

Become a Publisher.

Become a Map Store Publisher

How does the Map Store work?

The Avenza Map Store is available on <u>store.avenza.com</u> and in the Avenza Maps app for **(i)** <u>iOS</u> and **(ii)** <u>Android</u>. Avenza Maps users can search the Map Store for your maps and download them onto their phone or tablet. Since they are downloaded onto their device, they can be used offline. Your maps can be purchased at a price or downloaded for free. Avenza takes care of the transaction and the product delivery to the app. It's simple and requires little maintenance beyond uploading new versions of your maps and promoting them as they become available. It is free to create a publisher account to upload your maps!

You can check out our <u>Map Store Publisher Blog</u> to read success stories from our current publishers!

How do I earn revenue?

If you choose to sell your maps, you will earn a portion of each sale of your maps. Depending on where the user completes the purchase, Apple, Google, or Shopify will deduct 30% of the proceeds as their platform fee. We get to split the remainder 50/50.

| You | Avenza | Platform |
|-------------|--------|-------------|
| 35 % | 35% | 30 % |
| | | |

How do I get started?

To get your maps into the Map Store, follow this simple 3 step process:



1. Sign-up



2. Add Your Maps



3. Submit Your Maps

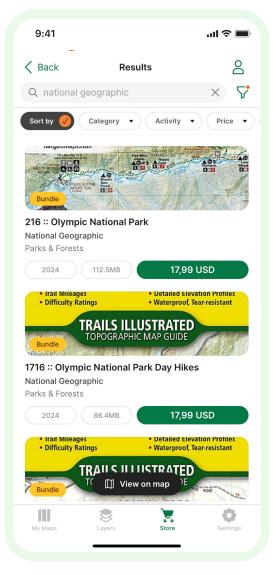
Sign-up

To begin listing your maps in the Map Store, you must first create a Map Store publisher account and fill out this form:

Map Store Publisher Signup

You can review the Map Store Publisher Agreement here.

When filling out the form, provide the name of your company as you would like it displayed to users. They will search and filter based on the name you enter here.



Map listing in the Map Store in the App

If your company name has non-Latinized characters (i.e. characters with accents), then you will need to provide a Latinized version of the name in the "Company (Latinized)" textbox. We require this so that users using localized and/or Latinized search terms can find your maps.

You can review our <u>Privacy Policy</u> for more information about how we handle your account information.

Once you are signed up, you will gain access to your Publisher Site, where you can upload your maps.