

"Connecting the Business of Maps Worldwide"

Vol. 25 Edition 10

WHY A NEW USA MAP?

Many Alaskan middle school students believe their home state is an island located in the South Pacific. Why, you might ask? Because that's how it appears on most maps! Texas is often described as the largest state in the USA. Why? Because that's how it appears on most maps! Can a map of the United States be complete if Puerto Rico is not represented? Would you be surprised to discover that Puerto Rico is omitted from most USA maps?

A unique, new equal-area map aims to change these, and many other, outdated views. The Equal Area USA Map, by ODTmaps.com, correctly informs, often for the very first time, geographic perceptions! This unique desktop student map has been created to provide an accurate view of the USA, with each state shown in its correct size, proportion and – as much as possible – location. Equal-area maps, such as this one, are the only maps that show each area at true size and proportion. Equal area world maps, such as the Peters and Hobo-Dyer, are only recently making inroads into schools. The Equal Area USA Map provides teachers the means to bring important, yet often ignored, viewpoints to geography discussions and education.



Interstate highways, and other national highways in Canada and Mexico, are included on the map, because these roads are the arteries of our economy today, just as rivers and other waterways were the economic arteries of two hundred years ago. The Equal-Area USA map also includes the notation of capitals as well as large cities (based on Selected Metropolitan Areas), so students can get an idea of where most of the population is concentrated. Additionally, a regional inset map allows students to see positions and context within the Western Hemisphere.

Continued inside cover

INSIDE THIS ISSUE

PAGE 3-4 IMTA (Asia Pacific) Report

by Damien Demaj IMTA Director – Asia Pacific

PAGE 6 **In-Car Navigation Sytems,** the Complete Answer?

by Peter Jolly, ESRI Inc.

PAGE 7 **Contour Lines:** Central Buying

by Mike Cranidge

PAGE 8 **Map Publishers Approach**

Premedia Gingerly By Michel Leclerc Transcontinental Printing

PAGE 10-13 IMTA (Asia Pacific)

Conference & Trade Show

Schedule

PAGE 14-18 Member Showcase

2007 Calendar

2-3 November

IMTA (Asia Pacific) Conference & Trade Show

Gold Coast, OUEENSLAND, AUSTRALIA

2008 Calendar

29 Feb.-1 March

IMTA (EAME) Conference & Trade Show Estoril, PORTUGAL

Continued from cover

This map is a valuable educational tool. It's printed in color on one side, with a black & white outline map on the reverse side that's intended for student practice/ drill. As an additional bonus, the black and white side is copyright-free and available to copy directly, or be freely downloaded off the ODTmaps.com web-site. The reverse side also features a series of questions (increasing in complexity) to pique students' interest and encourage learning. The Equal Area USA Map provides teachers the means to bring important, yet often ignored, viewpoints to geography discussions and education.

Thought-provoking questions on the map are geared to grades 3-6 and formulated to exceed most state geography standards. Other questions, geared to grades 6-9, and 10-12 are on the map and also available, copyright-free, on ODTmaps.com. Web support will include lesson plans and additional commentary to challenge all levels...students to adults!

Map size is 22" wide and 13.5" high. Laminated version retails for \$12.95.

(ISBN# 978-1-931057-25-7). Order from 800-736-1293 or from www.ODTmaps.com

A full color version of this student worksheet comes on the reverse of this map. It is available on the electronic version of this newsletter at http://maptrade.org/docs/ mapreport/2007-10-mapreport.pdf or at the publisher's home page <u>www.odtmaps.com"</u>

IMTA gratefully acknowledges Transcontinental Printing, Inc and MAPS com as sponsors of the MapReport.

MapReport

Internet Home Page: www.maptrade.org

"Members in over 50 countries worldwide"

NEWSLETTER PUBLISHED BY INTERNATIONAL MAP TRADE ASSOCIATION

Deadline for submissions for the newsletter is the first of the month prior to the publication month (October 30 deadline for the December issue).

IMTA International

President: Karen Davis, Spherical Concepts, Inc. 12 Davis Avenue, Frazer, PA 19355 USA Tel: (610) 296-4119; Fax: (610) 889-1396 kdavis@sphericalconcepts.com

Publications Committee Chair: Kevin Allen National Geographic Maps, 1145 17th St. NW Washington, DC 20036 USA Phone: (202) 775-7830; Fax: (202) 429-5704

IMTA Headquarters

kallen@ngs.org

2629 Manhattan Avenue, PMB 281 Hermosa Beach, CA 90254-2447 USA Phone: (310) 376-7731; Fax: (310) 376-7287

imta@maptrade.org

Sandy Hill, Executive Director Linda Hill, Program Director Bill Hansen, MapReport Graphic Designer

IMTA (Americas)

President: Jack Joyce ITMB Publishing Ltd. 530 West Broadway Vancouver V5Z 1E9 CANADA

Phone: (604)879-3621; Fax: (604)879-4521

jack@itmb.com

IMTA (Asia Pacific) President: Marilyn Mackay

Map Land 372 Little Bourke Street

Melbourne 3000, VIC AUSTRALIA Phone: 61 3 9670 4383 Fax: 61 3 9670 7779

info@mapland.com.au

Office: Noleen Zander, Executive Director PO Box 1112, 147 Unley Road Unley, SA 5061 AUSTRALIA Phone: 61 8 8357 1777; Fax: 61 8 8357 3001 imtaaspac@chariot.net.au

IMTA (Europe, Africa & Middle East)

President: Andreas Pachler, Stellanova Karwendelstr. 7 Berg-Aufkirchen 82335 GERMANY Phone: 49-8151-55515-60; Fax: 49-8151-55515-66 andreas@stellanova.de

Office: John Whitby, Executive Director John Whitby Associates, 4 The Old Forge Kingsbridge, Devon TQ7 1DE UK Phone: 44 1548 857310; Fax:44 1548 854463 enquiries@imta.co.uk

The MapReport (ISSN 1065-6324) is published monthly for USD\$100 per year. Periodicals postagepaid at Hermosa Beach, CA. Send address changes to IMTA Headquarters, 2629 Manhattan Avenue, PMB 281, Hermosa Beach, CA 90254-2447 USA / imta@maptrade.org

Copyright 2007 by the International Map Trade Association. Contents are fully protected by copyright and must not be reproduced in whole or part without approval in writing by the Association. Brief quotations are permitted with full attribution, including address.