority fulfillment with 48-hour turnaround at the warehouse.

**Product Information:** You receive free a monthly copy of *New Publications of the Geological Survey*, which keeps you abreast of new maps, revisions of existing maps, and descriptions of earth science publications from the Geological Survey. You will also receive window decals, salescounter display signs, and special mailing labels for map orders and mailing envelopes.

**Publicity:** The Geological Survey maintains extensive map indexes that are distributed free to dealers and to the public. These indexes are a guide to selecting maps. As a dealer you will be listed on the "Index for Topographic Maps" for the State in which your business is located.



Geologic map of U.S.



Mars map



Hydrologic Investigations Atlas

## What the US Maps Dealer Offers

As an authorized US Maps dealer for the Geological Survey, you will be improving and expanding public access to products and information of one of the most prestigious earth science and mapping organizations in the world. You will be entering into a cooperative arrangement in which dealers agree to offer maps for sale over-the-counter to the public in commercial locations during normal business hours.

## A Few Words About Who We Are

As an authorized US Maps dealer for the Geological Survey, you may want to know a little about us, who we are and what we do. The Geological Survey is one of the Nation's principal earth science organizations, a bureau within the Department of the Interior that is more than 100 years old. Our employees include earth scientists such as geologists, hydrologists, cartographers, geographers, and topographic engineers.

Our job is to provide the earth science information that people need to plan the intelligent use of the Nation's resources of land, water, and minerals.

## How to Become a US Maps Dealer

Simply write to us and ask for a copy of our dealer agreement. The agreement spells out in detail the terms and conditions. Write to:

U.S. Geological Survey  
National Mapping Division Dealer Program  
580 National Center  
Reston, Virginia 22092