

Mechanical Specifications

- MapWest accepts the following formats: ai, indd, pdf, psd, and tif.
- Photographic artwork must be 300 dpi, CMYK process color format. RGB, Pantone, and spot colors are not supported.
- InDesign and Illustrator files must be "packaged" with all fonts and linked artwork linked.
- Adobe Acrobat PDFs must be unlocked (no password protection).
- BBB reserves the right to reject or require corrections that do not meet these specifications or are deemed inappropriate, and is not responsible for the reproduction quality of artwork not produced by MapWest, Inc.

Artwork Submission

Submitting artwork for BBB is easy with our site drop!

Upload your ad files directly to our graphics department at:

mapwestpublications.com/artwork.html

Please be sure put the name of your business in the subject line. Artwork may also be sent on CD or DVD to the mailing address below.

All advertising is subject to publisher's approval. Terms net 7 on all open invoices. Complimentary ad creation with your advertising package. The Beach Blanket Babylon® program is produced by MapWest Publications, Inc. All Beach Blanket Babylon® photos, costumes, headaddresses and distinctive concepts are protected by copyright and are the trademarked property of Steve Silver Productions, Inc.

Please keep all text and non-bleed graphics within the live area.

AD SIZES: WIDTH x HEIGHT

HALF PAGE
2.25" x 7.5"

CENTER PAGE
4.5" x 2.5"

FULL PAGE
Bleed Size: 5.5" x 8.5"
Trim: 5.375" x 8.25"
Live: 4.875" x 7.75"
or .25" away from the trim area on each side

THIRD PAGE
2.25" x 5"

QUARTER PAGE
2.25" x 3.75"

SIXTH PAGE
2.25" x 2.5"

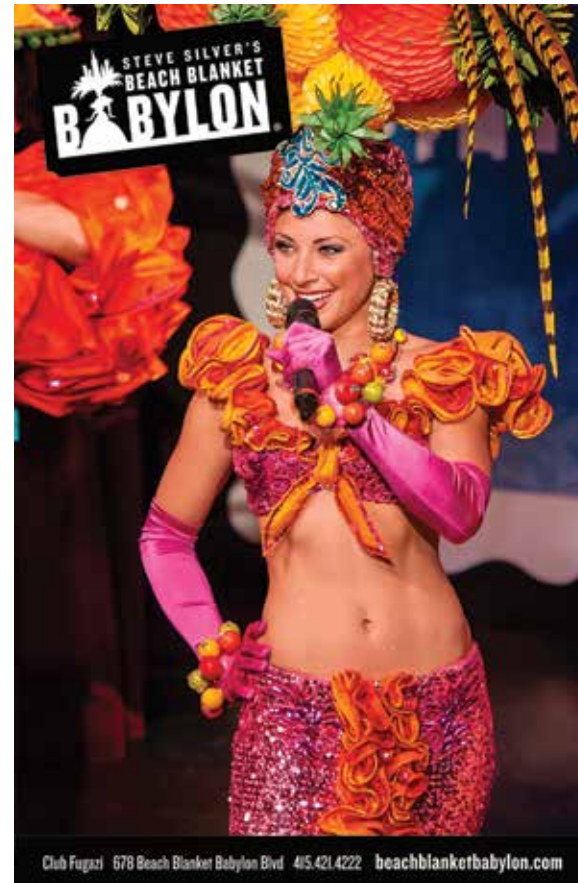
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jenny@mapwest.com

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mapwestpublications.com

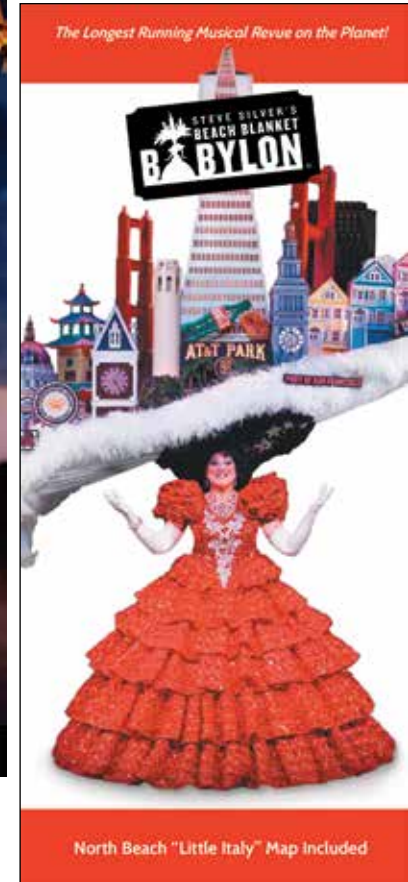


2/2016

2016-2017



Club Fugazi 678 Beach Blanket Babylon Blvd 415.421.4222 beachblanketbabylon.com



Show Program & Companion Map Advertising

42 YEARS GOING STRONG



2016-17 Program Advertising

Beach Blanket Babylon®

Why should your company advertise in the Beach Blanket Babylon Show Program?

Associate your company with a San Francisco Institution—the longest running musical revue in the world at 42 years! Your message will reach audiences before, during and after the show.

Promote yourself in front of 9,000-10,000 affluent visitors and locals per month at sold-out shows.

Patrons keep the program as a treasured souvenir of their evening in North Beach.

The map in the program pinpoints your location. Patrons are encouraged to visit after the show or on their next trip to North Beach.

Bonus items

Holiday Season Bonus: Extra copies printed for Holiday Shows—No extra charge.

Website Bonus: Detailed listing in the Beach Blanket Babylon pages on travel information site mapwest.com.

Free show tickets with ad purchase! Four tickets (value \$364.00+) with a purchase of a full-page ad or two tickets (value \$182.00+) with any other ad purchase.

Want More Exposure?

Place your ad in one of three spots on the BBB North Beach Map! 5,000 maps are printed per quarter and distributed prior to the show at the ticket booth and TIX Booth at Union Square. Map is available on beachblanketbabylon.com and mapwest.com!

For more information, contact Jenny Rauh at MapWest Publications

Phone: 415-692-0929 Fax: 415-885-6070 jenny@mapwest.com

mapwestpublications.com

165 Jefferson Street, Suite 2F San Francisco, CA 94133-1201

| | | 6 MONTH RATE | 12 MONTH RATE |
|--------------------------|---------------------------|--------------|---------------|
| SIZE | DIMENSIONS (W XH) | PER MONTH | PER MONTH |
| Back Cover | 5.5" x 8.5" (.125" bleed) | \$825 | \$740 |
| Inside Front, Back Cover | 5.5" x 8.5" (.125" bleed) | \$780 | \$705 |
| Full page | 5.5" x 8.5" (.125" bleed) | \$720 | \$650 |
| Half Page | 2.25" x 7.5" | \$360 | \$325 |
| Third Page | 2.25" x 5" | \$240 | \$215 |
| Quarter Page | 2.25" x 3.75" | \$195 | \$185 |
| Sixth Page | 2.25" x 2.5" | \$170 | \$155 |
| Center Third Page | 4.5" x 2.5" | \$285 | \$240 |

Premium placements are available on inside front, inside back, center spread, and back cover. Special rates available for nonprofit organizations. No agency discounts available. 3 month contract exceptions for short run performances for theater & the arts.

2016-17 Publication Dates & Deadlines

Effective March 2016 we will be printing the program twice annually instead of quarterly.

| EDITION | SPACE RESERVATION | ART DUE | PUBLISH DATE |
|-------------------|-------------------|------------------|-----------------|
| April - September | March 10th, 2016 | March 17th, 2016 | April 1st, 2016 |
| October - March | Sept. 12th, 2016 | Sept. 19th, 2016 | Oct. 3rd, 2016 |

BBB North Beach Map

3 Month minimum contract. One payment per quarter.

| PRINT RUN-5,000 QUARTERLY | 3 MONTH | 6 MONTH | 1 YEAR |
|---------------------------------|---------|---------|--------|
| North Beach Map (3.26" x 2.02") | \$350 | \$700 | \$1250 |