

# A LOCAL EVOLUTION

CHANGING THE WAY RESIDENTS CONNECT TO THEIR COMMUNITY



Print



Loyalty



Interactive

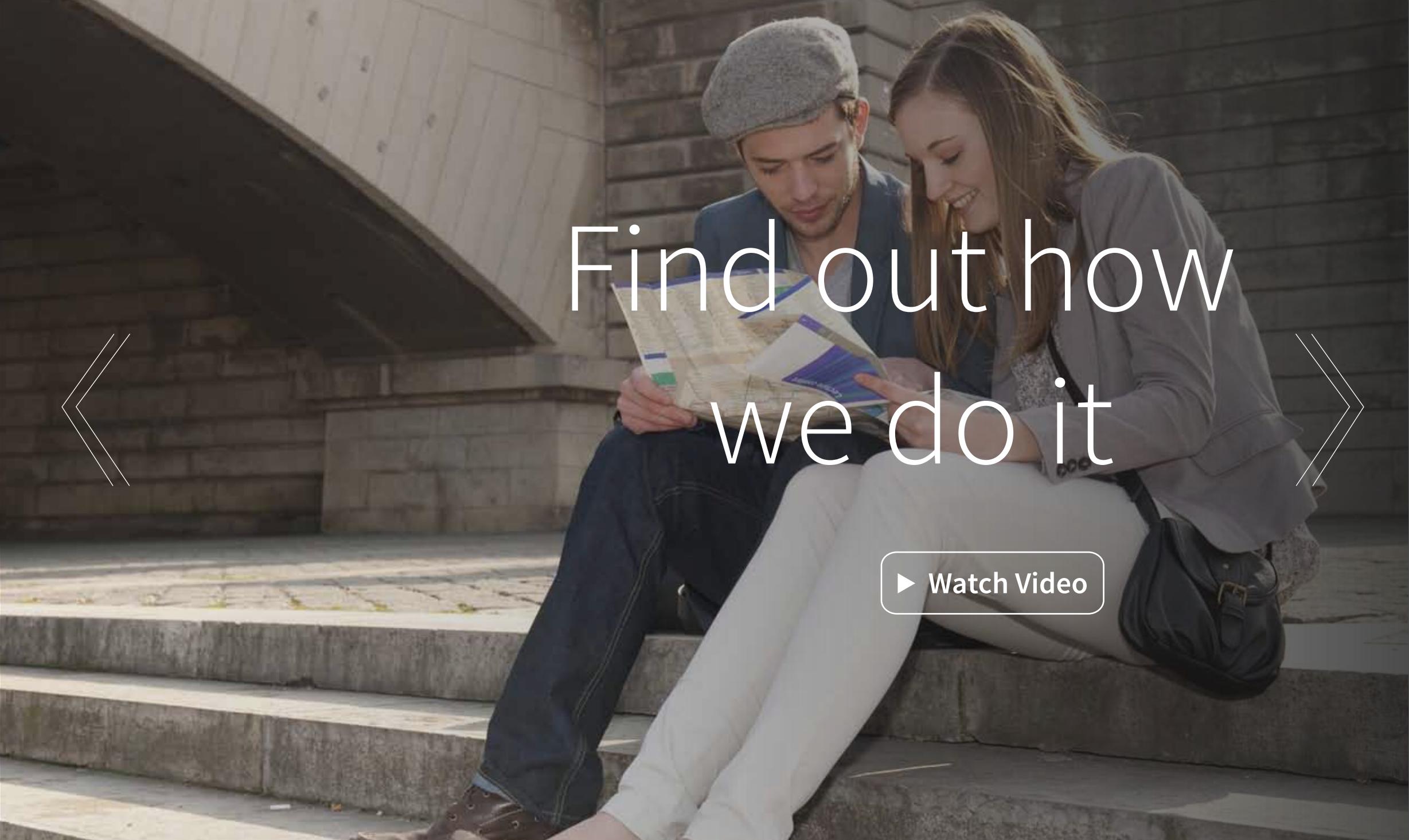


QR



Visual

DETOUR AHEAD ➤➤



Find out how  
we do it

Watch Video



< 2 of 16 >



## OUR MAPS

serve as a navigation guide to your neighborhood, as well as other Chicagoland communities. We strive toward local evolution by positively promoting communities through multimedia, making Detour Maps the best neighborhood resource guide wherever you go. Residents and tourists can rely on Detour Maps when searching for restaurants, local shops, community services, activities, and local events.

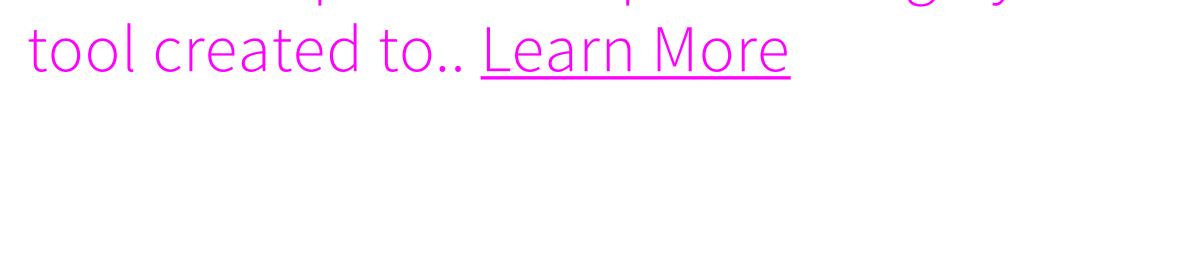
# OUR TOOLS



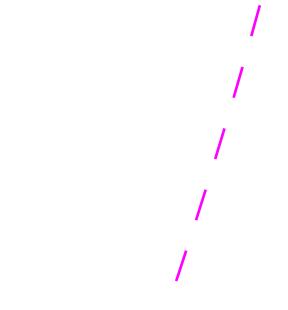
Print

## 20,000 MAPS

Production per edition with distribution at high traffic locations.



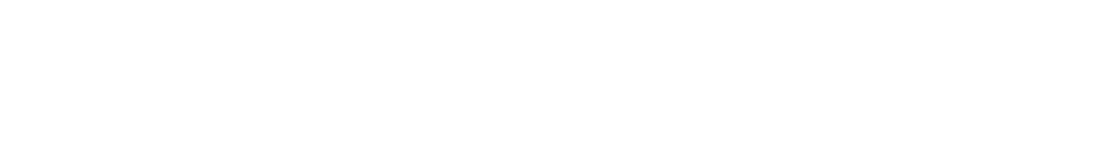
**Print** Our printed maps are a highly detailed community tool created to... [Learn More](#)



Loyalty

## NOW DIGITAL

Our savings card is available for direct download to mobile devices and to print out.



**Savings Card Program** Our signature savings card program has been helping residents save locally by offering discounts on locally made purchase... [Learn More](#)



Interactive

## FOR ALL MOBILE DEVICES



**Online Presence** We've established an interactive feature rich online directory with business profiles and community resources... [Learn More](#)



SCAN

## MORE THAN A QR CODE

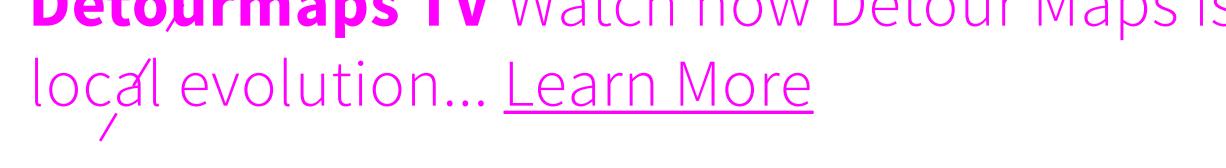


**QR Codes** With a partnership with QMOQUI detour maps is enabling residents and business owners to connect with a multi-functional QR+ Code... [Learn More](#)



Visual

## CAPTURING



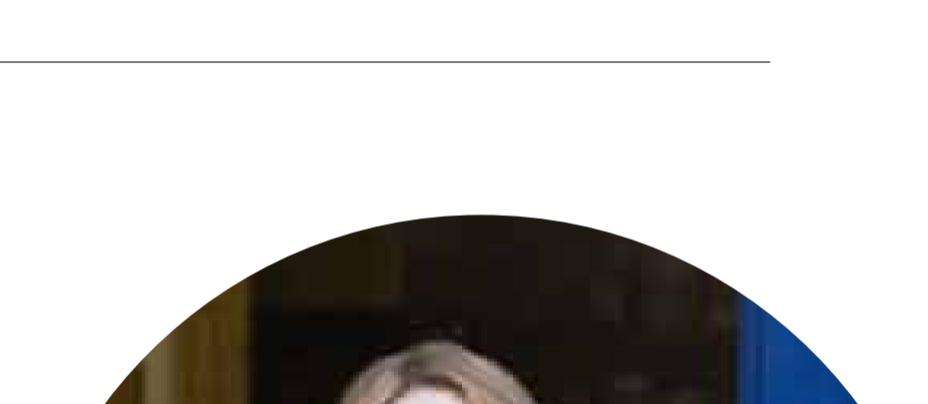
**Detourmaps TV** Watch how Detour Maps is capturing a local evolution... [Learn More](#)

# BENEFITS

## Community

Our services create a sense of identity and build a community image that attracts shoppers, residents, visitors and businesses. Shopping locally returns more revenue to the local community. This not only benefits local businesses, but it enriches local public parks, schools, and community services.

- Promote communities
- Keep money in your community
- Promote public assets
- Encourage residents to shop local leaving money in their community
- Encourage residents to care about community
- Encourage residents to promote their community
- Business and residents invest in their communities
- Increase visibility in the community



## Residents

Detour Maps distributes a free, \$10 discount card, which is valid at participating businesses, with a minimum purchase. Our savings card program gives back to the consumers after they shop with our local businesses.

- Our online directory is available 24/7 to download our \$10 Savings Card.
- With our platform you can avoid traveling outside your neighborhood plus you save time, energy, and money.

- Detour consumers are engaged with the \$10 savings card on every map not only to look for the savings, but also to participate in the community and support local business, use local resources, know bus routes, useful numbers, and enjoy local entertainment.



## Organizations

- Shop local campaign
- Helping your business gain new customers
- By signing up your business, we will provide you with the tools and resources you need to continually improve your marketing program.

- Detour offers a number of distinctive products and services that work together to create full circle direct marketing support, regardless of how dispersed your audience might be. (solutions include print, digital, and other medias)

- Detour Maps has a thorough understanding of, and presence in, local community markets and a strong success rate in targeting "qualified" members of our audience. We can design a comprehensive proposal that hits home for your business every time.

- Connect residents with local businesses: Detour Maps offers advertisers multiple ways to speak to qualified consumers, who are most likely to want or need your business' products and services. And whether you want to reach busy families, professionals, or active retirees, businesses and organizations can trust Detour Maps to treat consumers as smart, sophisticated shoppers, who want offers that are relevant to their lifestyle.

[View more on Organization Benefits](#)





Print

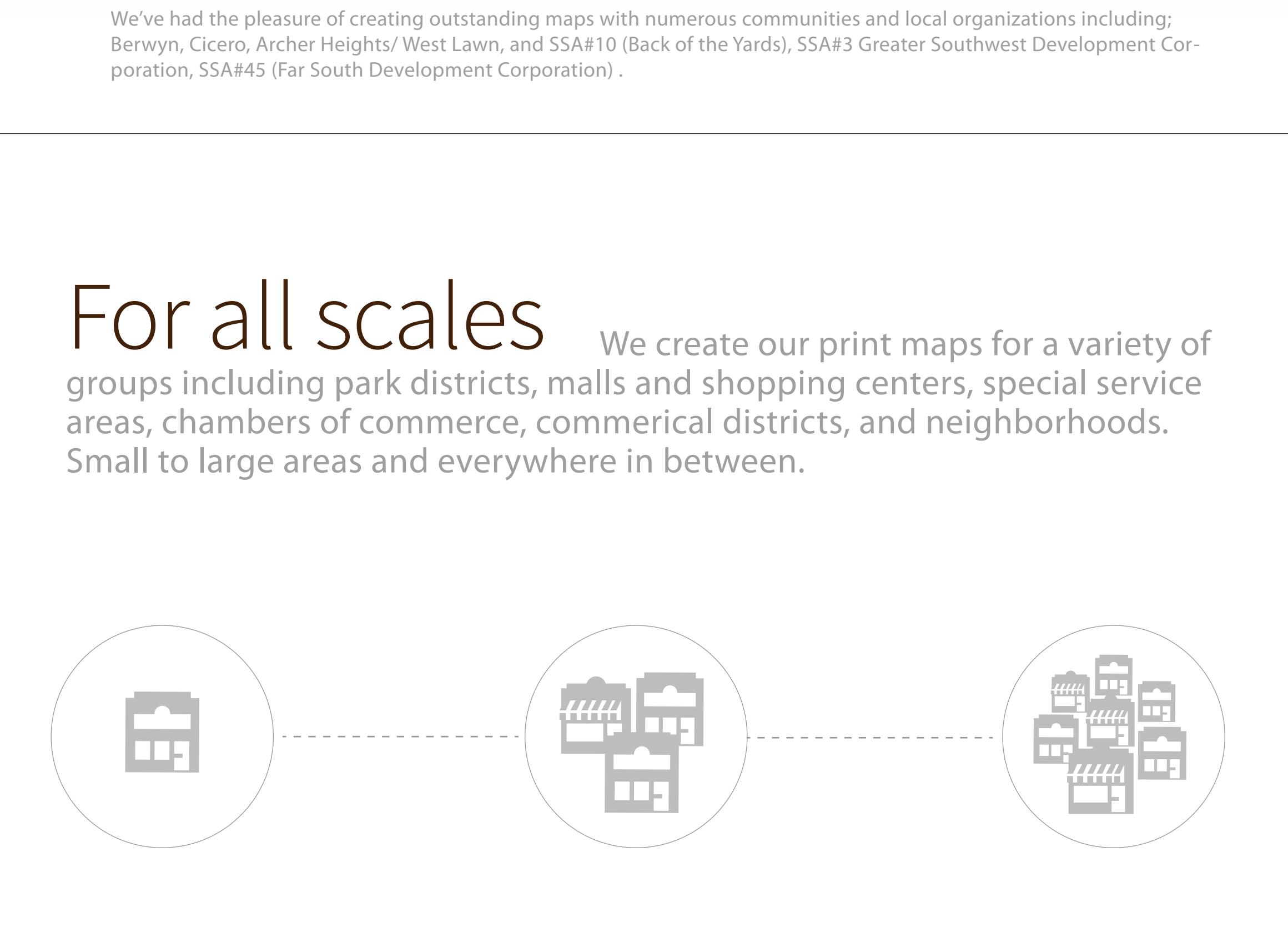
# Highly DETAILED

Maps for every scale

▶ Watch Video

## Print Maps

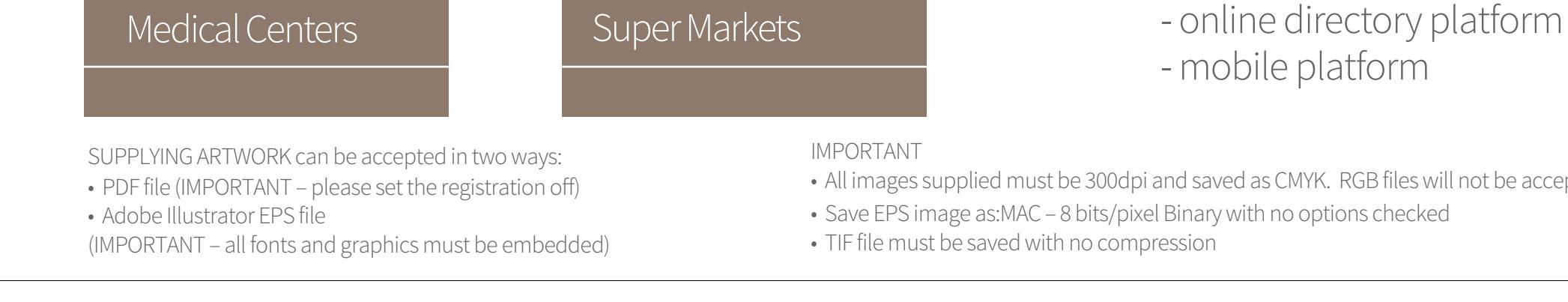
Our printed maps are a highly detailed community tool created to help residents and non-residents discover the best of the community around them. Our maps help consumers navigate, shop, and save by utilizing the \$10 savings card attached to the printed map. With this tool, Detour Maps encourages residents to become familiar with their community and local businesses.



We've had the pleasure of creating outstanding maps with numerous communities and local organizations including; Berwyn, Cicero, Archer Heights/ West Lawn, and SSA#10 (Back of the Yards), SSA#3 Greater Southwest Development Corporation, SSA#45 (Far South Development Corporation).

## For all scales

We create our print maps for a variety of groups including park districts, malls and shopping centers, special service areas, chambers of commerce, commercial districts, and neighborhoods. Small to large areas and everywhere in between.



## Product Info Specs

### Info

Issues: Detour Community Map is published 2 times per year, the artwork/ad deadline is two weeks in advance prior to publication date.

A functional tool and easy to use navigation map is broken into various sections featuring:

Business & Services | Nightlife & Dining | Civic Services | Recreational | Compact map of your town or area

Detour Map's periodical distribution is at high traffic locations:

### Banks

### Gas Stations

### Bars

### Medical Centers

### Beauty Salons

### Restaurants

### Community Events

### Super Markets

At our advertiser's place of business &

Extra exposure in:

- online directory platform

- mobile platform

### IMPORTANT

• All images supplied must be 300dpi and saved as CMYK. RGB files will not be acceptable

• Save EPS image as MAC – 8 bits/pixel Binary with no options checked

• TIF file must be saved with no compression

SUPPLYING ARTWORK can be accepted in two ways:

• PDF file (IMPORTANT – please set the registration off)

• Adobe Illustrator EPS file

(IMPORTANT – all fonts and graphics must be embedded)

Double Display

Single Display

Half Insert Display

Icons/Legend

### Community Services

Local Dining

DINING & NIGHTLIFE

Health & Care

ENTERTAINMENT

RETAIL

RESIDENTIAL

Car Care & Repair

LANDSCAPE

TRANSPORTATION

LEISURE

EDUCATION

GOVERNMENT

Local Businesses

LOCAL BUSINESSES

COMMERCIAL

INDUSTRIAL

TECHNOLOGY

MANUFACTURING

## Savings Card

As an addition to our community map and to make it a more valuable tool, we offer a \$10 Savings Card

that comes attached to the map's front cover. Map users can use our unique savings card to receive a

\$10 discount at participating locations. This \$10

Savings Card is free, and encourages users to stay local. [Learn More](#)

\$30 or More      \$40 or More      \$50 or More

With the purchase of

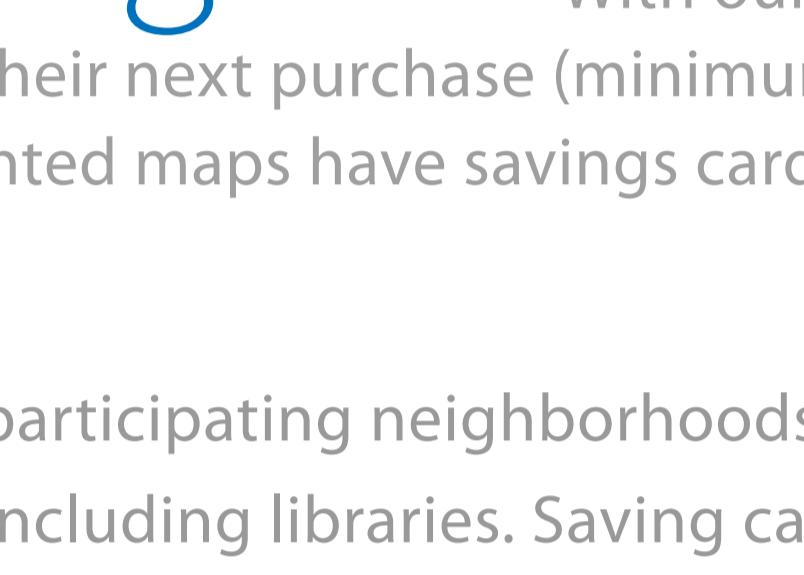
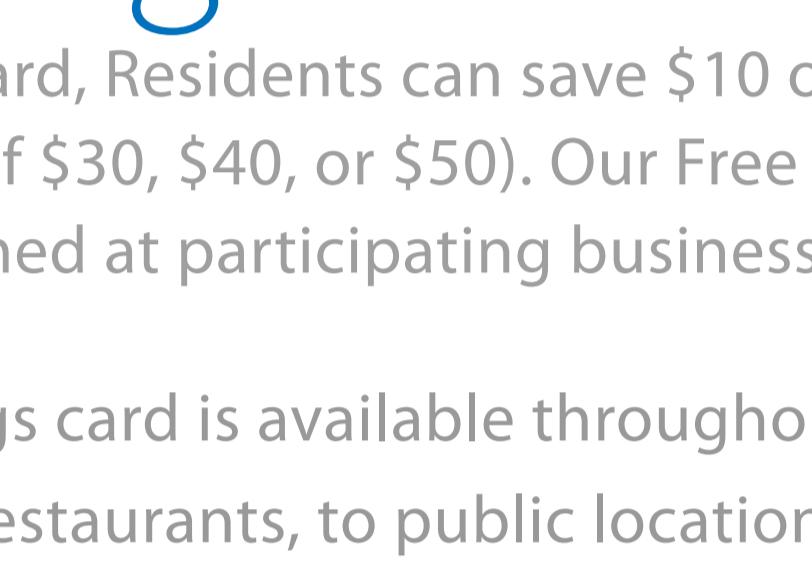
detourMaps<sup>®</sup>

Offer valid through May 31, 2013  
Only at participating merchants  
[detourmaps.com](#)

"Shop Our Local Businesses"  
Download a digital Savings Card at [detourmaps.com](#)

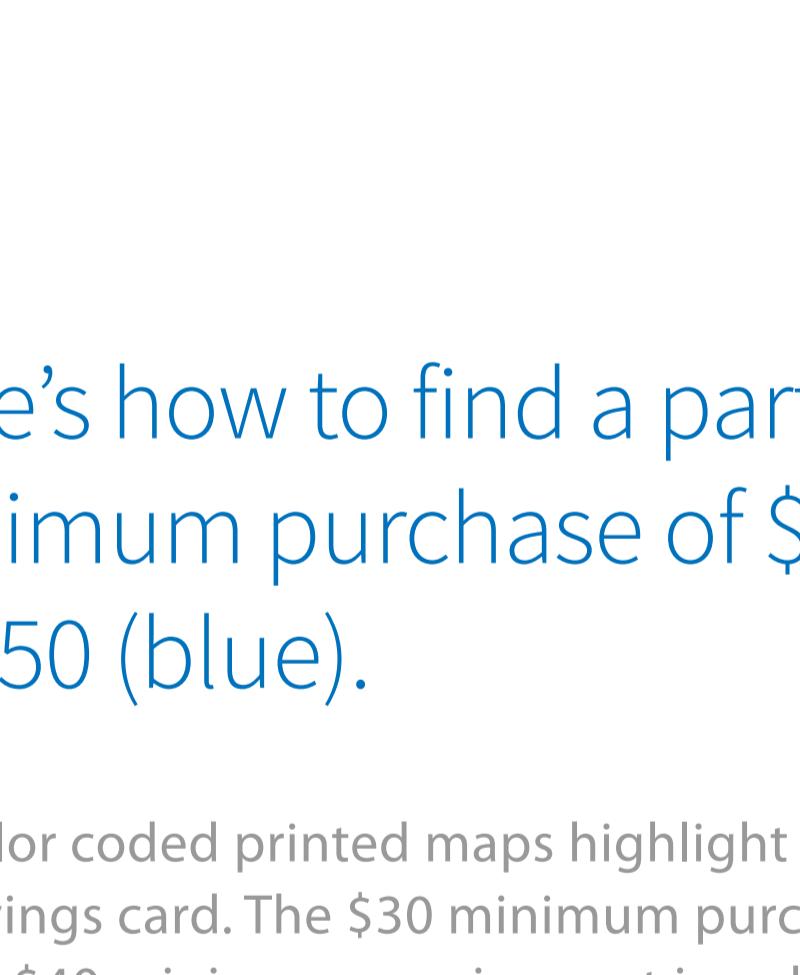


A collage of various promotional cards from local businesses, featuring large text like "CUSTOMERS", "Shop Our Local Businesses", "\$10 off", and "BACK OF THE YARDS". The cards are colorful and have different designs, including a green one for detourMaps.com.



Once a resident has located a deal, they would need to fill out the back of the card for it to be valid and present it at the time of purchase to save \$

Because the customer provided their information on the back, businesses or communities can **build a data base** of resident information.

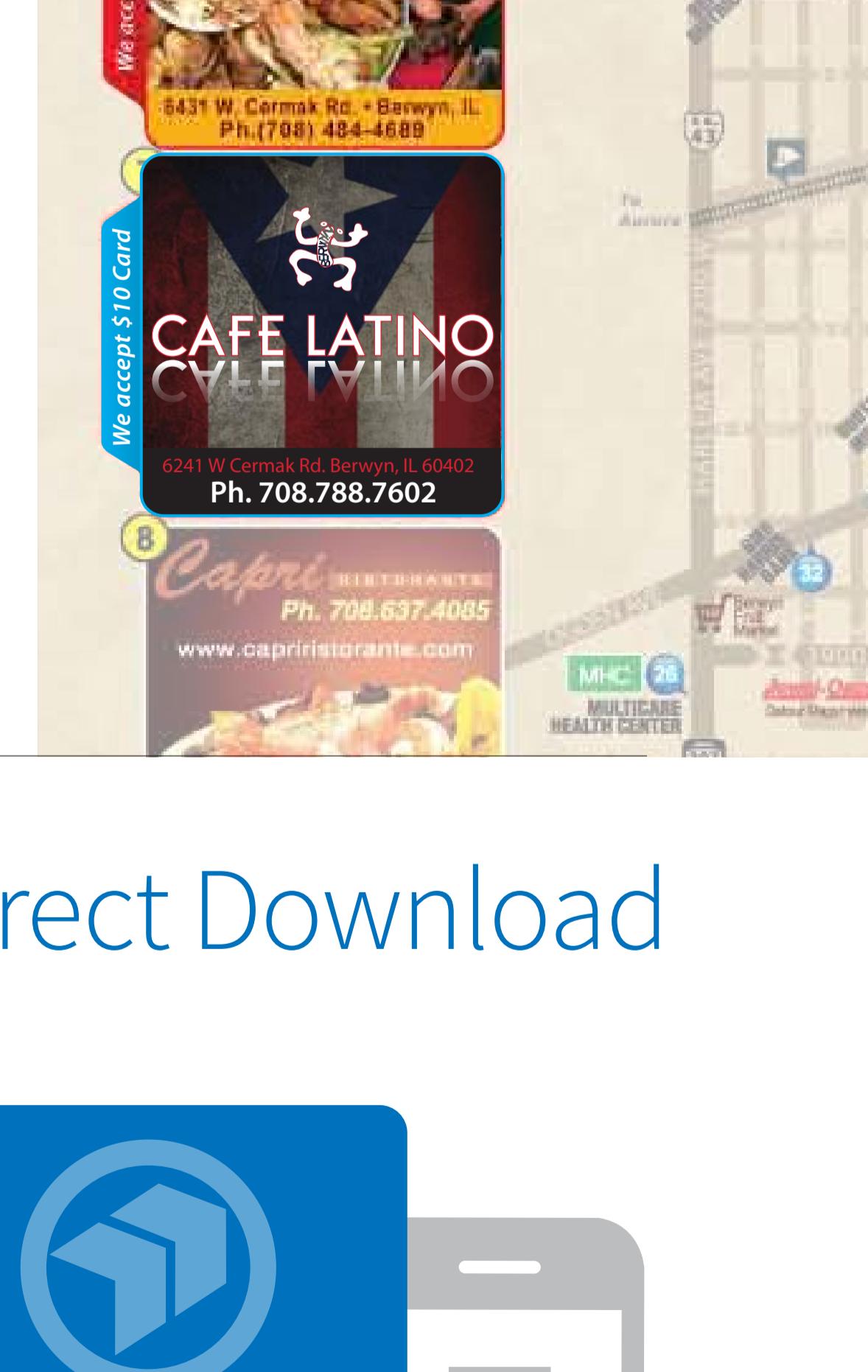
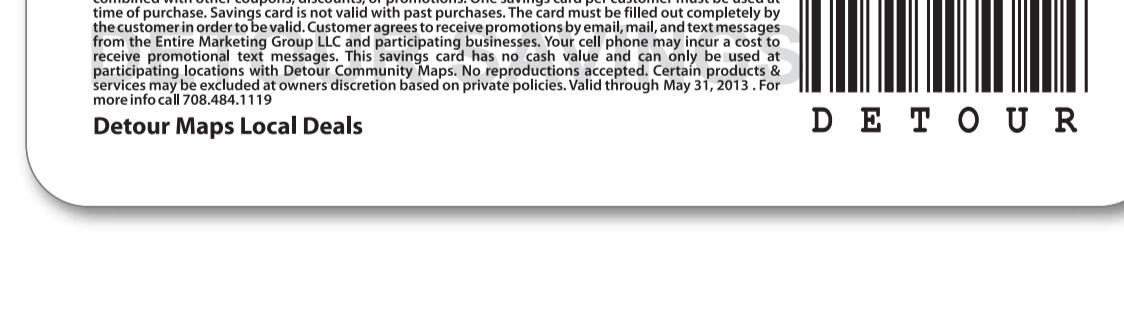


An advertisement for Berwyn Gateway Plaza. The top half shows a view of the plaza with various storefronts. Below is a large image of a bakery display case filled with bread and pastries. To the right of the image is the text "BERWYN GATEWAY PLAZA". Below the image is a teal box containing the text "VESECKY'S BAKERY", "6634 Cermak Road", "Berwyn IL 60402", and "Ph. 708.788.4144".

the back of the savings  
plan, and the plan's

A collage of three images. The top left shows a close-up of a dish with meat and vegetables. The top right is a business card for "We are Mexican" restaurant, featuring the address 6431 W. Cermak Rd., Berwyn, IL, and phone number (708) 484-4689. The bottom image is a logo for "Berwyn Mexican Restaurant" featuring a stylized figure on a shield.

card to be redeemed. Show this card to the merchant when it's time to pay, and receive \$10 off your bill.



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By visiting our web page at [www.detourmaps.com](http://www.detourmaps.com), click on the deals tab, and fill out the form to receive a free digital savings card. Choose the community and submit.

You have the choice to either print or download the savings card. Our online business directory lets you know of the participating retailers, and of the minimum purchase required for the \$10 savings card. You can also request another savings card if you have a print card that is no longer valid.

code to the merchant when it is time to pay, and receive \$10 off your bill.





# Easily Accessible

▶ Watch Video

## Online Presence

We use different resources, both print and digital, to introduce small businesses and organizations to their local residents. We created a printed map that pin points locations of different local businesses, restaurants, retail shops, and even public assets. With this printed map, you can navigate through your community with ease and explore different areas you probably never knew were there! This concept became so popular and useful throughout the community, that we created our digital platform, [www.detourmaps.com](http://www.detourmaps.com).



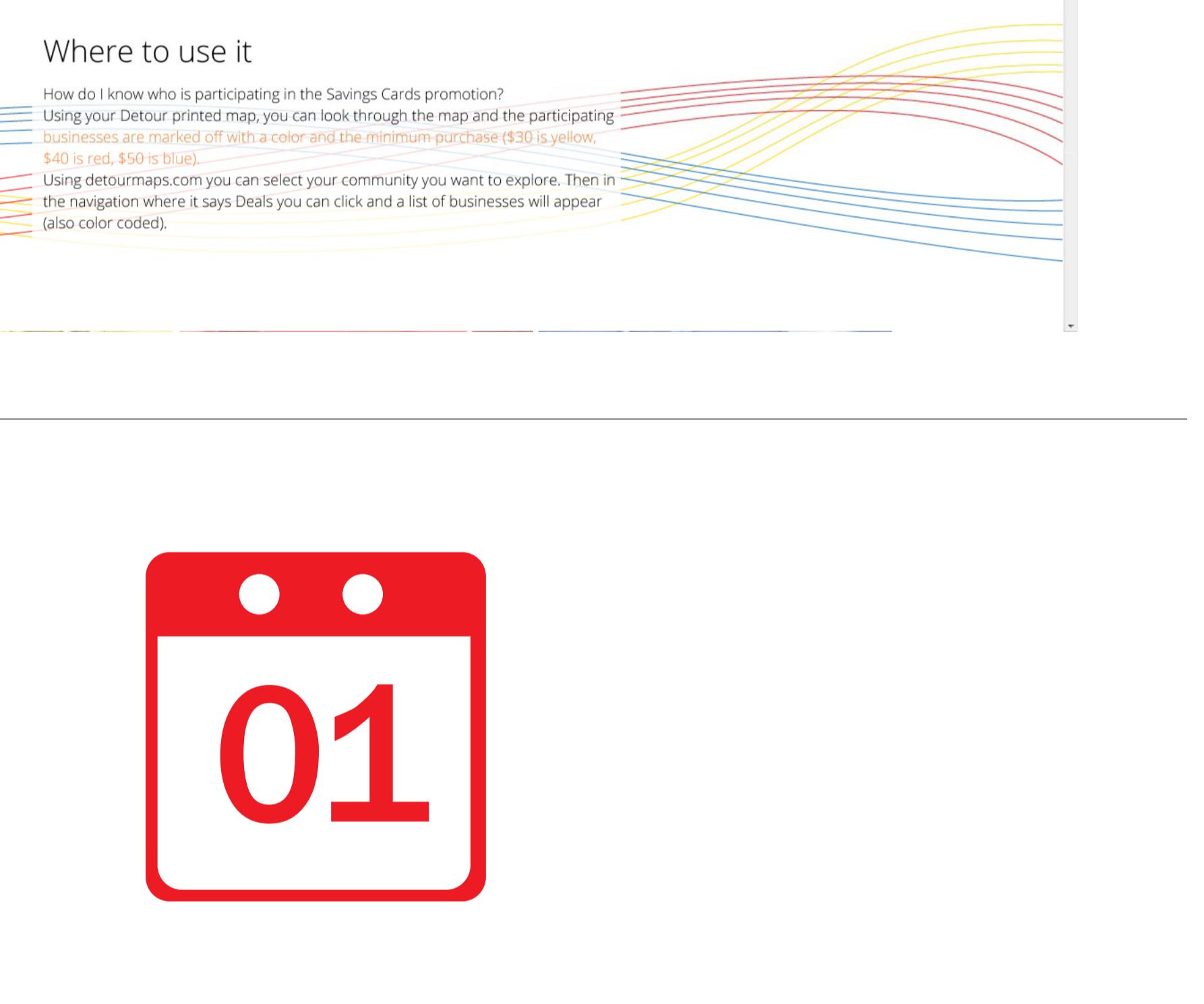
Our online directory platform is available 24/7 so everyone will have access to it from the comfort of their own home. With this online tool residents can avoid traveling outside the neighborhood to explore, which saves them energy, money, and time and stay within the community. We renovated our printed map, which is accessible to everyone, even if you do not live in the community.

## Extend your business reach with extra exposure online

We are excited to share that our team has been working and updating our interactive online directory. Over the past months, we've worked passionately to build our dream. From the start, we had a goal to deliver innovative and shop local messages through outstanding design, creativity products and engineering. As a result, we are helping create local evolution by supporting the shop local movement. Detour Maps helps residents understand that shopping locally keeps revenue within the community, which results in better parks, schools, security, businesses, and an overall better environment.

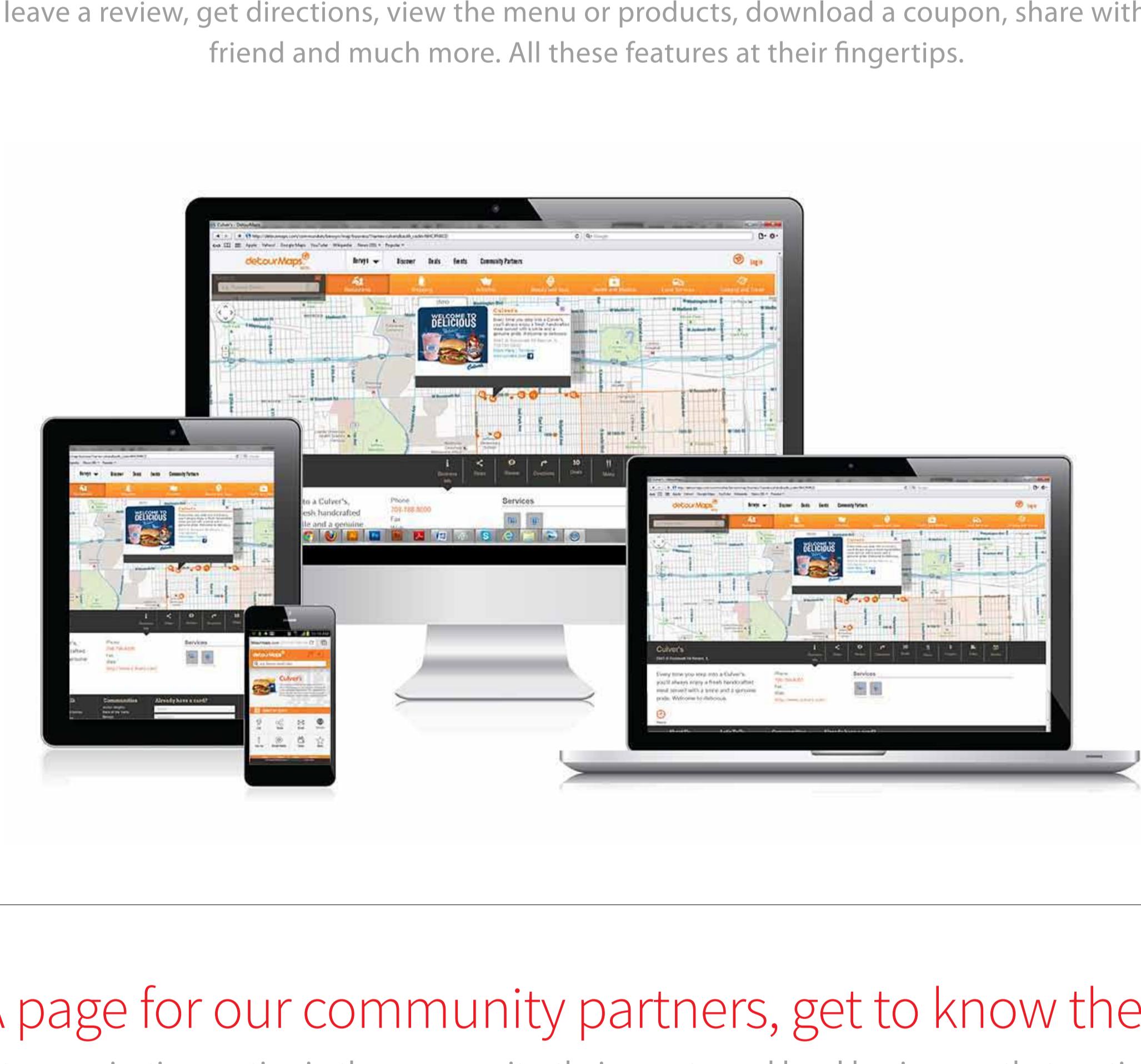
Select a Chicagoland neighborhood.

Detourmaps is currently active in the West and South side of the city and eagerly anticipating working with more communities in the near future.



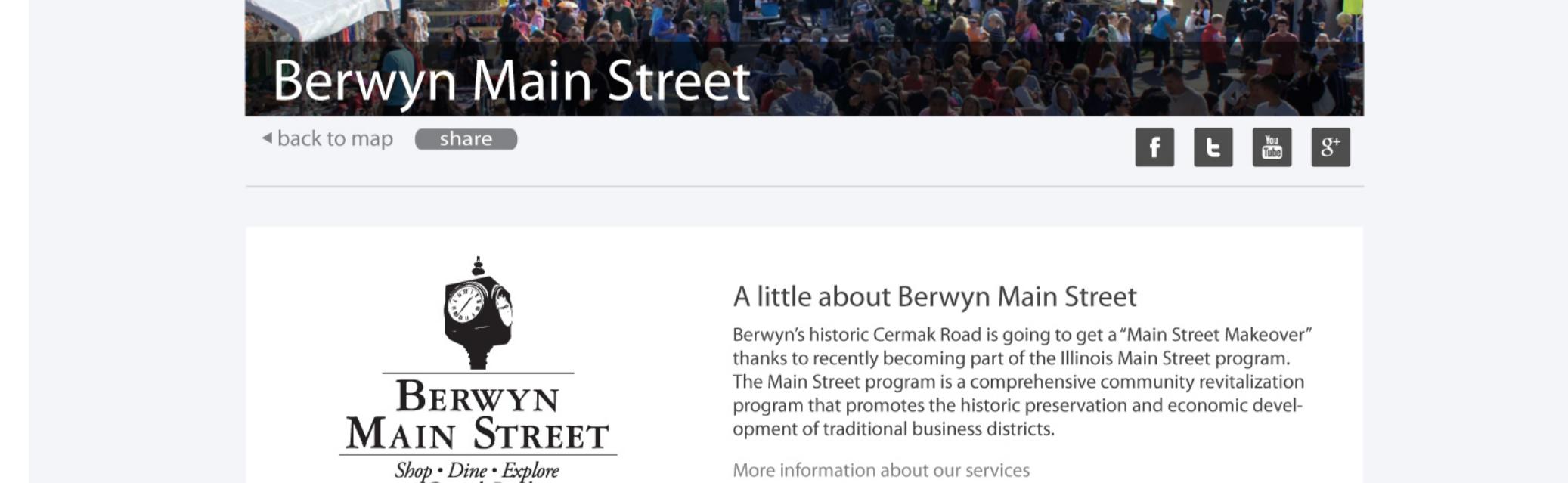
## Discover the best the area has to offer.

Communities have a custom Discover page that gives residents useful information about the community, including events, community partners, and their public assets



## Finding the best local deals and saving made easy

Gives users the list of what businesses in the community are participating in the \$10 savings card, and their minimum purchase requirement.



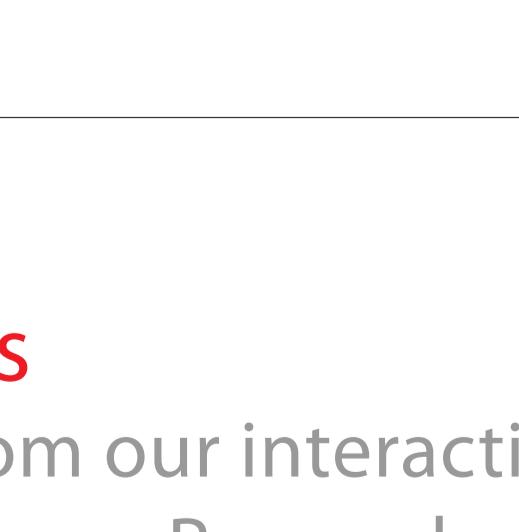
### Where to use it

How do I know who is participating in the Savings Cards promotion?

Using your Detour printed map, you can look through the map and the participating businesses are marked off with a color and the minimum purchase (\$10 is yellow,

\$40 is red, \$50 is blue, \$75 is green, and \$100 is orange).

Using detourmaps.com you can select your community you want to explore. Then in the navigation where it says Deals you can click and a list of businesses will appear (also color coded).

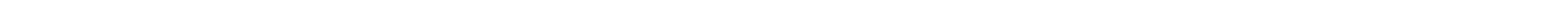


## Be active and experience community events.

From yearly summer festivals to networking luncheons. Find events and town meetings taking place in the community. Become up to date on events coming soon and get all the info you need; time, day, and location

## Your business page across all devices

A page customized for businesses in the community, where residents can check out a business, leave a review, get directions, view the menu or products, download a coupon, share with a friend and much more. All these features at their fingertips.



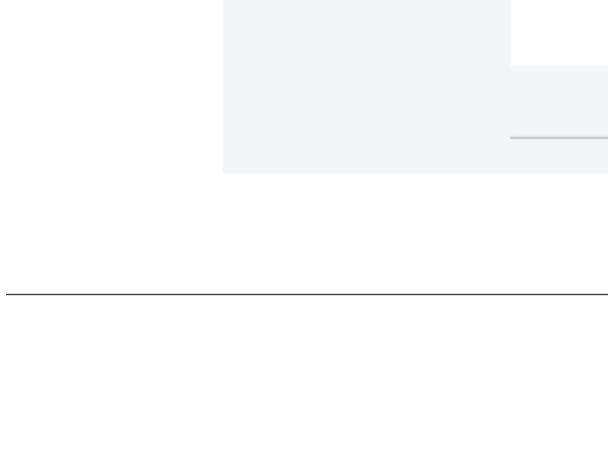
## A page for our community partners, get to know them

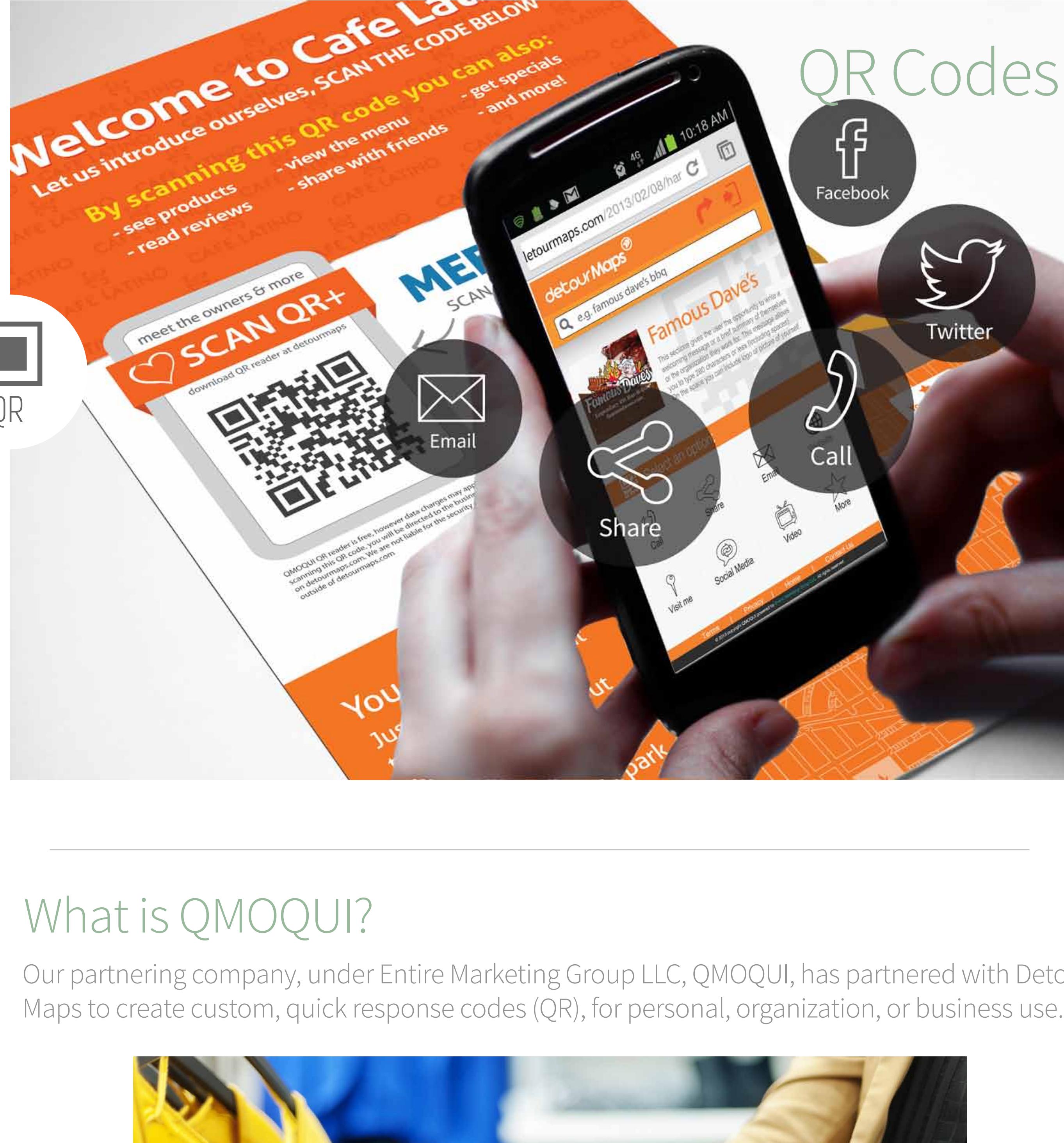
Lists organizations active in the community, their events, and local businesses that participate with them. It is a web page with all of the organization's information



## Have an account with us

Your business can benefit from our interactive online marketing features, which help reach additional customers. Remember, with Detour Maps you advertise your business, but it is important that residents recognize your business as a supporter of their neighborhood, as well.





## QR Codes



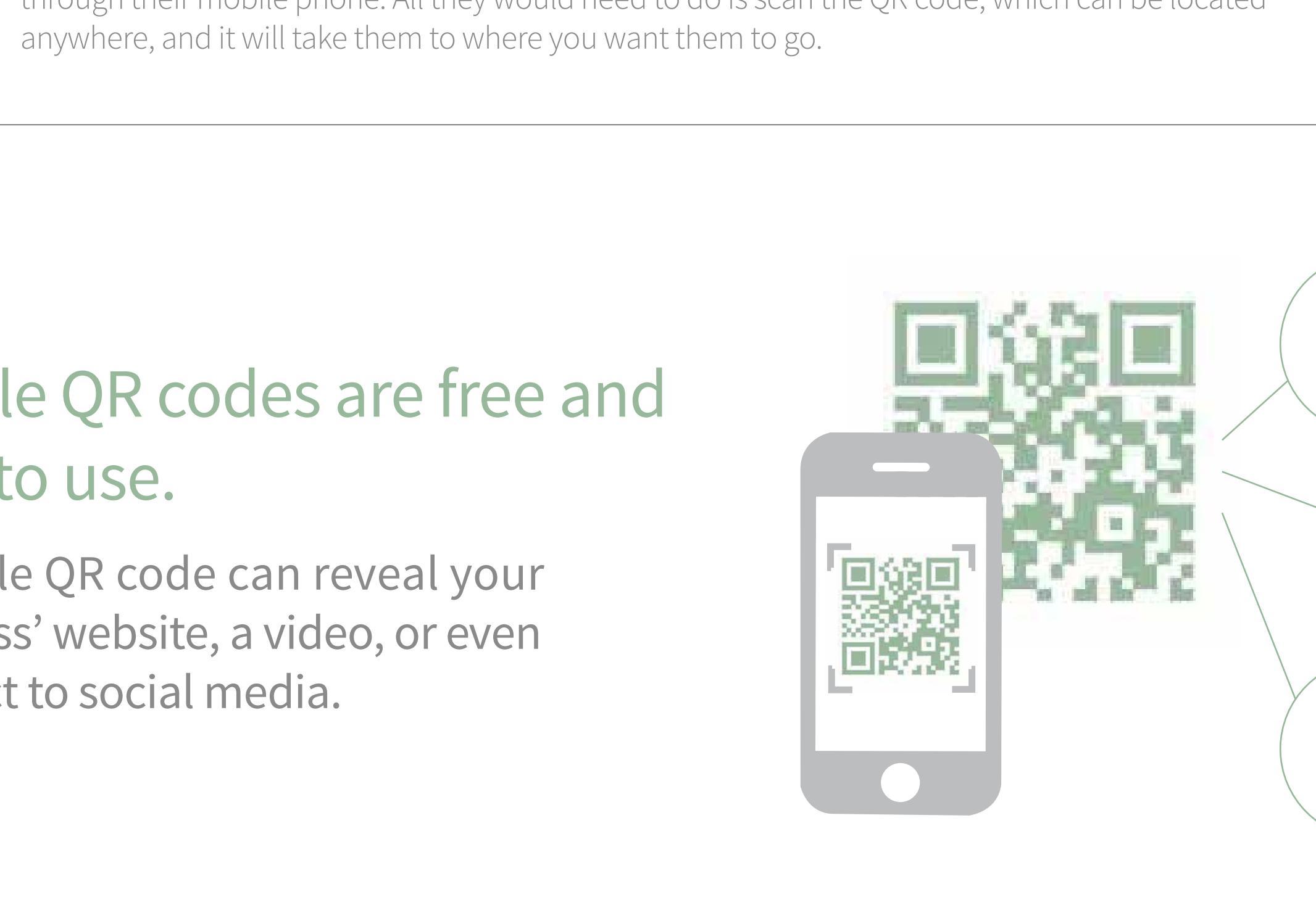
Facebook



Twitter

## What is QMOQUI?

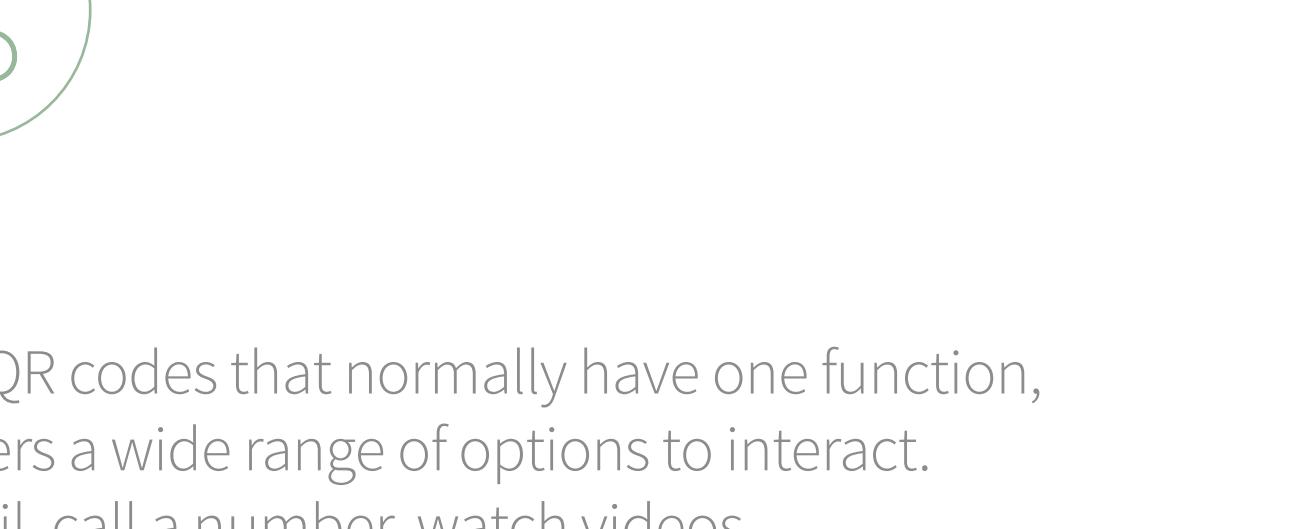
Our partnering company, under Entire Marketing Group LLC, QMOQUI, has partnered with Detour Maps to create custom, quick response codes (QR), for personal, organization, or business use.



Why have QR codes? Quick Response Codes allow your on-the-go residents to connect with you through their mobile phone. All they would need to do is scan the QR code, which can be located anywhere, and it will take them to where you want them to go.

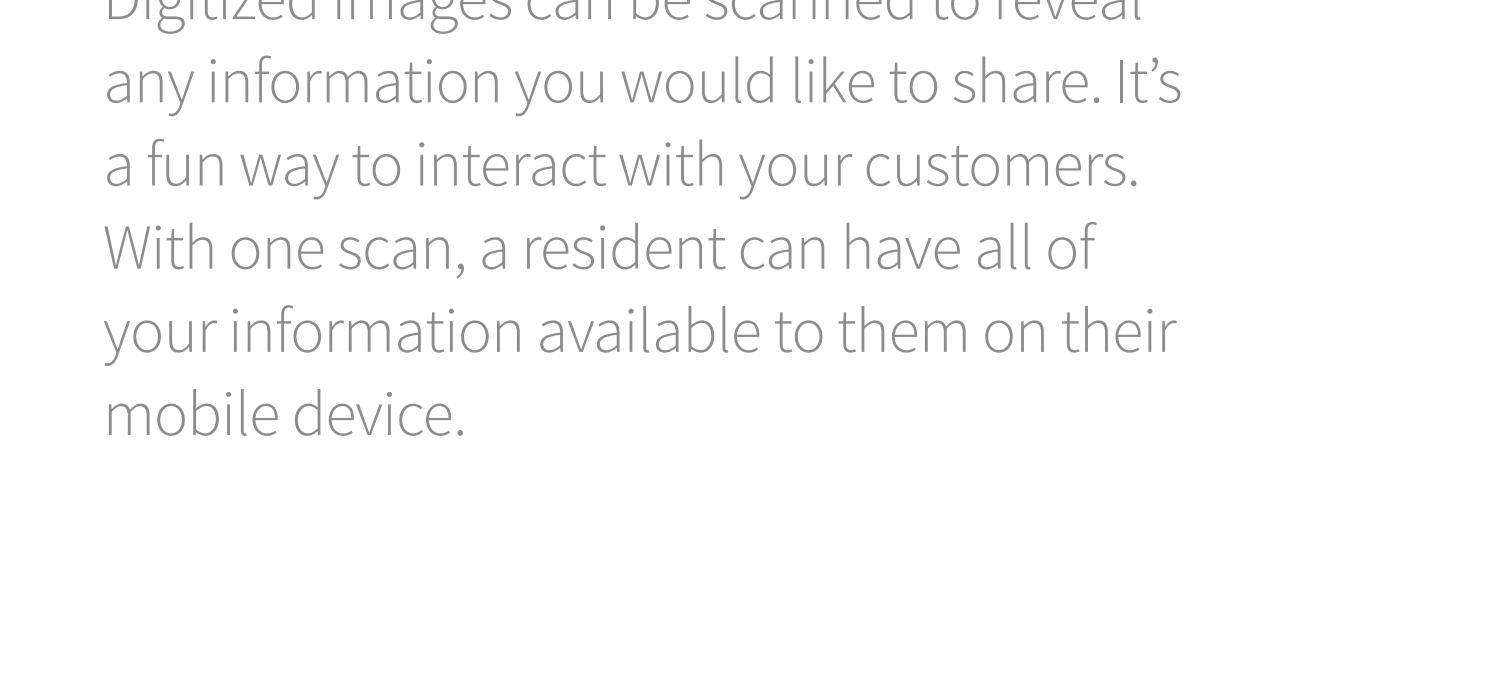
## Simple QR codes are free and easy to use.

A simple QR code can reveal your business' website, a video, or even connect to social media.



## Need something more advanced?

Custom QR code using QR+ allows you to connect all of your business or personal information in one spot. Think of it this way, what if your customers could click on your promotional items like a business card or flyer and instantly interact with you? QR+ technology makes that possible by using Detour Mobile Pages.

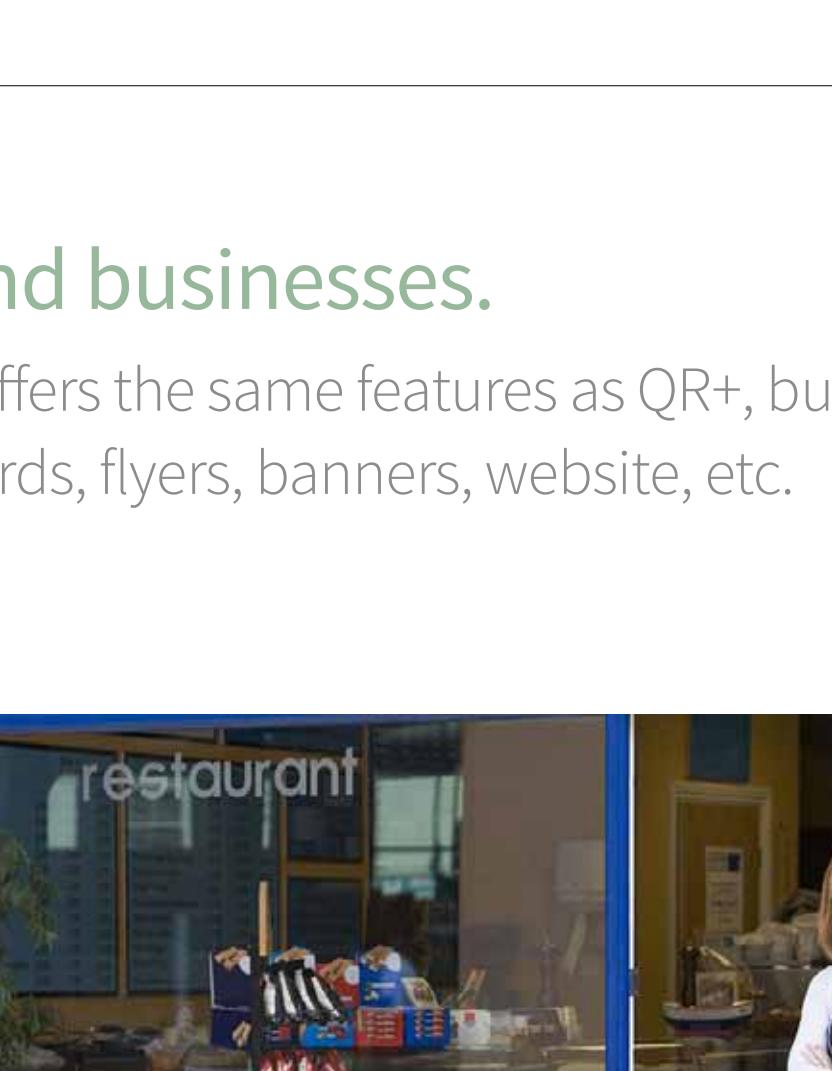


Unlike basic QR codes that normally have one function, QR+ gives users a wide range of options to interact. Send an email, call a number, watch videos, share on social media and more.

## Detour Mobile Pages

Has all of your business information such as phone number, address, social media and more in one location. By using QR by QMOQUI, you can place a QR code anywhere, from flyers to window decals.

QR+ has the ability to go beyond QR codes. Digitized images can be scanned to reveal any information you would like to share. It's a fun way to interact with your customers. With one scan, a resident can have all of your information available to them on their mobile device.



## QR+ is offered to companies, organizations, and businesses.

Detour Maps also serves entrepreneurs with MyQR. This service offers the same features as QR+, but for personal use. Promote yourself by placing a QR code on business cards, flyers, banners, website, etc.

Connect features to your MyQR or QR+ codes, such as:

Phone number

Address

Social media

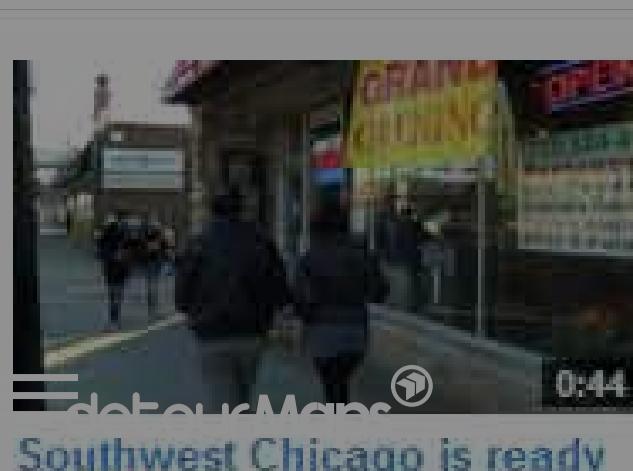
Videos

Service list

Ability to share your information with others

The possibilities are endless!





**detourMaps**

Southwest Chicago is ready

to serve you

30,186 views · 7 months ago



**Southwest Chicago.**

Welcomes Your Business

12,927 views · 6 months ago



**What Are Detour Maps?**

408 views · 1 year ago



**Paleteria & Neveria La**

Michoacana

163 views · 1 month ago

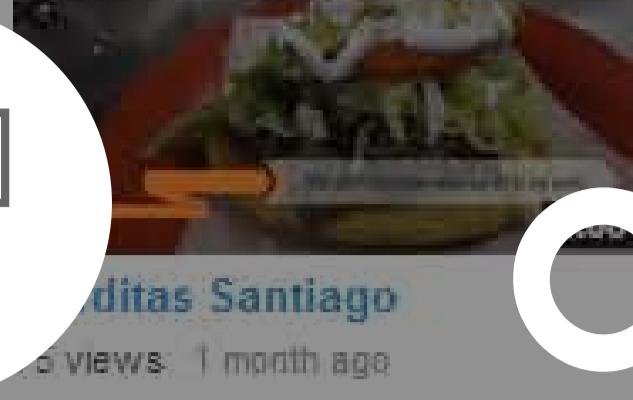


**Dos Ricco**

82 views · 2 months ago

# detourMaps

Visual



**Gorditas Santiago**

1 views · 1 month ago



**Las Picosas Taqueria**

77 views · 1 month ago



**Paleteria & Neveria La**

Michoacana

57 views · 1 month ago



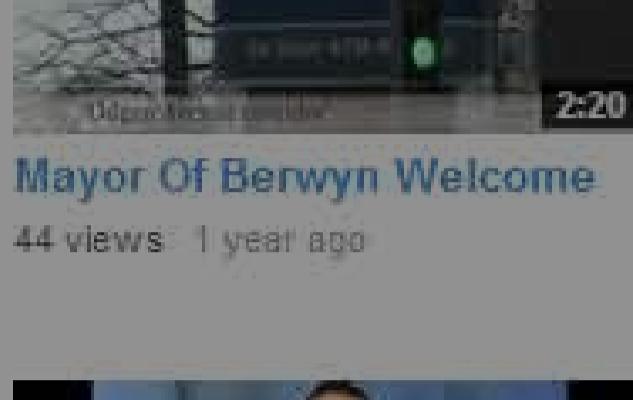
**Gelateria La Tropicana**

1 views · 1 month ago



**Av Anthony's**

46 views · 1 month ago



**Mayor Of Berwyn Welcome**

44 views · 1 year ago



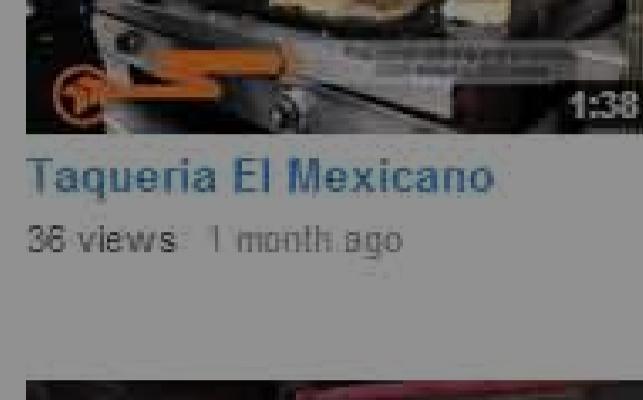
**Las Picosas Taqueria**

44 views · 1 month ago



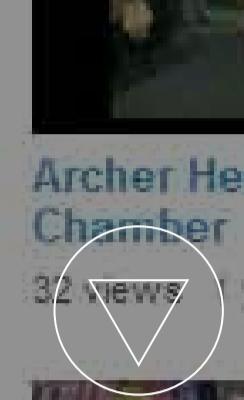
**Experience Southwest Delights Tour**

37 views · 1 month ago



**Taqueria El Mexicano**

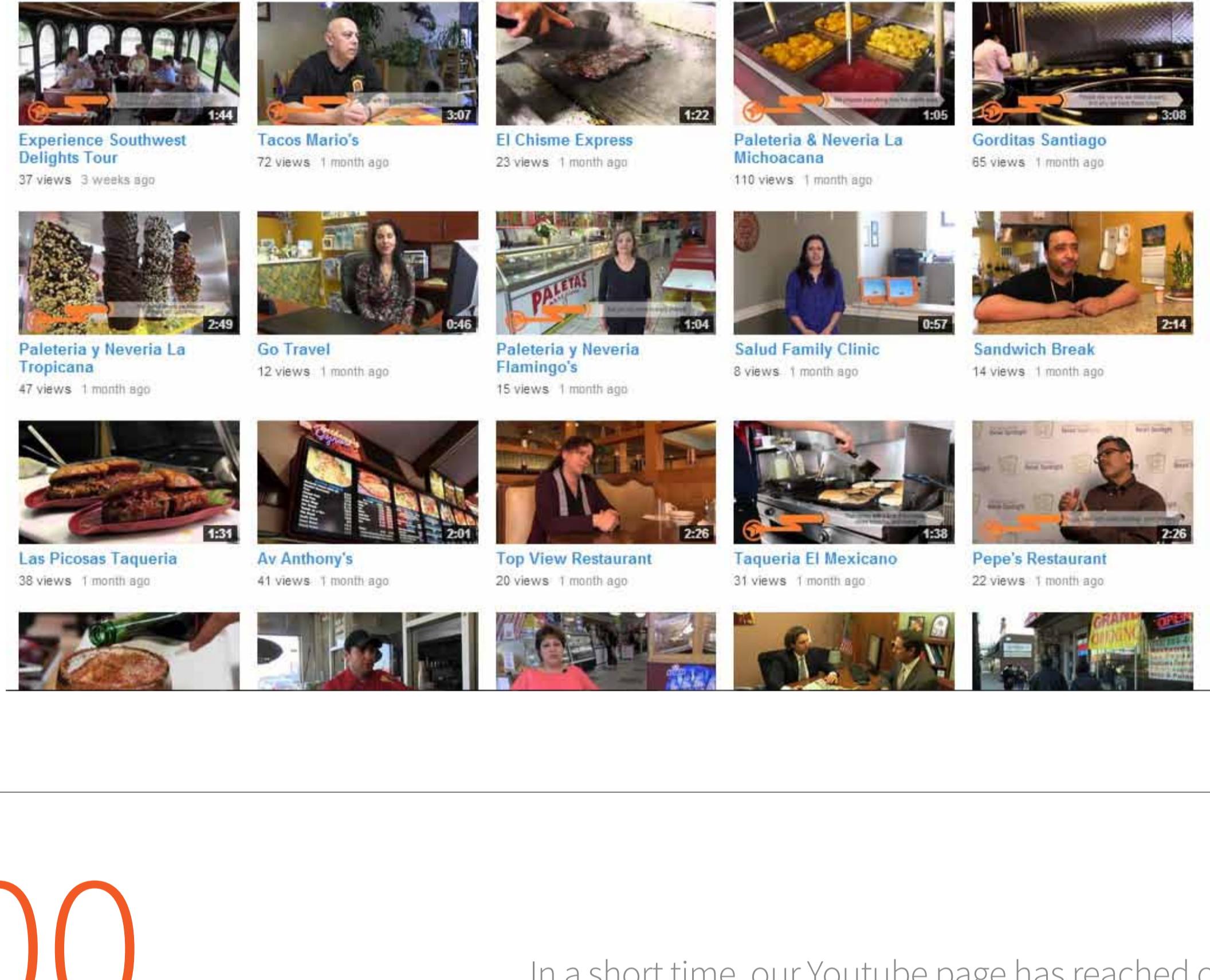
36 views · 1 month ago



**Archer Heights Chamber**

32 views · 1 month ago

Detour Maps is evolving the way we advertise by taking advantage of visual and social media. We have the capability, knowledge, and tools to create promotional and informative videos, which are available through social media. Our Youtube page has been expanding, as we have been producing and editing videos for small, local businesses.



600  
views a month

44,000+  
views worldwide

60%  
views from mobile devices

In a short time, our Youtube page has reached over 44,000 viewers worldwide. We average about 600 viewers a month. Over 60% of our video views are received through mobile devices, which illustrate how consumers access information while they are on the move. We also make these videos accessible through our businesses' page on detourmaps.com, through customized QR codes, and social media outlets, such as Facebook.



which was what he knew how to make.

## Testimonials

Check out how we capture the spirit and personality of communities during local events and an inside look at local restaurants with business owners introducing their location and describing customer favorites.

# +

# Extra Services

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Detour Maps provides you with all of the tools you need to reach your residents or customers. Big and small. We help with print collateral, web, and even quick response. But we also help with the little details that most people don't think about:

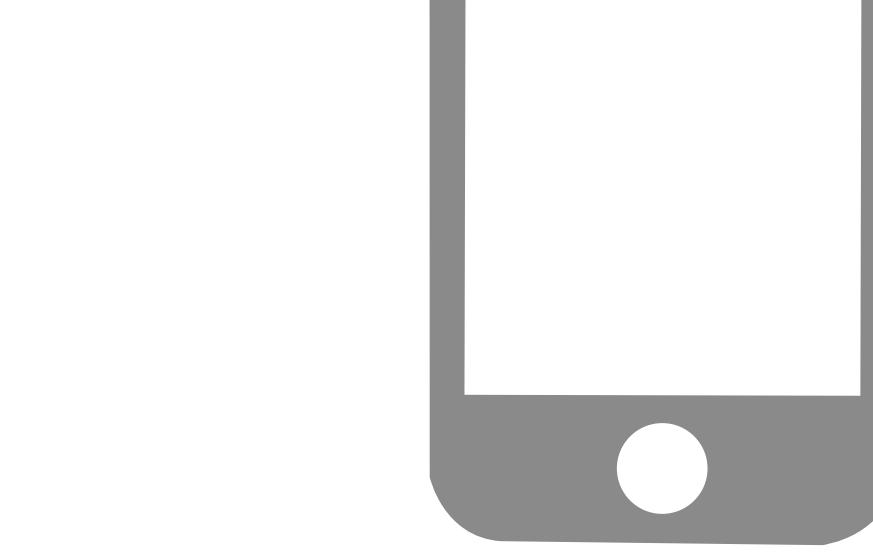


## Newsletter / Eblasts

Detour Maps Newsletters and eblasts are direct marketing strategies to help you keep in touch with your existing customers or introduce yourself to new customers quickly and easily. We send a weekly newsletter to communicate with events, community information, business information, community deals and more.

## Text Message Promotions

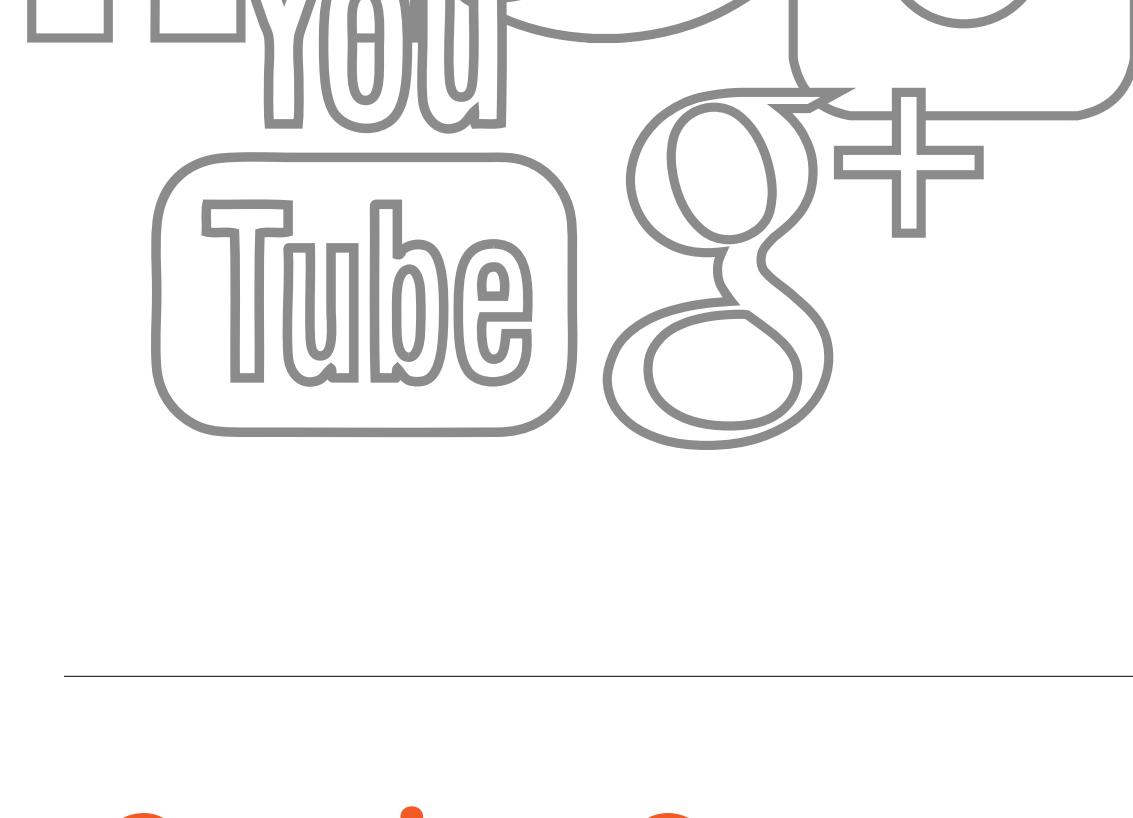
Our text message service allows you to target on the go customers using their phones. You can communicate deals or information



Example:

- Participating businesses will be able to text customers to receive discounts. Ex: Text the business name to #####, receive a code, present to participating business and get a % discount.

\*restrictions may apply



## Social Media

Stay connected to current and future customers by being accessible through social media. If you do not currently have a social media page, Detour Maps can help you set one up.

## Coming Soon

### Detourmaps Rewards

A Detourmaps Reward program that rewards customers for shopping with our local businesses





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Since 2007, we have helped many small businesses, especially communities as a whole to get the most out of interactive marketing through a combination of products and services we provide with our Neighborhood Platform. This combination is what sets us apart from the rest.



We provide the industry's best community marketing plans and deals, using our sub divisions Detour Maps and QMOQUI. Together, we provide a complete interactive marketing platform which helps community based organizations connect and promote their neighborhoods, while helping the local businesses in the community.

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EMG is the only creative company today to offer a complete interactive marketing Neighborhood Platform that provides users with community asset information, deals, and more. This is all presented through outstanding graphic design and a great delivery of useful information to the residents in the community.



# Contact Detour Maps

Have a project in mind?  
We'd love to hear about it.



## Address

6900 W Cermak Rd, Berwyn, IL 60402

## Phone

708-484-1119

## Email

[info@detourmaps.com](mailto:info@detourmaps.com)

