

## U.S. Geological Survey Business Partner Program

The Business Partner Program is composed of a network of private sector organizations that distribute U.S. Geological Survey (USGS) products. By engaging the private sector, State and local government, and academic and nonprofit organizations in product dissemination, the USGS expects to increase the availability of its products to end users, locate customer service closer to the user, and provide cost savings to the Federal Government.

Aside from substantial price reductions available only to Business Partners, benefits to participating organizations include a customer service staff dedicated to serving their needs, priority in processing orders, referrals of customers to Business Partners, and some assistance in product marketing and promotion. The Business Partner Program offers private firms an excellent opportunity to resell or value-add and sell USGS products, most of which have no copyright restrictions. Business Partners may be required to adhere to certain minimum annual purchase requirements.

Although in existence for many years as the Map Dealer (Published Products) Program, the new Business Partner Program now includes the additional product lines of digital cartographic data and aerial photographs. Published products include national coverage of topographic maps at several scales, including the 7.5-minute series, other thematic and special edition maps, books, posters, and some mass-produced CD-ROM's containing selected digital data. Price reductions available to the Published Products Business Partners range from 25 to 50 percent off public prices, depending on the quantities ordered. Currently, Business Partner sales account for nearly 80 percent of all USGS public map sales.

The aerial photography product line includes the 8 million pictures of the United States taken through the National Aerial Photography Program (NAPP). The NAPP photographs cover the entire lower 48 States on a 7-year cycle. The photographs are available as black-and-white prints and positive or negative transparencies in their contact-print size of 9 by 9 inches, in several degrees of enlargement, or in custom

enlargements of areas. A standard 9- by 9-inch photograph covers roughly 5 miles by 5 miles of the Earth's surface. The photographs are custom printed on demand from the USGS archive copy for each Business Partner order. Business Partners receive a 30 percent price reduction off public prices on orders for 12 or more photographs.

The digital cartographic data product line includes digital orthophoto quadrangles (DOQ), digitized NAPP images that have been corrected for distortions caused by camera tilt and terrain relief; digital raster graphics (DRG), scanned topographic maps; digital elevation models (DEM), terrain data usually digitized from topographic maps; and digital line graphs (DLG), layers of topographic map information in vector files useful in geographic information systems. Price reductions for Business Partners on digital cartographic data are 50 percent or more off of public prices. However, reductions are offered only for large quantity purchases on high-density media with some sacrifice of format options.

To become a Business Partner, a private firm must sign a Business Partner Program Retail Agreement, which is an umbrella instrument covering general terms of business. In addition, a signature is required on one or more product line addenda, which cover the specific business terms and conditions for a product line. A Business Partner may sign up to distribute any or all product lines offered.

To obtain more information or to sign up as a Published Products (map) Business Partner, contact the program staff at the USGS Rocky Mountain Mapping Center in Denver, Colo., at 1-888-MAPDEAL, or by e-mail at [businesspartners@usgs.gov](mailto:businesspartners@usgs.gov).

To obtain more information or to sign up as an aerial photography or digital cartographic data Business Partner, contact the program staff at the USGS EROS Data Center in Sioux Falls, SD at 605-594-6142, or by e-mail at [dterrell@edcmail.cr.usgs.gov](mailto:dterrell@edcmail.cr.usgs.gov). Additional information on the Business Partner Program, along with links to product line descriptions and some samples, can be found at <http://mapping.usgs.gov/www/partners/bpmain.html>.

### Information

For information on other USGS products and services, call 1-888-ASK-USGS, use the Ask.USGS fax service, which is available 24 hours a day at 703-648-4888, or visit the general interest publications Web site on mapping, geography, and related topics at [mac.usgs.gov/mac/isb/pubs/pubslists/index.html](http://mac.usgs.gov/mac/isb/pubs/pubslists/index.html).

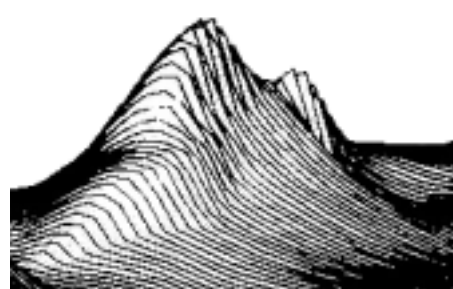
For additional information, visit the [ask.usgs.gov](http://ask.usgs.gov) Web site or the USGS home page at [www.usgs.gov](http://www.usgs.gov).



Part of a 7.5-minute topographic quadrangle.



Part of an Aerial Photograph.



Part of a 7.5-minute digital elevation model plot of Turnwater, Wash.