

# Are You Missing Out on International Traveler Dollars?



## SAN FRANCISCO CHAPERON®

Chaperon is a FREE, comprehensive, multi-lingual guidebook to San Francisco designed for foreign visitors unfamiliar with English and local customs.

### Featuring

Detailed **Maps of SF** and surrounding region

Need-to-know info about **Points of Interest** and **Local Events**

Practical information on **Public Transportation**, **Tipping** and **Exchange Rates**

**Directions for Walks in SF** and excursions around the Bay Area



**4 MILLION**  
International Visitors a Year!

INTERNATIONAL  
**\$325**  
a day  
TRAVELERS

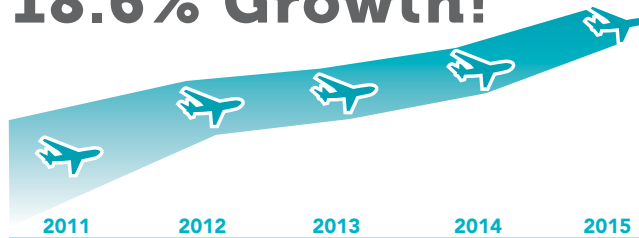
DOMESTIC  
**\$185**  
a day  
TRAVELERS

International Travelers  
**SPEND BIG!**

*That's almost  
TWICE as much!*

International travel to San Francisco

**18.6% Growth!**



Chaperon is published annually

**8 Languages**



**250 Distribution Spots**

- 10 Visitor Desks at SFO and OAK Airports
- 200 hotels (60 added just this year!)
- Visitor Information Centers
- SF Travel Association International Offices
- Foreign Consulates

**Better Than Ever!**

What's new in 2016?

한국어

Korean Language



More User-friendly Maps



Shopping Guide Section



Dining Guide Section

Can You Afford to Ignore These Travelers?

Direct International Travelers to Your Business!



# SAN FRANCISCO CHAPERON®

## An Ad For Every Budget

Placement	Ad Size	Yearly Rate or 3 Easy Payments
Full Page add .125" bleed	Trim 5.375" x 8.375" Bleed 5.625" x 8.625"	\$13,150 / \$4,385
Full Page	4.875" x 7.875"	\$13,150 / \$4,385
½ Page Horizontal	4.875" x 3.875"	\$8,750 / \$2,920
½ Page Vertical	2.375" x 7.875"	\$8,750 / \$2,920
¼ Page Vertical	2.375" x 3.875"	\$6,950 / \$2,320

### Special Advertorial Sections

Shopping Guide (image, 20-30 word copy, address, phone, URL & logo)	\$4,750 / \$1,585
Restaurant Guide (image, 55-70 word copy, address, phone, URL)	\$4,750 / \$1,585

### Premium Placement

Center Map Gate Fold (bleed 2 panels) (per panel)	5.0" x 8.375" (per panel)	\$27,000 / \$9,000
Front Cover Sponsorship (logo only) (3 positions available with minimum ½ page ad purchase)		\$1,800 / \$600

Ad translation, production, and listing on chaperon.com are included in advertising rates. Premium positioning available at additional charge. Payment terms available.

**Circulation 580,000 Copies**

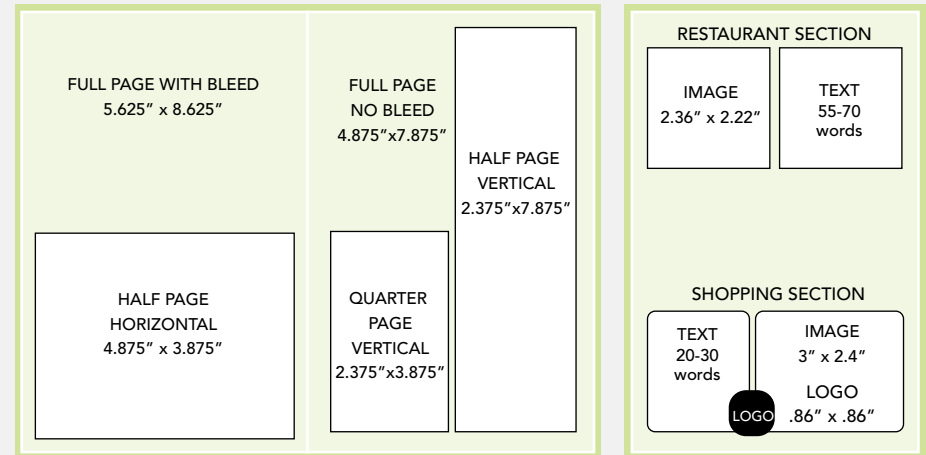
## 2017-18 Publication Deadlines

Space Reservation: **EXTENDED** January 12, 2017

Copy/Ad Material Due: **February 1, 2017**

Annual Distribution: **April 2017-March 2018**

## Ad Sizes Chart



New For 2017:

## Restaurant Guide & Shopping Guide Sections



*I'm sold. How do I reserve space?*

Contact Jenny Rauh, Director of Sales

Office: 415-692-0929 Mobile: 415-377-8295 jenny@chaperon.com

165 Jefferson St., Ste. 2F, San Francisco, CA 94133 San Francisco Chaperon® chaperon.com