

## 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

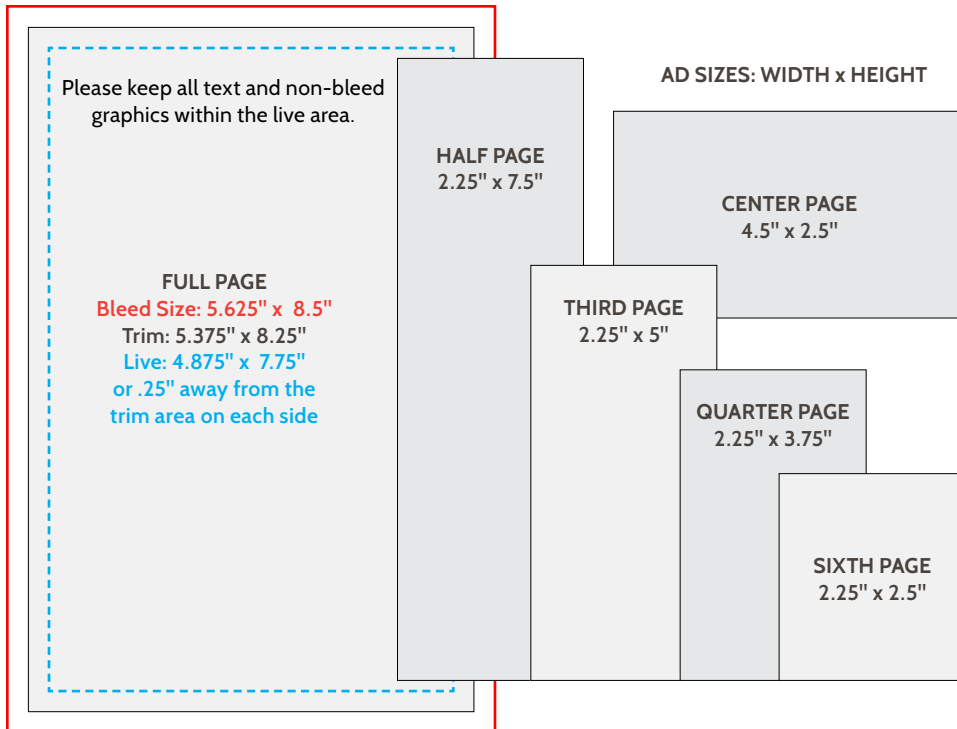
Submitting artwork for BBB is easy with our site drop!

Upload your ad files directly to our graphics department at:

[mapwestpublications.com/artwork](http://mapwestpublications.com/artwork)

Please be sure put the name of your business in the subject line.

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, headdresses and distinctive concepts are protected by copyright and are the trademarked property of Steve Silver Productions, Inc.



## 2018-2019 Media Kit



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# SEEN BY OVER 6 MILLION THEATERGOERS



Program & Sponsor Guide

## BEACH BLANKET BABYLON®

### Why?

- ✓ Associate your company with a San Francisco Institution—the longest running musical revue in the world seen by over 6 million people worldwide! Your message will reach audiences before, during and after the show.
- ✓ **PROMOTE YOURSELF IN FRONT OF 8,000-9,000 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 Stuff

**Holiday Season Program** 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?

Place your ad in one of three spots on the Show Sponsor Guide & Map! 40,000 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 Hallidie Plaza, Macy's Info Center and TIX Booth at Union Square. Map is available online too.

For more information,  
contact Jenny Rauh



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		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.

### 2018-19 Publication Dates & Deadlines

The program is printed bi-annually.

EDITION	SPACE RESERVATION	ART DUE	PUBLISH DATE
April - September	March 9th, 2018	March 16th, 2018	April 1st, 2018
October - March	Sept. 10th, 2018	Sept. 17th, 2018	Oct. 3rd, 2018

### Show Sponsor Guide & Map — 3 Exclusive Ad Spaces

6 Month minimum contract. Terms: billed monthly.

PRINT RUN-40,000 PER YEAR	
Ad size - 3.26" x 2.02"	\$100/month