

MAP WHARF MEDIA KIT

2017 - 2018



OUR 20TH YEAR!

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

"CitySightseeing has advertised in MapWharf for over ten years, yielding high coupon redemption and giving us an edge on the market. We couldn't ask to advertise in a better publication."

– Christian Watts, President
CitySightseeing

A PROVEN PERFORMER

Pinpointed Advertising puts your business on the Map! Your location becomes as prominent a point of interest as any tourist attraction.

82 Street Racks Throughout The Wharf!
MapWharf is on virtually every street corner! We're also at Wharf hotels, tourist spots, and visitor centers.

Be Everywhere! MapWharf gives you maximum exposure through a network of hundreds of hotels, concierge desks and visitor hot spots. Your business gets the exposure it deserves!

Coupons That Work! Print and mobile web coupons drive visitors to your location.

Tear-off Concierge Desk Maps are the perfect fit for hotel desks, information centers and rental car counters. This map includes public transit lines, parking and hotels.

Free Design Services We'll create an effective ad that appeals to MapWharf readers.

Constant Distribution Unlike monthly publications, maps are always available.

Color Ads Get Noticed All of our ads are in 4-color at no extra charge to you for maximum impact.

1.3 MILLION PRINTED ANNUALLY

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

WHY MAPWHARF?
MapWharf ties your business to the key information visitors need.

THE #1 SOURCE FOR WHARF INFORMATION
MapWharf is the **ONLY** Visitor Map specifically focused on Fisherman's Wharf:

MapWharf is divided into five sections including a detailed map of Fisherman's Wharf, a sightseeing section, a dining section, a shopping section, and a special co-op for PIER 39 and Alcatraz.

YEAR-ROUND DISTRIBUTION

Monthly Distribution
Circulation is increased 30% during the five busiest summer months to accommodate peak tourist demand.

JANUARY
FEBRUARY
MARCH
APRIL
MAY
JUNE
JULY
AUGUST
SEPTEMBER
OCTOBER
NOVEMBER
DECEMBER

■ 95,000 FREE Copies Per Month
■ 127,000 FREE Copies Per Month

Note: Summer Season (May-September) is highlighted in red in the original image.

SUPERIOR DISTRIBUTION

1100+ locations and street racks with established locations throughout Fisherman's Wharf and prime tourist spots.

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:

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

AD RATES

Two Map versions for one price.

MapWharf is printed annually and distributed on a monthly basis, with 30% more copies during the five busiest summer months.

Fisherman's Wharf Side	Monthly Rates	
Size (price per month)	May - Sept	Oct - April
Full Block	\$840	\$630
Side Block	\$585	\$440
Double Block	\$1680	\$1265
Large Dining Block	\$600	\$450
Medium Dining Block	\$585	\$440
Small Dining Block	\$310	\$235
Logo & Listing	\$205	\$185

Cover/PIER 39/Alcatraz Side	Monthly Rates	
Size (price per month)	May - Sept	Oct - April
Small Block	\$595	\$450
Large Block	\$1680	\$1265

PIER 39 Co-op:	May - Sept	Oct - April
PIER 39 Block	\$535	\$400
PIER 39 1.5 Block	\$700	\$520
PIER 39 Premium Block	\$1050	\$790

Shopping Center:	May - Sept	Oct - April
Small Shop Block	\$380	\$290
Large Shop Block	\$685	\$520

Sightseeing:	May - Sept	Oct - April
Small Sight Block	\$685	\$520
Large Sight Block	\$1170	\$880

Special Placements:	May - Sept	Oct - April
Back Cover	\$2930	\$2200
Full Panel (Premium Position)	\$2520	\$1900
Half Panel (Premium Position)	\$1260	\$950
Cover Sponsor Logo	\$550	\$415
Full Panel	\$2390	\$1595
Half Panel	\$1195	\$795

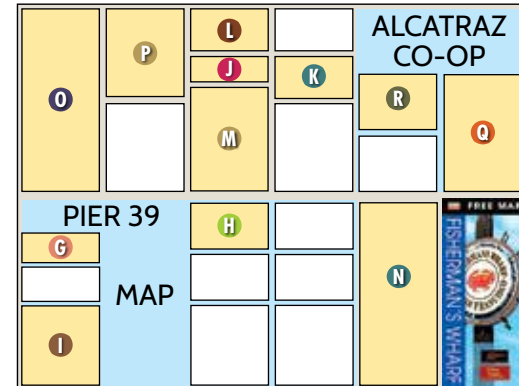
Contracts are for 12 or 24 month increments only. All rates include a free listing and online coupons on mapwest.com and sftavelcoupons.com.

AD SIZES

Folded Main Map Side:



Folded Cover Side:



Sizes

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

TWO MAPS FOR THE PRICE OF ONE!

Traditional Folded & Concierge Desk Versions

With an ad purchase in MapWharf, 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 located 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:



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
- R** Alcatraz Small
1.87" Wide x 1.03" Tall
- S** Logo & Listing
1.05" Wide x .9" Tall

Concierge Map Side 2:



PUBLICATION DEADLINES:

MapWharf 2017-2018 Edition

Ad close: April 20

Art due: May 4

June 2017-May 2018

MAPWEST Ads should be submitted as a PDF. 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.

CIRCULATION & DISTRIBUTION



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

Hotels, Motels and Car Rental Agencies

In San Francisco and surrounding areas and San Francisco Airport.

Local & Regional Transportation Network

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

High Traffic Visitor Information Centers

- SFO and OAK Airports
- Welcome Centers
- S.F. Travel Association
- San Jose Airport
- Monterey Airport
- PIER 39 Welcome Ctr.
- Chamber of Commerce
- Hallidie Plaza
- Convention Centers
- Bloomington's and Macy's

Conventions, Meetings & Travel Agencies

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

Prime Spots Around the Bay

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