



TERRA
CARTA

CAPABILITIES STATEMENT

OVERVIEW

Founded in 1995, Terra Carta (originally XNR Productions) specializes in the creation of customized maps and other information graphics.

We are experienced, accurate, and dedicated to meeting deadlines and budgets. Our approach to projects is collaborative, personalized, and cost-effective.

We work hard to develop long-term client relationships in which we can act as a seamless external extension of the businesses and agencies we serve.

SPECIALTY AREAS

- Custom cartography: print and interactive
- Information graphics
- Geographic research
- Layout and page design
- Illustration

GOVERNMENT-SPECIFIC INFORMATION

- DUNS #: 011871048
- CAGE code: 3L2B8
- NAICS codes: 541430 (Graphic Design), 541370 (Mapping)
- Registrations active in: System Award Management (SAM) and FedConnect
- Woman-Owned Small Business

SELECTED CLIENT LIST

- Gale Cengage Learning
- National Geographic Society
- National Park Service
- Northwood Map Publishers
- Pearson Education
- Rowman & Littlefield
- Scholastic
- Scientific American Magazine
- The Nature Conservancy
- University of Georgia Press
- U.S. Forest Service
- World Book

CORPORATE INFORMATION

Terra Carta is a woman-owned small business, and a privately held corporation located in Madison, Wisconsin.

PERSONNEL INFORMATION

- Laura McCormick, Principal/President
laura@terracarta.com
- Jon Daugherty, Vice President
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- Rob McCaleb, Cartographer
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- Scott Zillmer, Editor
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- Katie Ginther, Cartographer/Designer
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- Margaret Raimann, Cartographer/Designer
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PRIMARY POINT OF CONTACT:

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