

A REPUTATION BUILT ON MAP DESIGN

Using its wealth of telecom statistics, TeleGeography has charted the growth of voice minutes, Internet bandwidth and submarine cable systems as unique information graphics and iconic maps for over 30 years.

The first TeleGeography wall map, the Telecommunications Map of the World, produced in 1998, immediately gained the recognition of the telecom industry because of its unique balance of rich telecom data and beautiful cartographic design.

TeleGeography has since then produced over 50 large-format wall maps as well as over a thousand other cartographic images in its own reports as well as widely-read journals and publications.

For more information and to discuss your specific requirements contact us.

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Our maps have appeared in various journals and publications including:

CAPACITY
ECONOMIST
FINANCIAL TIMES
KONR@D
NATIONAL GEOGRAPHIC
NETWORK MAGAZINE
NEW YORK TIMES
RED HERRING
SAN JOSE MERCURY NEWS
WALLSTREET JOURNAL
WASHINGTON POST
WIRED
WIRTSCHAFTS WOCH

We have designed and produced maps with a broad range of telecom companies, including:

ARBINET
AT&T
AUSTRALIA JAPAN CABLE SYSTEM
BAND-X
GLOBAL CROSSING
EVOICE
IBASIS
INTERROUTE
KPN
NTT
OTE GLOBE
PACIFIC CROSSING
SOUTHERN CROSS CABLE SYSTEM
TRANSTELECOM
TELIA
TELSTRA
TYCO TELECOMMUNICATIONS

CO-BRANDED MAPS

By sponsoring a TeleGeography branded map, not only do you receive a set of beautifully designed maps to distribute to your contacts, you also gain TeleGeography's marketing channel. Co-branded maps are sold on our online store, distributed as complimentary copies at trade shows and provided worldwide to our research contacts.

Co-branded maps allow you to place your company logo and contact details on the map's cartouche where the title of the map appears. On average, co-branded maps take up to six weeks to produce and deliver to the sponsor.

These maps are approximately 50 x 36 inches and are produced in two-formats: flat and folded. Sponsors typically receive 500 copies. Maps are printed on a synthetic paper called Yupo.

We currently have three maps that fall in this category. The Submarine Cable Map illustrates the state of the submarine cable industry, Global Traffic Map depicts voice traffic flows and the Global Internet Map shows how Internet bandwidth connects the world.

Each map is bound by a one-year exclusive contract.



Why Yupo? Yupo is a synthetic substrate we have used for over 10 years. Not only is Yupo water-resistant it is also much more durable than traditional paper. As a 100% "tree-free" product it is also environmentally sound.

All of these attributes make Yupo a perfect choice for printing our in-house maps that often travel thousand of miles to reach the walls of our world-wide clientele.

CUSTOM MAPS

Custom maps allow you to use our data and our design expertise to create the marketing piece that carries your company's brand standards. By opting for this solution you can tailor the marketing piece to meet your specific requirements and messaging while knowing that TeleGeography's experience in cartography is behind your effort.

We have produced maps of varying sizes for our clients, including maps with the following specifications:

50 x 36 inch maps

33 x 23 inch maps

17 x 11 inch two-sided maps

8.5 x 14 inch four-page folded maps

Quantities can also be customized to your exact needs. In the past we have printed between 300 to 6000 impressions of a custom map.

Maps are printed on Stora Enso Centura unless Yupo is requested.

Duration of map projects vary greatly depending on the specific branding requirements of each company. Please contact us to discuss your project so we can provide you with a quote.



Why Centura? Centura is a cheaper alternative to Yupo because Centura is a traditional paper product and can be ordered in smaller volumes.

While Centura is a paper product it has one of the highest brightness of coated paper available. It is also made out of 10% post-consumer recycled fiber, acid free and of archival quality.

Unlike Yupo, Centura is heat-resistant, and therefore can be laminated.