



Two MapSF Ads: Traditional Folded Map and Concierge Desk Map

With your ad purchase in the folded version of MapSF, 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.

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).
- MapSF 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.

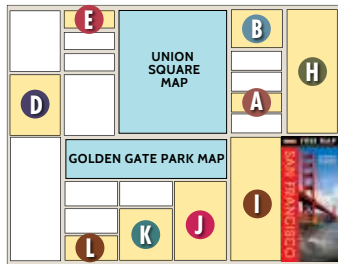
Artwork Submission

Submitting artwork to MapSF is made 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.

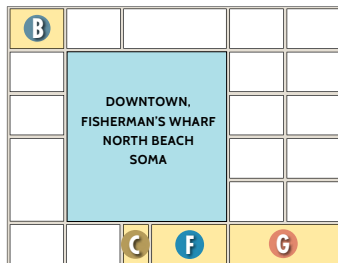


Folded Map Cover Side:

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



Downtown, North Beach, & Fisherman's Wharf Maps



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

Folded Map Main Side:

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

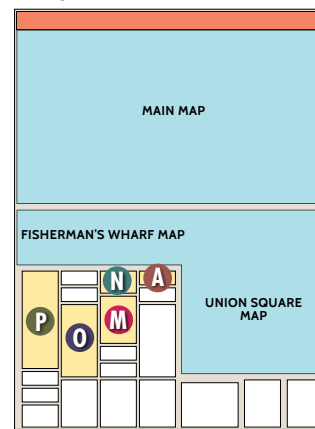


Sizes

- 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

Concierge Map Side 1:

Dining • Desserts • Museums • Wine & Bars

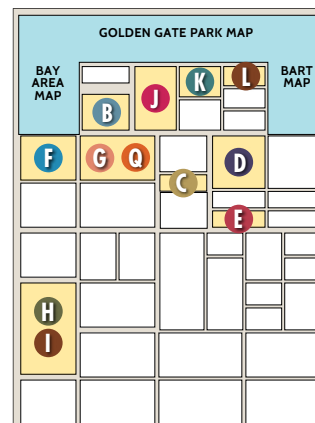


Sizes

- 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
- M** One Block Vertical
1.95" Wide x 2.55" Tall
- N** Half Block Vertical
1.95" Wide x 1.20" Tall
- O** One & One-Half Block Vert.
1.95" Wide x 3.90" Tall
- P** Two Block Vertical
1.95" Wide x 5.25" 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

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