

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"

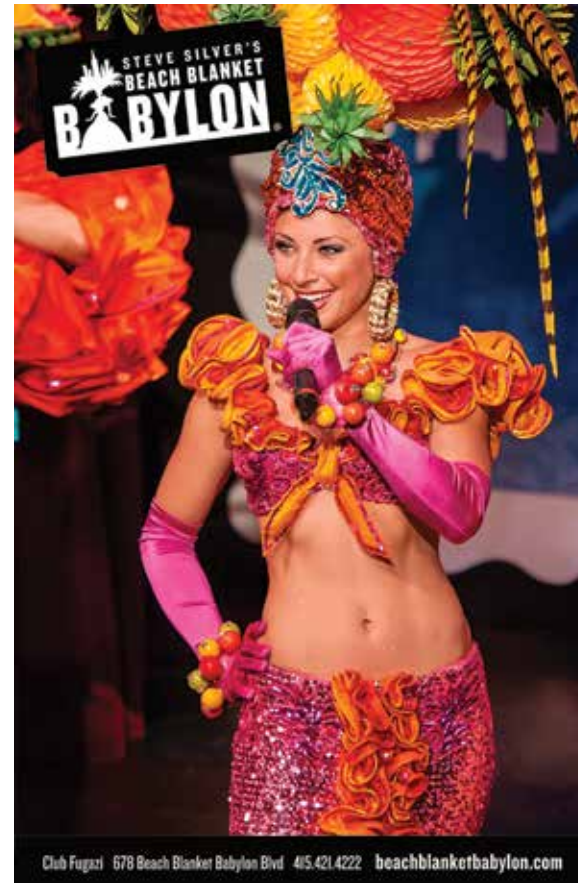


Jenny Rauh, Director of Sales
Phone: 415-692-0929
Fax: 415-885-6070
jenny@mapwest.com

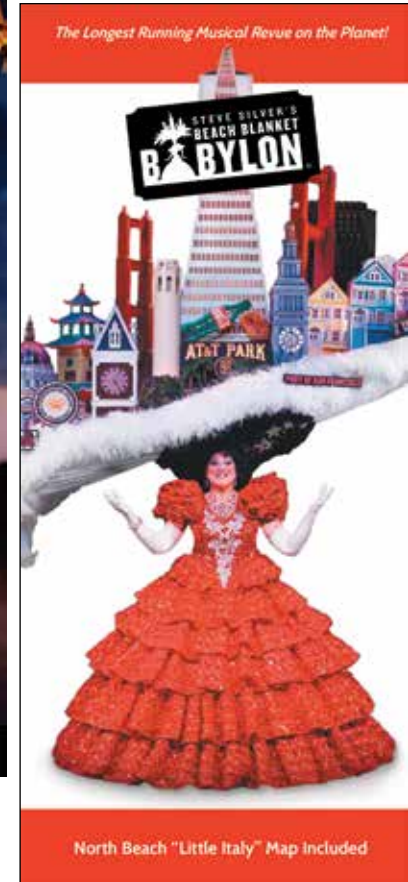
165 Jefferson St., Suite. 2F San Francisco, CA 94133
mapwestpublications.com

2/2017

2017-2018



Club Fugazi 678 Beach Blanket Babylon Blvd 415.421.4222 beachblanketbabylon.com



Show Program & Companion Map Advertising

43 YEARS GOING STRONG



Program And Map 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 43 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.

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! 30,000 maps are printed per year and distributed at the ticket booth, CA Welcome Center on Pier 39, Beach Blanket's PR firm and Group Sales team plus Macy's Info Center and TIX Booth at Union Square. Map is available on mapwestpublications.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..

2017-18 Publication Dates & Deadlines

The program is printed bi-annually.

EDITION	SPACE RESERVATION	ART DUE	PUBLISH DATE
April - September	March 10th, 2017	March 16th, 2017	April 1st, 2017
October - March	Sept. 12th, 2017	Sept. 19th, 2017	Oct. 3rd, 2017

BBB North Beach Map — 3 Exclusive Ad Spaces

6 Month minimum contract. Terms: billed monthly.

PRINT RUN-30,000

North Beach Map (3.26" x 2.02") \$100/month