

Paper for the Eighth United Nations Cartographic Conference for the Americas

Title: “Adventures in the Map Trade”, a survey of the map business

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Introduction

What I want to talk about today is the map as a product, rather than a process. I want to have you think about the map as an object—an object of utility; an object of desire; and mainly, as an object of commerce.

I will first briefly talk about my experience sourcing and selling contemporary (as compared with antique) maps; second, I will talk about the development of the map business; and third, I will talk about the state of the map business today, with some prospects for the future.

Most of my remarks will deal with traditional, hard copy maps as sold in retail shops. These include maps for travelers, reference maps, as well as large-scale topographic maps.

Personal Experience

I have sold maps for over thirty-five years, and these comments today are based on facing thousands of customers, over the counter, day after day. By answering their questions and sourcing their requests I have worked closely with many map publishers and agencies to provide superior products and service. This has been one of the main goals of my career in the map business. I trust these few remarks are appropriate.

It has always seemed to me maps are of a somewhat low order of commercial interest. Maps tend to be fragile, hard to display as merchandise, and are perceived as somewhat technical to the layperson. The average map buyer, as determined by market studies (IMTA Retail Surveys 1994-1999), is predominantly male, well educated, and has an above average income. Still, maps are a necessity and most people will want them. The successful map seller must be able to respond to a wide variety of approaches and questions from many kinds of customers. Active listening, combined with a thorough knowledge of the product, and its sources, is required to get the item quickly to the customer. Many times the customer is unfamiliar with specialized map terminology and will need to be educated gently and patiently. Occasionally, customer requests can be unrealistic, but these can be turned into sales with confidence. It's clear the successful map seller must possess a substantial number of skills.

The typical customer walks in, and frequently asks for the very largest scale map of a place. In my experience most seem comfortable with asking, but many need training in managing their expectations. Young or old, they are all interested in learning how to use maps to some degree. But today, the consumer seems better educated on how to evaluate the fine technical differences in say, personal computers or automobiles, than maps. The map industry (both commercial and official) should work more to improve map awareness and the best ways to find and use their products. Customers arrive asking for maps and the successful map seller can satisfy their needs. Many customers can leave having purchased other helpful things like: GPS receivers, mapping software, magnetic compasses, magnifying glasses and a huge array of other gadgets.

Development of the Map Business

The history of map selling extends back to the earliest maps. Portolans, or sea charts and sailing directions were the earliest maps traded as a commodity. As the centers of commerce in Europe, Asia, and the Middle East began to expand, a lively exchange in secret geographic information started as well. Indeed, this activity is still practiced today. Much money was handed back and forth to bring back information to affect the course of particular agendas. Thus the business of buying and selling maps was institutionalized.

The first large scale geographic surveys were conducted in the 18th and 19th Centuries, leading to more detailed information, and more to the point, greater public access to this information. These surveys naturally led to national surveys of France, Great Britain, Switzerland, and the United States. These, and other national surveys continue to this day and provide the base survey net that all geographic knowledge is ultimately tied. In fact, because of the vastness and complexity of the project, the United States national survey took over 100 years to complete, with the last large scale map produced in the early 1990s. Improved transportation infrastructure and customer demand also gave impetus, and a sales demand for these new products. Once these channels of information became accessible to more of the public, we begin to see the development of commercial map publishing and distribution. From 1870 to 1945 the important markets for maps included—with example publishers:

- Educational products—Stanfords, Hammond, Cram
- Railroad timetables—Rand McNally
- Land development and property fire insurance--Sanborn
- Tourism—Michelin, Baedeker
- Exploration—National Geographic Society, Royal Geographic Society
- News dissemination—newspapers, magazines

World War II broadened everyone's interest and knowledge of global geography. Even today, wars and other dramatic events spur the sales of world maps and maps of strategic locations. The post war period saw the public traveling more. In

Europe and America, low cost gas and high speed motorways got people out of town and crossing distances that were previously unthinkable. Map sales boomed through outlets such as:

- Gasoline stations
- Travel agencies
- Insurance companies and automobile associations
- Advertising and promotion
- Bookstores

If there is one thing that catalyzed the map industry in the US in the late 20th Century, it was the gas crises of the 1970s. Petroleum companies no longer offered free road and street maps. The public now had to pay for their local road and street maps, and they still haven't gotten over it. At first, maps were priced very low, but costs soon began to rise, allowing for a cash infusion that had never been seen before. In fact, the era of contemporary map publishing and selling began in the 1980s. Again, relative peace and cheap airfares brought more people traveling. But this time, a new group of intrepid people were seeking maps to ever more exotic destinations. In the US, informed by new travel publishers such as: Bradt, Lonely Planet and Rough Guides, readers demanded more and better geographic information to supplement their independent journeys to destinations like Costa Rica, the Sahara, and the Himalayas. However, gone were the days when a simple reference map would do. These independent minded travelers wanted more accurate and detailed information. Most of the time, this meant a map published in country. In those days, it was usually the peripatetic publisher of the guidebook itself that might be offering a handful of locally produced maps to supplement their book sales. These maps were often purchased locally and a supply was made available to readers at cost. A steady demand grew as more people ventured to more places to bring out maps. Academic map libraries discovered a welcome new source for international material.

Before the 1980s there existed a short list of specialty map shops around the world. The new and independent traveling experience encouraged more specialty map and travel shops to open. Once this sizable market existed, a trade association took root to bring buyers and sellers closer together. This association, at first called the International Map Dealers Association, is now called the International Map Trade Association to better reflect its direction and makeup. The IMTA has three regional divisions: Europe, Asia and Middle East (EAME), Americas, and Asia Pacific. Membership is open to all who make, buy, or sell maps. The association publishes a worldwide map buyers guide and members directory, maintains a detailed website with contact information of all members, and hold three trade shows per year in each region. The collective experience of IMTA members is available for consultation and mentoring for the development of map publishing and selling around the world. As part of its mission, the Americas regional division of the International Map Trade

Association is very interested in hosting map publishing and selling workshops throughout the Americas to foster new publishing and commercial development in this area. The association can be contacted at:

International Map Trade Association

2629 Manhattan Avenue, PMB 281

Hermosa Beach, CA 90254-2447, U.S.A.

Tel 310.376.7731 Fax 310.376.7287

Email: imta@maptrade.org

Web: www.maptrade.org

By the 1990s, the growth and success of large general trade bookstores, and later, on line booksellers, started to have a negative effect on specialty travel bookstores. The events on, and after, 11 September 2001 certainly affected the travel business, resulting in poor travel map sales. Many of the map and travel shops that opened during the 1980s have closed, citing increased competition and dropping sales. Several mergers and changes in the ownership of major map publishers have occurred in the last ten years. This temporarily affected some title selection, but new material has filled in any gaps left by these changes.

The busy trade in international topographic maps has slowed some in the last few years. While there have always been some governments unwilling to allow the export of large scale maps, many governments have now taken the data directly to a digital format, limiting available hard copy. In some parts of the world declining economies have stripped the shelves of material. Many of the libraries that bought these maps in large sets, are under spending controls. Still, we continue to experience a demand for mapping from around the world.

The Map Business Today

Because so much of the map business (publishing and retailing) is privately held, sales statistics are difficult to assess. Hard copy map, atlas, and globe sales are estimated at between US\$250M and US\$300M, per year, worldwide. This includes sales of travel maps, reference maps, road and street maps, atlases, globes, and official mapping produced for sale to the public. This does not include maps produced for book illustrations, or advertising and promotion. This figure has remained constant in the past ten years, and is but a small fraction of the overall sales of either: all geographic related products or services (estimated at US\$50B per year in the US); or sales of all published products (estimated at US\$10-20B per year in the US). The following firms and agencies lead the map publishing business in sales, either through dealers, wholesalers, and direct to the public:

Larger private map companies:

Collins/Bartholomew-United Kingdom

D'Agostini-Italy
Freytag&Berndt-Austria
Langenscheidt, aka American Map Corp-USA
Michelin Group-France
Mairdumont-Germany
Map Studio-South Africa
National Geographic-USA
Rand McNally-USA
Shobunsha-Japan
Universal Press-Australia

Government map agencies with a strong sales orientation:

Geoscience Australia
Canada Map Office (no direct sales)
Institut Géographique National-France
Ordnance Survey-Great Britain
Landmateriet-Sweden
Swiss Federal Office of Topography
United States Geological Survey

Every region has at least one or two publishers providing products for their local customers, and this leads to many small companies serving a local market. In fact, nearly all maps are sold locally. This means any sales potential can tend to be highly concentrated.

The industry is populated by many hundreds of small publishers, agencies, and individuals producing maps for sale. This is where a need, business initiative, and personal expression can complete a circle. With so many map making and publishing tools at an individual's hand, a reasonably creative person is now able to create, publish and market their own new map title, quickly and professionally. If conditions are favorable, the title will sell. But, with a crowded market the need for innovation is greater than ever. Every week we are sent new products to evaluate at Map Link for sales potential. Many are accepted, but many are rejected with comments to the author. One thing this tells us is the industry is healthy.

Today, maps and atlases are found and sold in more places than ever before. One thing we have found is when customers learn about maps, they buy more. It is frequently the case that if a title is published for a given market, only a certain quantity will sell; but if there are two similar titles for the given market, more of both will sell. The public responds favorably by seeing more than one title (within reason), and will compare and buy one or the other. Competition is good for the map business. Now that the Internet has provided a successful new platform for the sales of new, thematic titles, more people than ever before are learning about maps and comparing one with the other. This is one strong reason why hard copy map sales remain strong.

General, “brick and mortar” bookstores determine much of the map sales throughout the world. Online booksellers seem reluctant to offer more than a token number of map titles. In buying maps, the bookstores look for:

Inventory

Discounts—usually demand 40% to 50% off the published or suggested retail price

Credit--net 30-day (or longer) terms

Store must be allowed to return all unsold stock for full credit

On going purchasing advice from publisher or distributor to keep stock fresh and turning

Constant new title and revision information

Always looking for a higher average retail price. A higher average retail price means a higher gross profit.

Sales

Size and format—folded and rolled maps each require very different display fixtures.

Merchandising—all maps must be displayed ‘face out’ or very clearly, so that staff and customers can find and evaluate them quickly. This affects available room for fixtures and limits the number of titles stocked in each store.

Organization—products must be organized geographically or thematically. This requires a trained sales staff so that titles are retrieved efficiently.

Cover—must be easy and quick to read by a variety of buyers. Pre-priced, pre-printed bar codes, and attractive design all help a title sell better than another.

Currency—is the map in stock the latest edition? Customers will not buy a previous edition.

Track record—does the map (or company) have a proven track record?

Specialty map stores have the same concerns as bookstores, plus offer an array of special services. These special services encourage the customer to think of

the specialty shop as the only place worth shopping for this material. The map shops also offer or look for:

Greater selection—specialty map stores can offer more choices for the same geographic area or theme.

Publishing—many map shops publish their own local titles

Mounting and laminating—additional finishes can be offered

Expert advice—an essential factor in the success of any specialty shop

Associated products—GPS receivers, luggage, travel books, magnifiers, map scales, magnetic compasses, specialty software, etc. Some shops even offer travel services.

Fair pricing to all dealers of the same product

General merchandise (grocery, discount, newsstands, etc.) stores look for:

Fewer titles per store

Local titles only

More retailers, such as auto parts and office supply stores, are now offering maps.

New, and expanding, electronic commerce (Internet) websites offer direct sales of hard copy and data to end-users:

A potentially huge selection is possible

A tailored selection of titles for specific customers is also possible.

There exists a very high set up cost. The perception of a low operating cost can be deceiving.

Metadata must be collected and presented for every title in stock.

Search tools (the user interface) must be useable to the broadest type of customer.

A front end “shopping-cart” must be provided, including credit card authorization, and actual shipping charges (with delivery times) must be quoted.

Product covers and thumbnail images must be collected and displayed for every title for customer evaluation purposes.

There exists the real potential of a higher number of individual returns due to customer dissatisfaction.

The Development of Map Link

1984: founded by Bill Hunt and Laura Ericson as Pacific Travellers Supply, a travel accessory retailer, in Santa Barbara, California.

1987: changed name to Map Link to reflect business of connecting maps with map buyers (retailers, libraries, etc)

1991: established full inventory of every hard copy USGS topographic map (over 55,000 titles) for resale

1994: asked by Barnes and Noble bookstore chain to consolidate their national and international map buying

1999: started research and development of an electronic tour guide device where audio tracks are cued through a built-in GPS receiver

2004: started producing US topographic maps from digital files

Demands from every sector are changing at an accelerating rate. I thought it might be useful to review a number of key demands:

User expectations and challenges include:

- Faster throughput and delivery of new information
- Greater detail and resolution
- Custom, individualized formats
- Sophisticated, yet easy to use, online analysis tools
- Fast and easy access to all data, seamlessly integrated together
- Unsatisfactory products will be returned for full refund
- Consistent and clear marketing of all available products

Retailer expectations and challenges include:

- Consistent and fair wholesale pricing for all
- Simple ordering and re-stocking
- All products in stock, given appropriate lead times
- Special order capability
- Un-sold products can be returned for full credit
- Continuous stream of new, and innovative products to sell

Publisher expectations and challenges include:

- Order commitments and lead times from retailers
- Bigger and more diversified sales channels

Re-purposing existing investments
Sustained market demand through print cycles
Reasonable revision and predictable reprint cycles
Fewer sizes and formats
Fewer product returns from retailers and users

New channels and formats:

On-demand

With a modest financial outlay, a map dealer can begin to offer some maps "on-demand". Many existing maps, particularly large-scale topographic maps lend themselves to this technique where maps are printed as ordered. Where Map Link once maintained an inventory of over 1,000,000 USGS sheets, these maps can now be held as pre-scanned digital raster files and printed only as needed. Stock levels have been decreased or eliminated, physical inventory checking demands have been eliminated, and every title is now "in stock" and ready to sell. Several map dealers are offering this service for a wide variety of international topographic maps. The process requires several components:

Trained staff

The order processor must be able to evaluate a preview image of the print and manipulate the printer to provide optimum output. They must also be trained and ready to add new substrate (media) and ink, and troubleshoot many simple problems with the printer-computer interface.

Suitable digital files in a useable computer format

For USGS topographic maps, digital raster image files can be obtained from a large, and growing list of sources. We have found most of these files not to be suitable for full scale printing due to original scanning problems. Only a few select sources of this data have put the time and effort into properly scanning these maps, and even then, we must re-scan many titles ourselves to insure quality. At this time, any resulting prints must appear to the customer as virtually indistinguishable from the original. We have elected to scan much out of copyright material ourselves for this reason.

Large digital storage medium and computer

Large hard disc space and very fast data retrieval times on a computer workstation are a must. For example: each USGS topo map can require up to 70MB of storage.

Large format color printers

At this time, the customer is intensely comparing traditional litho printed maps with new on-demand output. The print quality must be

of the highest order or the maps will not sell. Pigment based inks are important for maximum archival quality. This is of particular interest to libraries.

Steady supply of substrate

Again, archival quality is important to some buyers. Admittedly many maps will be produced for ephemeral use, but the modern map seller must be aware of these concerns. The cost of expensive papers and plastics must be balanced with the principles of market demand and pricing.

On-line

Much contemporary cartographic output is now available on-line. Given enough bandwidth a smart and capable user can download much of what they need from hundreds, if not thousands, of Internet based services. This model is more than sufficient to serve the interests of many types of map users. The average genealogist, for example, may only be interested in a small portion of a map. They visit a website and many of their questions are answered quickly without the need to purchase hard copy or even a digital data file. Many government map agencies and map publishers have taken steps to provide their data and map products on line.

An evaluative chart of topographic map formats can be found in appendix 1.

Conclusions

Today, the map industry is at a very interesting time. On one hand, there are more hard copy products than ever before. There are more outlets for these new products too, with more popping up every day. Still, the consumer is confronted with a growing selection of free, and very low cost mapping options. Many of these options seem to be supplanting sales of certain types of hard copy maps. Map Link sales of USGS topo maps has dropped over 60% in the last year and a half. We partially attribute this to customers finding alternate sources for the information.

Map Link continues to receive orders for hard copy, large-scale, topographic maps. For the past fifteen years we have sent staff around the world many times to bring back hard copy maps for our customers. When in country, we try to buy enough to satisfy a present and future need until we are able to return. In the developing world, where business is done in cash, we buy maps over the counter and return with the material in hand. Sometimes, important titles are out of stock or no longer available. Many map dealers (including Map Link) are looking forward to the day when large-scale topographic map data, or raster image files can be bought at reasonable cost from every national mapping agency. The goal

would be to offer every title, print each sheet on demand, and return a guaranteed use fee or royalty to each agency. Let us begin now.

We believe the art, science, and craft of cartography and its production must be nurtured and protected through public awareness of copyright laws, and an education in the economic value of the work. Everyone in the business of making and selling maps has a responsibility to insure fair compensation for our products and services.

Thank you very much for this opportunity to talk with you about our business.

Appendix 1.

Topographic map formats, the pros and cons.

	Online versions	CD versions	Hard copy (paper)
Pros	<ul style="list-style-type: none">Ubiquitous availability on any Internet connectionSeamless dataset possibleNot dependant on sheet format or sizeData from multiple sources can be combinedResults can be easily and quickly transmitted	<ul style="list-style-type: none">Smallest form factor per mapPotential to have seamless datasetUser selectable hard copy substratesCan be cheaply shippedRugged (under certain conditions)	<ul style="list-style-type: none">User interface well established and robustAlways available, no electricity requiredLowest user investment costGuarantee of using the same versionCan be cheaply shipped
Cons	<ul style="list-style-type: none">Dependent on high order technology and bandwidthSubject to blackouts and power lossHigh initial user investment and hard copy costVisual results are limited to display technologyHard copy poor quality, restricted or not availableDifficult to assure all users are using the same version	<ul style="list-style-type: none">High reproduction costHigh initial user investment costHigh hard copy costData hard to maintain with existing formatVisual results are limited to display technologyDifficult to assure all users are using the same version	<ul style="list-style-type: none">Highest publishing and reproduction costLimited or centralized distribution channelsSingle sheet modelOne substrateHard to maintain original dataExpensive to transmit poor quality facsimile

Appendix 2.

National Mapping Agencies of the Americas

This list is compiled from R.B. Parry and C.R. Perkins, "World Mapping Today", 2nd edition (Bowker-Saur, 2000).

Antigua and **Barbuda**
Surveys Division
Ministry of Agriculture, St. Mary's Street, PO Box
1282, St. John's
Tel: +1 809 462 4969
Fax: +1 809 462 6104

Argentina
Instituto Geográfico Militar (IGMA)
Avenida Cabildo 381, 1426 Buenos Aires
Tel: +54 1 773 9822/776 1611
Fax: +54 1 773 9822
E-mail: public@maps.igm.gov.ar
Web: <http://www.igm.gov.ar>

Barbados
Lands and Surveys Department
Goodchurch Park
Christ Church
Tel: +1 809 427-5694
Fax: +1 809 437-2817

Belize
Lands and Surveys Department
Ministry of Natural Resources, Belmopan
Tel: +501 8 22226
Fax: +501 8 22333
Web: <http://www.mnrei.gov.bz/services.asp?id=36>

Bolivia
Instituto Geográfico Militar (IGMB)
Estado Mayor General, Avenida Saavedra 2303,
Casilla 7641, La paz
Tel: +591 2 360513/369586
Fax: +591 2 368329/391912
E-mail: IGN@igm.bo
Web: <http://www.ejercito.mil.bo/estorg/igm/igm-sgm/principal/principal.html>

Brazil

Instituto Brasileiro de Geografia Estatística (IBGE)

Centro de Documentação e Disseminação de
Informações, Rua General Canabarro 666, 20271-
201 Maracanã, Rio de Janeiro RJ
Tel: +55 21 284 0402
Fax:+55 21 284 1109
E-mail: webmaster@cddi.ibge.gov.br
Web: <http://www.ibge.gov.br>

Diretoria de Serviço Geográfico (DSG)

Ministério do Exército, SMU, QGEx Bloco F, 2 piso,
70630-901 Brasília DF
Tel: +55 61 415 5137
Web: <http://www.dsg.eb.mil.br/>

Canada

Canada Centre for Topographic Information (CTI-O)

615 Booth Street
Ottawa, Ont. K1A 0E9
Tel: +1 613 995 4921
Fax:+1 613 947 7948
E-mail: topo.maps@nrcan.gc.ca
Web: <http://maps.nrcan.gc.ca>

Chile

Instituto Geográfico Militar (IGMC)

Nueva Santa Isabel 1640, Santiago
Tel: +56 2 69 68 221
Fax:+56 2 6988278
Web: <http://www.igm.cl/>

Colombia

Instituto Geográfico Agustín Codazzi (IGAC)

División de Información y Divulgación, Carrera 30 No
48-51, Santa Fe de Bogota
Tel: +57 1 222 1811
Fax:+57 1 222 0792
E-mail: cig@igac.gov.co
Web: <http://www.igac.gov.co>

Costa

Instituto Geográfico Nacional (IGNCR)

Edificio del Ministerio de Obras Publicas y
Transporte, Plaza Gonzalez Viquez, San José

Rica

Tel: +506 257 7798
Web: <http://www.geocities.com/igncr/>

Cuba

Grupo Empresarial GEOCUBA (GEOCUBA)
Dirección General, No 301, Miramar, Playa La
Habana II 300
Tel: +53 7 23 8316/29 5995
Fax: +53 7 33 282869/33 1682

Dominica

Lands and Surveys Division (LSD)
Ministry of Agriculture, Roseau
Tel: +1 809 448 2401
Fax: +1 809 448 7999

Ecuador

Instituto Geográfico Militar (IGM)
Apartado 17-01-2435, Seniergues s/n y General T.
Paz y Miño, Quito
Tel: +593 2 542 155
Fax: +593 2 569 097
E-mail: igml@igm.mil.ec
Web: <http://www.igm.gov.ec/>
<http://www.fuerzasarmadasecuador.org/espanol/apoyoal desarrollo/apoyoinvestigacionigm.htm>

El Salvador

Instituto Geográfico Nacional (IGN)
Avenida Jaun Bertis 79, Apartado Postal 247, San
Salvador
Tel: +503 276 5900
Fax: +503 276 4769
Web: <http://www.cnr.gob.sv/insgeo.asp>

France

Institut Géographique National (IGN)
Direction Générale , 136 bis, rue de Grenelle, 75700
Paris 07 SP
Tel: +33 1 43 98 80 00
Fax: +33 1 43 84 00
Web: <http://www.ign.fr>

Grenada

Lands and Surveys Department (LSD)
Ministry of Agriculture, Lands, Forestry and Fisheries,

Archibold Avenue, St George's
Tel: +1 809 440 4191
Fax:+1 809 440 4191

Guatemala

Instituto Geográfico Nacional (IGNG)
Avenida de las Américas 5-76, Zona 13, Guatemala
CA
Tel: +502 2 3322611
Fax:+502 2 3320982
E-mail: ign@ign.gob.gt
Web: <http://www.ign.gob.gt>

Guyana

Lands and Surveys Department (LSDG)
22 Upper Hadfield Street, Durban Backlands,
Georgetown
Tel: +592 2 72582
Fax: +592 2 64052

Haiti

Service de Géodésie et de Cartographie (SGC)
Boulevard Harry Truman, Cité de l'Exposition, Port-
au-Prince
Tel: +1 509 22 3225

Honduras

Instituto Geográfico Nacional (IGNH)
Barrio la Bolsa, Apartado Postal 20706, Comayagüela
Tel: +504 225 2759
Fax:+504 225 2759
E-mail: ign@sdnhon.org.hn

Jamaica

Survey Department (JSD)
PO Box 493, Kingston
Tel: +1 809 922 6630 5
Fax:+1 809 967 1010
Web: <http://www.nla.gov.jm/survey.html>

Mexico

Instituto Nacional de Estadística, Geografía e
Informática (INEGI)
Dirección General de Geografía, Av. Héroe de
Nacorzari Sur 2301, Puerto 9 Nival 1, CP 20270,
Aguascalientes

Tel: +52 491 66680
Fax:+52 491 82959
E-mail: jbaldera@dpmm.inegi.gob.mx

Nicaragua

Instituto Nicaragüense de Estudios Territoriales

(INETER)

Ventas de Mapas, Apartado 2110, Managua

Tel: +505 2 331594/2 632370

Fax:+505 2 331594/2 632370

E-mail: setab@tmx.com.ni

Web: <http://www.ineter.gob.ni/>

Panama

Instituto Geográfico Nacional Tommy Guardia

(IGNTG)

Apartado 4421, Panamá 5

Tel: +507 236 2444

Fax:+507 236 1841

E-mail: direccionigntg@mop.gob.pa

Web: <http://www.mop.gob.pa/tommyguardia.htm>

Paraguay

Dirección Servicio Geográfico Militar (DSGM)

Avenida Artigas 920 casi Avenida Perú, Asunción

Tel: +595 21 1139

Fax:+595 21 1139/3812

Peru

Instituto Geográfico Nacional (IGNP)

Avenida A. Aramburú 1198, Surquillo, Apartado

Postal 2038, Lima 34

Tel: +51 14 475 3090

Fax:+51 14 475 9810

E-mail: postmaster@ignperu.gob.pe

Web: <http://www.ignperu.gob.pe/>

Saint

Lucia

Land Survey, Registry and Mapping Department

New Government Building, P.O. Box 709, Conway

CASTRIES

Tel: +1 809 45 23688

Saint Vincent and the Grenadines

Lands and Surveys Department(LSD)

Kingstown
Tel: +1 809 45 61111

United Kingdom
Ordnance Survey (OS)
Romsey Road, Southampton SO16 4GU
Tel: +44 2380 792000 (Switchboard)
Fax: +44 2380 792615
E-mail: customerservices@ordsvy.gov.uk
Web: <http://www.ordnancesurvey.co.uk>

United States of America
United States Geological Survey (USGS)
903 National Center, 601 Sunrise Valley Drive,
Reston, VA 20192
Web: <http://www.usgs.gov>

Uruguay
Servicio Geográfico Militar (SGMU)
Av. 8 de Octubre 3255, Montevideo
Tel: +598 2 81 70 11
Fax: +598 2 47 08 68
Web: <http://www.ejercito.mil.uy/cal/sgm/>

Venezuela
Instituto Geográfico de Venezuela Simón Bolívar
Av. Este 6, edificio Camejo,
esquina de Camejo, piso 2, Ofic. 203,
Gerencia de Comercialización, Caracas D.C.
Tel: 546.12.03/12.00 - 0800-GEOMAPA (0800-4366272)
E-mail: mapaven@igvsb.gov.ve
Web: <http://www.igvsb.gov.ve/>

Servicio Autónoma de Geografía y Cartografía Nacional (SAGECAN)
Ministerio del Ambiente y de los Recursos Naturales Renovables,
Avenida Este 6, Esquina y Edificio Camejo, Piso 1,
Centro Simón Bolívar, Caracas 1010
Tel: +58 2 408 1719/1614
Fax: +58 2 541 3079
E-mail: wfranco@marnr.gov.ve

<http://whc.unesco.org/map-agencies.htm>
Update: 15/06/2004