



Two MapWharf Ads: Traditional Folded Map and Concierge Desk Map

With your ad purchase in the folded version of MapWharf, you will also receive a second proportionally sized ad in the concierge desk version. Concierge map ads are simplified versions of the larger folded map ads. Some concierge map ads will be proportionally resized in order to be located in the appropriate categories. Final spec sizes are based on advertiser participation mixture and are subject to change. **Please reference the left-hand column below for the Folded Map ad sizes, and the right-hand column below for the Concierge Map ad sizes.**

Mechanical Specifications

MapWest accepts digital artwork submitted as Adobe Illustrator, Photoshop, InDesign and Acrobat PDF file formats, provided the artwork is created and submitted under the following conditions:

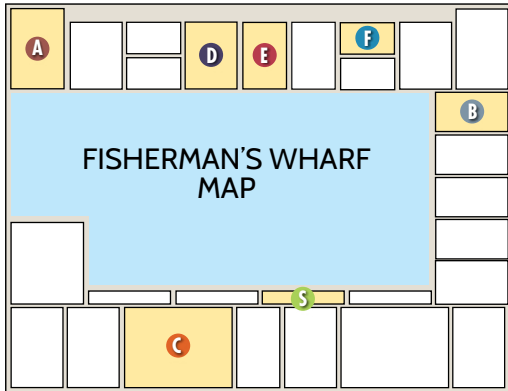
- Photographic artwork must be 300 dpi, CMYK process color format - RGB, Pantone or spot colors are not supported.
- InDesign and Illustrator files must be "packaged" with all fonts and linked artwork provided.
- Adobe Acrobat PDF files must be unlocked (no password protection).
- MapWharf reserves the right to reject or require corrections to artwork that does not meet these specifications or is deemed inappropriate, and is not responsible for the reproduction quality of artwork not produced by MapWest, Inc.

Artwork Submission

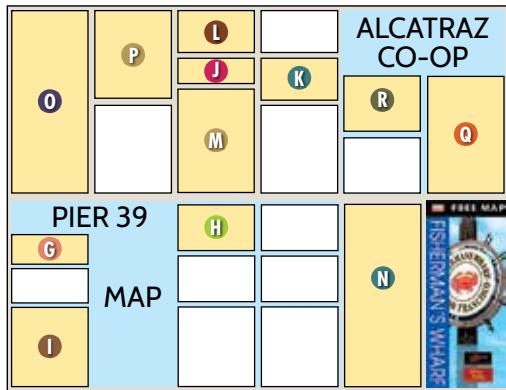
Submitting artwork to MapWharf is easy with our site drop. Just go to mapwestpublications.com/artwork to upload your ad files directly to our art department. Please be sure to put the name of your business in the subject line. Artwork may also be sent on disc to the mailing address below.



Folded Main Map Side:



Folded Cover Side:

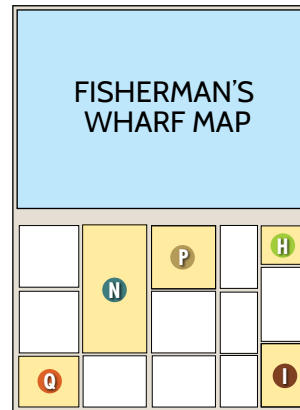


Sizes

- | | | |
|--|--|---|
| A Full Block
2.42" Wide x 3.63" Tall | H PIER 39 1.5 Block
3.458" Wide x 2.17" Tall | N Back Cover
3.458" Wide x 8.25" Tall |
| B Side Block
3.24" Wide x 1.77" Tall | I PIER 39 Premium
3.458" Wide x 3.6" Tall | O Full Panel
3.458" Wide x 8.25" Tall |
| C Double Block
5.029" Wide x 3.63" Tall | J Shopping Small
3.458" Wide x .937" Tall | P Half Panel
3.458" Wide x 4.06" Tall |
| D Dining Block Large
2.42" Wide x 3" Tall | K Shopping Large
3.458" Wide x 2.0" Tall | Q Alcatraz Large
3.458" Wide x 5.27" Tall |
| E Dining Block Medium
1.94" Wide x 3" Tall | L Sightseeing Small
3.458" Wide x 2.02" Tall | R Alcatraz Small
3.458" Wide x 2.23" Tall |
| F Dining Block Small
2.42" Wide x 1.41" Tall | M Sightseeing Large
3.458" Wide x 4.17" Tall | S Logo & Listing
3.677" Wide x .6" Tall |
| G PIER 39 Block
3.458" Wide x 1.35" Tall | | |

Concierge Map Side 1:

Sizes



- | |
|---|
| A Full Block
1.4" Wide x 2.125" Tall |
| B Side Block
1.87" Wide x 1.03" Tall |
| C Double Block
2.9" Wide x 2.125" Tall |
| D Dining Block Large
1.4" Wide x 1.74" Tall |
| E Dining Block Medium
1.4" Wide x 1.3" Tall |
| F Dining Block Small
1.4" Wide x .82" Tall |
| G PIER 39 Block
1.74" Wide x .9" Tall |
| H PIER 39 1.5 Block
1.74" Wide x 1.45" Tall |
| I PIER 39 Premium
1.74" Wide x 2.4" Tall |
| J Shopping Small
1.05" Wide x 1.05" Tall |
| K Shopping Large
2.27" Wide x 1.05" Tall |
| L Sightseeing Small
2.32" Wide x 1.15" Tall |
| M Sightseeing Large
2.32" Wide x 2.09" Tall |
| N Back Cover
2.1" Wide x 4.872" Tall |
| O Full Panel
2.1" Wide x 4.872" Tall |
| P Half Panel
2.436" Wide x 2.4" Tall |
| Q Alcatraz Large
2.436" Wide x 2.4" Tall |

Concierge Map Side 2:



CONTACT US:

Jenny Rauh, Director of Sales
jenny@mapwest.com
 415.692.0929 • Fax: 415.885.6070
mapwestpublications.com

Jaun Hitt, Graphic Designer
graphics@mapwest.com
 415.692.0927 • Fax: 415.885.6070

MapWest Publications, Inc.
 165 Jefferson Street, Suite 2F
 San Francisco, CA 94133-1201