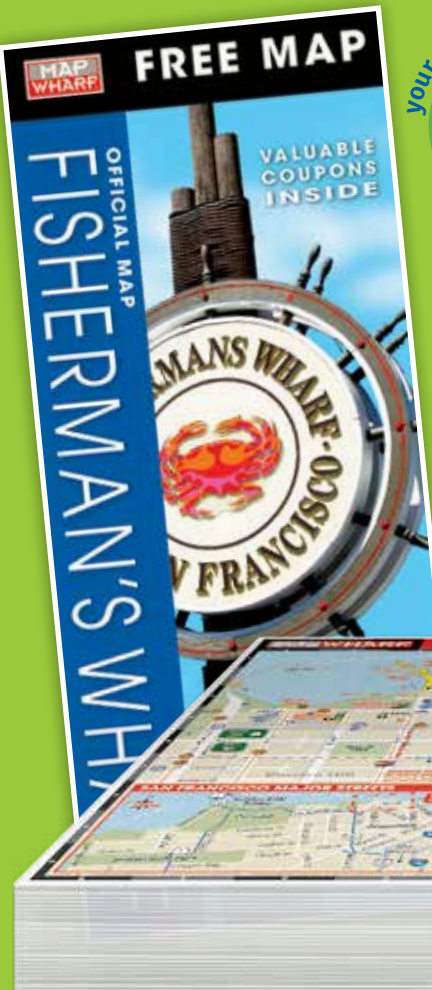


1 MILLION
PRINTED
ANNUALLY

2020-2021

MAPWHARF MEDIA KIT

Celebrating our 23rd year as the Wharf's most popular visitor map & guide.



your ad on 2 maps—1 price
2 for 1!

MAPWHARF

@PROVEN PERFORMER



PINPOINTED ADVERTISING

We put your business on the Map! Your location becomes as prominent a point of interest as any tourist attraction.



80 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

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.

"You can always count on MAPWHARF for great advertising visibility. Red and White Fleet sees visitors at our ticket booth on a daily basis referring to our advertisement. Talk about ROI!"

- Louise Winsnes, Director of Promotions and Special Events
Red and White Fleet

#1 SOURCE FOR WHARF INFORMATION

MapWharf is the ONLY Visitor Map specifically focused on Fisherman's Wharf

WHAT'S IN THE MAP

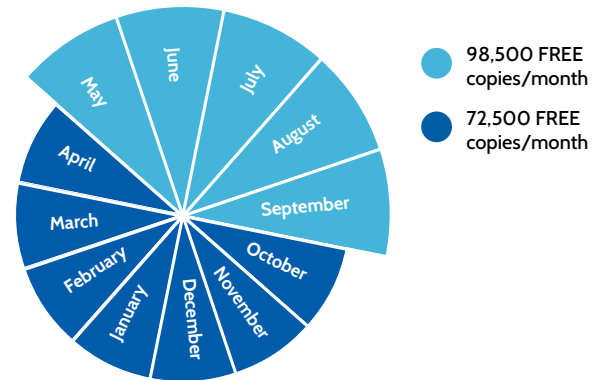
MapWharf is divided into five sections

- Detailed map of Fisherman's Wharf
- Sightseeing section
- Dining section
- Shopping section
- A special co-op for PIER 39



Monthly Distribution

30% INCREASE in circulation during the five busiest summer months to accommodate peak tourist demand.



NEXT STEP... CALL JENNY!



Jenny Rauh, Director of Sales
cell 415-377-8295
office 415-692-0929
jenny@mapwest.com
MapWestPublications.com

165 Jefferson Street, Suite 2F San Francisco, CA 94133-1201

AD RATES

MapWharf is printed annually and distributed on a monthly basis.

| 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 |

| Cover/PIER 39/Alcatraz Side | Monthly Rates | |
|-----------------------------|---------------|-------------|
| Size (price per month) | May - Sept | Oct - April |
| PIER 39 Co-op: | | |
| PIER 39 Block | \$535 | \$400 |
| PIER 39 1.5 Block | \$700 | \$520 |
| PIER 39 Premium Block | \$1050 | \$790 |

| Shopping Center: | Monthly Rates | |
|------------------------|---------------|-------------|
| Size (price per month) | May - Sept | Oct - April |
| Small Shop Block | \$380 | \$290 |
| Large Shop Block | \$685 | \$520 |

| Sightseeing: | Monthly Rates | |
|------------------------|---------------|-------------|
| Size (price per month) | May - Sept | Oct - April |
| Small Sight Block | \$585 | \$440 |
| Large Sight Block | \$1170 | \$880 |

| Special Placements: | Monthly Rates | |
|-------------------------------|---------------|-------------|
| Size (price per month) | 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 month increments only. All rates include a free listing and online coupons on sftravelcoupons.com and 2daysinsanfrancisco.com.

Don't miss the next edition!

PUBLICATION DEADLINE

2020-2021 Edition
June 2020-May 2021
Ad close: April 17
Art due: May 1



Ads should be submitted as a PDF.

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 SFO Airport.

Local & Regional Transportation Network

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

High Traffic Visitor Info Centers

- SFO and OAK Airports
- SF Travel Welcome Center
- Welcome Centers
- Convention Centers
- PIER 39 Welcome Ctr.
- Westfield Info Center
- Chamber of Commerce
- Macy's Info Center

Conventions, Meetings & Travel Agencies

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



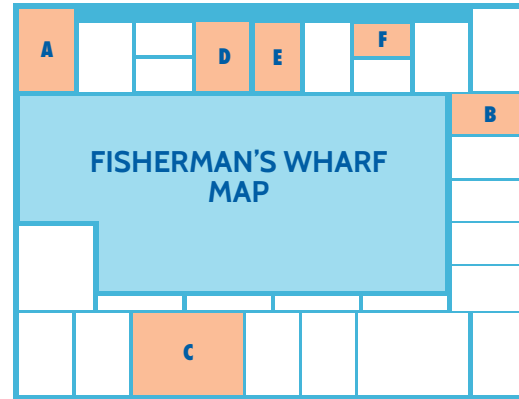
Prime Spots Around the Bay

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

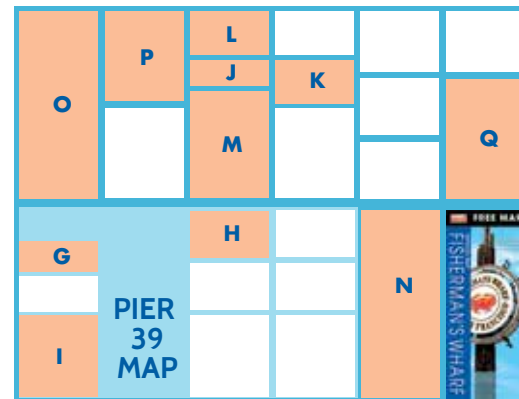
2 MAPS FOR THE PRICE OF 1!

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



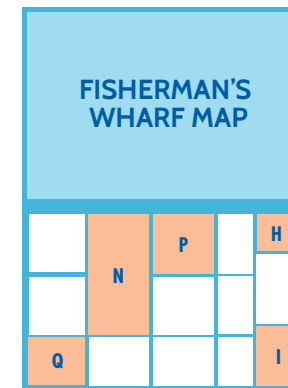
With an ad purchase in MapWharf, all advertisers receive a second proportionally sized ad in the Concierge Desk version.

Concierge Map ads are simplified versions of the larger folded map ads. Some Concierge Map ads will be resized to be located in the appropriate categories. Final spec sizes are based on advertiser participation mixture.

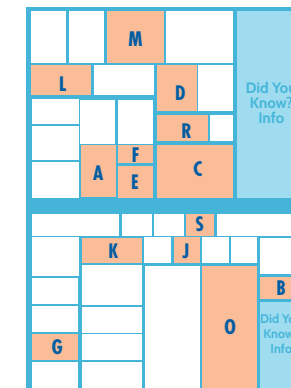


AD SIZES

Concierge Map Side 1



Concierge Map Side 2



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

MAPWHARF TIES YOUR BUSINESS TO THE KEY INFORMATION VISITORS NEED



ONLINE & SOCIAL MEDIA IS INCLUDED

Free-San-Francisco-Maps.com



2DaysinSanFrancisco.com



SFTravelCoupons.com



“For the past 21 years, PIER 39 has advertised proudly in MapWest Publications. Thank you, MapWest!”

– Sue Muzzin, Vice President PR,
Advertising & Integrated Media
PIER 39