



Custom Mapping Solutions: Adding a Customized Dynamic Mapping Tool to Your Website

The time has come! You can add dynamic data-driven mapping capability to your existing website at an affordable price, and without the restrictions imposed by mapping software companies.



Patrick Kelly and Jon Weindruch





Features of the Mapping Tool



- The mapping tool is custom-built to have the “look and feel” of your existing website - following the same design.
 - Linked to your website - but hosted on MyOnlineMaps.com server. The user does not notice the additional hosting environment.
 - Designated staff have secure access to an administrator to upload the data elements that will be available in the mapping tool.
 - Staff and other users select the variables they want to map from a drop-down menu.
 - Users select default map settings or have options to tailor the map image in a variety of ways - e.g. ability to break the data in however they wish, choose colors, fonts, and more.
 - Users can download the map images in a format they can use in presentations and documents.
 - The company/organization logo could appear on the map images - if desired.
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Examples of Types of Organizations that Would Benefit?

- **Those that House Population and Demographic Data** - e.g. state data and population research centers, specialized departments in colleges and universities, state education and economic development agencies, etc. This tool would enable their staff and constituents to create data-driven maps in an easy-to-use, secure environment - and be able to use the map images in presentations and documents.
- **Sales and Marketing** - staff would have the ability to produce custom maps of sales, clients, population characteristics, etc. by county, region, state, etc. The maps could be used in presentations and reports to stakeholders.
- **Healthcare** - many healthcare agencies and companies routinely track demographic and health related statistics by county, region, and state. Staff could utilize this tool to create maps for presentation and reports.
- **Others** - any organization that collects and reports data and information tied to geographic boundaries (e.g. states, counties, regions, zip codes, etc.)



Example of How it Works

Using a Kentucky County Map as an
Example



Example Options for Selecting Variables to Map

Select Variable to Map

General Population Data

- Total Population
- Median Household Income
- Per Capita Personal Income
- Living in Poverty
- Eligible for Medicaid

Highest Level of Education

- Less than High School
- High School Diploma
- Some College, No Degree
- Associates Degree
- Bachelors and Higher

Or

Select Variable to Map

General Population Data	▼
Total Population	
Median Household Income	
Per Capita Personal Income	
Living in Poverty	
Eligible for Medicaid	

Highest Level of Education	▼
Less than High School	
High School Diploma	
Some College, No Degree	
Associates Degree	
Bachelors and Higher	

Note: The above is just a visual example and the web version would be to design and programming specifications

Example Custom Mapping Features

1 Data Groups

Select Data Groups ▾

- Equal Size Data Groups
- Equal Size Data Ranges
- Manual Data Breaks

Number of Data Groups ▾

- 1
- 2
- 3
- 4
- 5
- 6

2 Colors

Select Color Scheme ▾

- Red Colors
- Blue Colors
- Blue and Yellow Colors
- Etc.

OR

Custom Colors

Assign Color to Data Group 1

Assign Color to Data Group 2

Assign Color to Data Group 3

Assign Color to Data Group 4

Assign Color to Data Group 5

Assign Color to Data Group 6

3 Map Image Type

Select Image Type ▾

- PNG Transparent Background
- JPEG

Note: Other options include the ability to select data labels, choose fonts, and format the data legend.

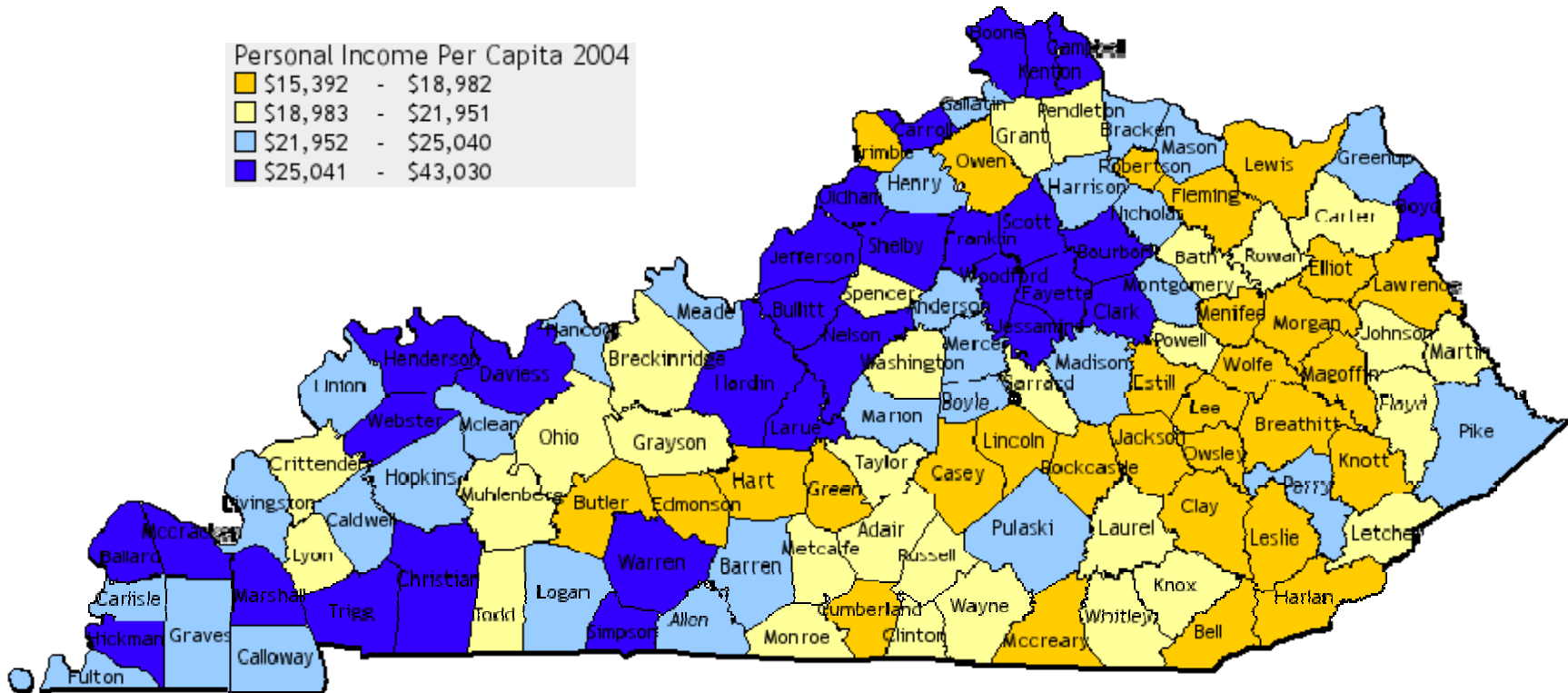
Powered by
www.MyOnlineMaps.com

Create Map!

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Example Map Created from the Selected Features

Kentucky Personal Income per Capita 2004



Source: US Bureau of Economic Analysis



Revise Map

Download Map Image

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What Are the Benefits of this Product Over Existing Mapping Software Options?

- The functionality is easy and fun to use, and doesn't require training.
 - The images can be downloaded and used in presentations and documents - void of the usage restrictions of GIS and MapInfo (the leading mapping software companies).
 - Since it is housed in the web environment, maps can be created for presentations and documents anywhere there is internet access (e.g. hotel rooms, conference centers, etc.).
 - The mapping capability can be restricted to internal staff or made available to constituents outside the company/organization.
 - It can be tailored to have the "look and feel" of your existing website.
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For More Information, Contact:

Patrick Kelly (720) 987-3391

Jon Weindruch (615) 469-1351

Founders

