

2017 - 2018 MAP SAN FRANCISCO MEDIA KIT

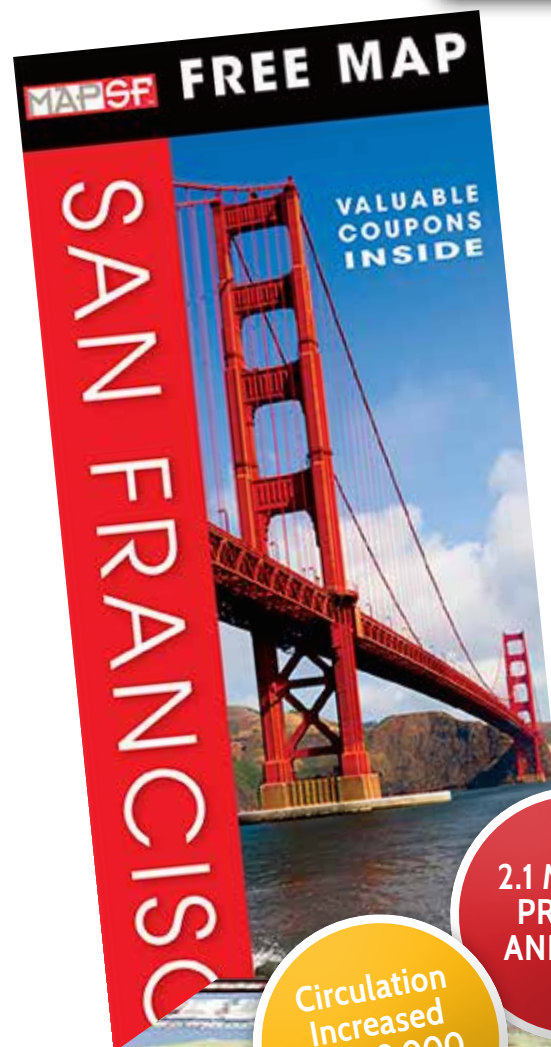


OUR 25th YEAR!

MapWest has published San Francisco's most widely distributed Maps & Visitor Guides since 1992!

"Redemptions of Aquarium of the Bay's discount coupons on MapSF always gives us a great return on our advertising investment."

- Cathy Tolentino, Director of Sales & Marketing
Aquarium of the Bay



A PROVEN PERFORMER

• **Pinpointed Advertising** places your location, name and phone number on the map.

• **MapSF Street Index** directs visitors to your location with ease.

• **Quick Guide Section** lists your business as part of a Must-See driven itinerary.

• **Union Square Inset Map** with hotels, parking, transit lines, and much more!

• **Golden Gate Park Inset Map** with museums, transit and trails.

• **Regional Inset and Transportation Maps** including SFO, OAK, BART and 7 regional maps.

• **QR Codes Keep Readers Engaged**
Readers can "scan this map" for deals and travel tips.

• **Great Online Exposure** with MapWest.com, SFTravelcoupons.com, Free-San-Francisco-Maps.com and Social Networking sites! Mobile friendly sites.

• **Choice of a Folded or Concierge Desk Map** encourages distribution locations to use their favorite version of the map.

• **Free Professional Design Services**
We'll design an effective ad at no cost to you.

WHY MAPSF?

MapSF ties your business to the key information visitors need.

MORE VALUE FOR YOUR ADVERTISING DOLLAR.

MapWest publications provide key information a visitor is looking for:

- Full-size San Francisco Map
- Union Square Shopping & Dining Map
- Golden Gate Park
- Key Transportation & Regional Maps
- Public Transit Lines
- Your Location Pinpointed on the Map

SUPERIOR DISTRIBUTION

1000+ locations and street racks throughout San Francisco, the Bay Area, Carmel, Monterey, Napa and Sonoma (Wine Country) and the Central Valley.

Circulation increased by 250,000 Maps!

2.1 MILLION PRINTED ANNUALLY

Two Maps for the Price of One: Traditional Folded & Concierge Desk Map

"For many years, MapSF has been one of our best advertising campaigns. On any given day it's almost impossible to stroll through the City without seeing lots of visitors studying and using a MapSF!"

- Andrew Smith, General Manager
Big Bus Tours

SMARTPHONE QR CODES

Expand your marketing reach to Smartphones.

MapWest encourages visitors to scan the QR Codes found throughout the Map. Readers have instant access to a wealth of information including City Information and Advertisers' Special Offers.



CONTACT US

For more information regarding MapWest advertising opportunities, please contact:

MapWest Publications, Inc.
165 Jefferson Street, Suite 2F
San Francisco, CA 94133-1201
Tel: 415.474.3126 • Fax: 415.885.6070

Jenny Rauh
Director of Sales
jenny@mapwest.com
Tel: 415.692.0929
MapWestPublications.com

SFTravelCoupons.com
Free-San-Francisco-Maps.com

AD RATES

Two map publications for one price.

MapSF is printed twice a year and distributed monthly with 33% more copies distributed during the Spring and Summer months.

1.2 million maps printed in the Spring/Summer months and 900,000 maps printed in the Fall/Winter months.

MapSF Ad Sizes – Monthly Rates

Size (price per month)	March – Aug	Sept-Feb
Dining Block	\$315.00	\$260.00
½ Block	\$480.00	\$400.00
One Block	\$975.00	\$805.00
1½ Blocks	\$1460.00	\$1205.00
2 Blocks	\$1940.00	\$1605.00
3 Blocks (Full Panel)	\$2920.00	\$2410.00
Lg Entertainment Block	\$1320.00	\$1090.00
Sm Entertainment Block	\$440.00	\$365.00
Back Cover	\$3350.00	\$2765.00
Front Cover Sponsorship*	\$1100.00	\$915.00
Street Index Logo Screen*	\$550.00	\$455.00
Golden Gate Park Co-op		
GG Park Lg Block	\$1805.00	\$1490.00
GG Park Med Block	\$1035.00	\$855.00
GG Park Sm Block	\$450.00	\$375.00

*Front Cover Sponsorship and Street Index Logo on Folded Map only.

Monthly rates include ad placement in BOTH the traditional Folded Map and the Concierge Desk Map. Minimum 6 month agreement. 12, 18 or 24 month placements available.

CIRCULATION & DISTRIBUTION

2.1 Million Maps - Published Twice a Year

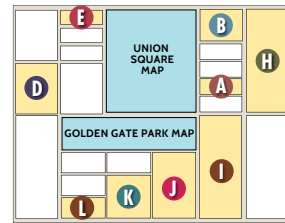


An extensive distribution network combined with our friendly MapWest delivery staff assures reliable distribution, great customer service and maximum exposure.

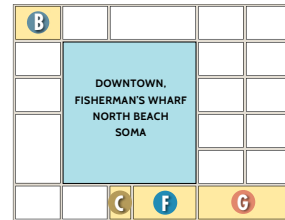
AD SIZES

Folded Map Cover Side:

Union Square Map • Golden Gate Park Map • Dining • Nightlife • Entertainment



Downtown, North Beach, & Fisherman's Wharf Maps



Folded Map Main Side:

San Francisco • Regional Inset • MUNI Routes • Airport Maps • BART Map



Sizes

- A** Dining Block
3.6" Wide x 1.335" Tall
- B** One Block Horizontal
3.625" Wide x 2.625" Tall
- C** Half Block Horizontal
1.825" Wide x 2.625" Tall
- D** LG Entertainment Block
3.5" Wide x 4" Tall
- E** SM Entertainment Block
3.5" Wide x 1.25" Tall
- F** One & One-Half Block Horiz.
5.135" Wide x 2.625" Tall
- G** Two Block Horizontal
7.4" Wide x 2.625" Tall
- H** Full Panel (3 Blks w/Gutters)
3.625" Wide x 8.153" Tall
- I** Back Cover
3.625" Wide x 8.365" Tall
- J** GG Park Large
3.43" Wide x 5.33" Tall
- K** GG Park Medium
3.43" Wide x 3.43" Tall
- L** GG Park Small
3.43" Wide x 1.7" Tall

Sizes

- M** One Block Vertical
2.625" Wide x 3.625" Tall
- N** Half Block Vertical
2.625" Wide x 1.825" Tall
- O** One & One-Half Block Vert.
2.625" Wide x 5.53" Tall
- P** Two Block Vertical
2.625" Wide x 7.4829" Tall
- Q** Two Block Horizontal
5.428" Wide x 3.625" Tall
- R** Street Index Screened Logo
Minimum 3.5" Wide x 2.25" Tall



TWO MAPS FOR THE PRICE OF ONE!

Traditional Folded & Concierge Desk Versions

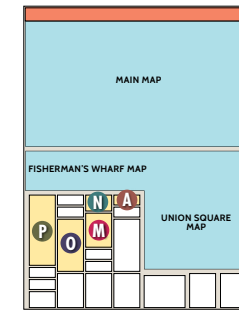
With an ad purchase in MapSF, all advertisers receive a second proportionally sized ad in the Concierge Desk version. Concierge Map ads are simplified versions of the larger folded map ads. Some Concierge Map ads will be resized to be placed in the appropriate categories. Final spec sizes are based on advertiser participation mixture.



An ad in the Folded Map includes a corresponding ad placement in the Concierge Desk Map!

Concierge Map Side 1:

Dining & Desserts • Museums • Wine & Bars

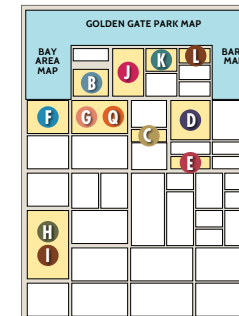


Sizes

- A** Dining Block
1.95" Wide x 0.75" Tall
- B** One Block Horizontal
2.55" Wide x 1.95" Tall
- C** Half Block Horizontal
1.95" Wide x 1.20" Tall
- D** LG Entertainment Block
2.85" Wide x 2.85" Tall
- E** SM Entertainment Block
2.85" Wide x 0.90" Tall
- F** One & One-Half Block Horiz.
3.00" Wide x 2.40" Tall
- G** Two Block Horizontal
4.05" Wide x 2.40" Tall
- H** Full Panel (3 Blks w/Gutters)
3.00" Wide x 4.95" Tall
- I** Back Cover
3.00" Wide x 4.95" Tall
- J** GG Park Large
2.25" Wide x 3.45" Tall
- K** GG Park Medium
2.25" Wide x 1.65" Tall
- L** GG Park Small
2.25" Wide x 1.05" Tall

Concierge Map Side 2:

Traveler Services • Golden Gate Park • Shows & Entertainment • Attractions • Shopping Tours, Cruises & Rentals • Beyond SF



*Concierge map ad sizes are subject to change

PUBLICATION DEADLINES:

Spring/Summer Edition 2017

Ad close: January 20

Art due: February 8

March - August

Fall/Winter Edition 2017-18

Ad close: July 21

Art due: August 10

September - February

MAPWEST Ads should be submitted in PDF format. Ask about our specs and graphic design services. Rates are not commissionable and positions are not guaranteed unless reserved in agreement. Payment terms are net 7 with approved credit. Monthly billing will commence with publication of ad. Rates and specs are subject to change without notice. Publisher reserves the right to refuse any ad.

High Traffic Visitor Information Centers

- SFO & OAK Airports
- Chamber of Commerce
- Welcome Centers
- Hallidie Plaza
- SF Travel Assoc.
- Convention Centers
- San Jose Airport
- Bloomingtondale's
- Monterey Airport
- Macy's Union Square
- PIER 39 Welcome Ctr.

Hotels, Motels and Car Rental Agencies

- San Francisco:** San Francisco, South SF and SFO
- East Bay:** Oakland, Berkeley, Emeryville and Vallejo
- Marin County:** Sausalito, Corte Madera and Larkspur
- Wine Country:** Napa, Sonoma and Santa Rosa
- South Bay:** San Bruno, San Mateo, Pacifica, Palo Alto, Redwood City, Santa Clara and San Jose
- Beyond SF:** Monterey, Carmel and Half Moon Bay

Conventions, Meetings & Travel Agencies

Distribution to conventions and planners, including referrals from the San Francisco Travel Association

Local & Regional Transportation Network

- Tour Desks
- SF Ferry Building
- Caltrain Depot
- Vallejo Ferry
- Golden Gate Ferry
- Cruise Ship Terminals
- Amtrak Stations
- BART

Prime Spots Around the Bay

- High Traffic Street Boxes
- Area Museums
- Golden Gate Park; National Parks
- Parking Garages
- Youth Hostels
- UCSF & SFSU Admissions Offices
- Participating Restaurants, Tours & Attractions