

1.6 MILLION
PRINTED
ANNUALLY

2020-2021

MAPSF MEDIA KIT

OUR 28TH YEAR!

MapWest has published San Francisco's most widely distributed Maps & Visitor Guides since 1992!



your ad on 2 maps - 1 price
2 for 1!

MAPSF

For many years, MapSF has been one of our best advertising campaigns. On any given day it's almost impossible to stroll through the City without seeing lots of visitors studying and using a MapSF!

— Andrew Smith,
General Manager
Big Bus Tours

Redemptions of Aquarium of the Bay's discount coupons on MapSF always gives us a great return on our advertising investment.

— Cathy Tolentino, Director of Sales & Marketing,
Aquarium of the Bay

@PROVEN PERFORMER

PINPOINTED ADVERTISING

We pinpoint your business with your location, name and phone number on the map.

MAPSF STREET INDEX

Directs visitors to your location with ease.

QUICK GUIDE SECTION

Lists your business as part of a subject driven itinerary.

INSET MAPS

- Union Square Inset Map —Shows hotels, parking, transit lines, and much more!
- Golden Gate Park Inset Map —Shows museums, transit and trails.
- Regional Inset and Transportation Maps —Includes SFO, OAK, BART and 7 regional maps.

GREAT ONLINE EXPOSURE

SFTravelcoupons.com, 2DaysinSanFrancisco.com, Free-San-Francisco-Maps.com and Social Networking sites! Mobile friendly sites.

CHOICE OF A FOLDED OR CONCIERGE DESK MAP

Encourages distribution locations to use their favorite version of the map.

FREE PROFESSIONAL DESIGN SERVICES

We'll design an effective ad at no cost to you.

WHAT'S IN THE MAP

MapSF provides key info visitors look for:

- Full-sized San Francisco Map
- Union Square Shopping & Dining Map
- Key Transportation & Regional Maps
- Public Transit Lines
- Your Location Pinpointed on the Map
- Quick Guide Sections

ONLINE & SOCIAL MEDIA IS INCLUDED



Free-San-Francisco-Maps.com
2DaysinSanFrancisco.com
SFTravelCoupons.com



NEXT STEP... CONTACT JENNY!



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PUBLICATION DEADLINES

Spring/Summer Edition 2020

March-August

Ad close: January 10 | Art due: January 31

Fall/Winter Edition 2020-21

September-February

Ad close: July 16 | Art due: August 10

Ads should be submitted as a PDF.

Don't miss
the next
edition!



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.



1.6 Million Maps—Published Twice a Year!

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

- San Francisco: San Francisco, Daly City, South San Francisco and SFO
- East Bay: Berkeley, Oakland, Emeryville, Alameda and Vallejo
- Marin County: Marin, Sausalito, Corte Madera, Larkspur, San Rafael and Novato
- South Bay: Pacifica, Half Moon Bay, San Bruno, Millbrae, Burlingame, San Mateo, Foster City, Belmont, San Carlos, Redwood City, Menlo Park, Palo Alto, Mountain View, Sunnyvale, Cupertino, Santa Clara and San Jose

Local & Regional Transportation Network

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

Prime Spots Around the Bay

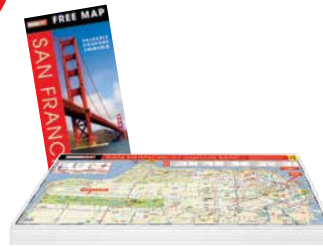
- High Traffic Street Boxes
- Youth Hostels
- Local Museums
- Participating Attractions, Tours and Restaurants
- Golden Gate Park & GGNRA
- 1150 Locations and Street Racks throughout San Francisco and the Bay Area
- Parking Garages
- UCSF & SFSU Admissions Offices

Conventions, Meetings & Travel Agencies

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

High Traffic Visitor Information Centers

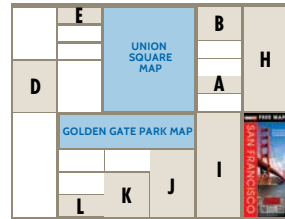
- SFO and OAK Airports
- Welcome Centers
- PIER 39 Welcome Ctr.
- Chamber of Commerce
- SF Travel Welcome Center
- Convention Centers
- Westfield Info Center
- Macy's Info Center



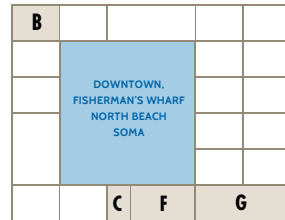
AD SIZES

Folded Map Cover Side

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



Downtown, North Beach, & Fisherman's Wharf Maps

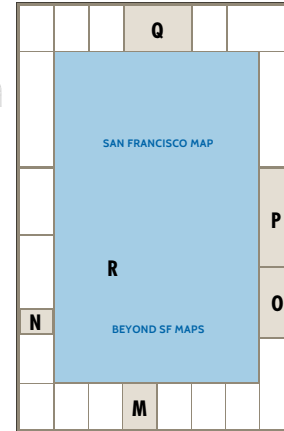


Sizes

- DINING BLOCK**
3.6" Wide x 1.335" Tall
- ONE BLOCK HORIZONTAL**
3.625" Wide x 2.625" Tall
- HALF BLOCK HORIZONTAL**
1.825" Wide x 2.625" Tall
- LG ENTERTAINMENT BLOCK**
3.5" Wide x 4" Tall
- SM ENTERTAINMENT BLOCK**
3.5" Wide x 1.25" Tall
- ONE & ONE-HALF BLOCK HORIZ.**
5.135" Wide x 2.625" Tall
- TWO BLOCK HORIZONTAL**
7.4" Wide x 2.625" Tall
- FULL PANEL (3 BLKS W/GUTTERS)**
3.625" Wide x 8.153" Tall
- BACK COVER**
3.625" Wide x 8.365" Tall
- GG PARK LARGE**
3.43" Wide x 5.33" Tall
- GG PARK MEDIUM**
3.43" Wide x 3.43" Tall
- GG PARK SMALL**
3.43" Wide x 1.7" Tall

Folded Map Main Side

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



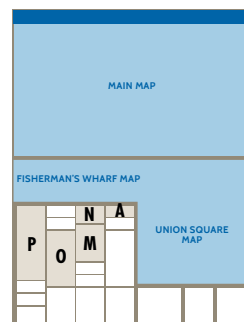
Sizes

- ONE BLOCK VERTICAL**
2.625" Wide x 3.625" Tall
- HALF BLOCK VERTICAL**
2.625" Wide x 1.825" Tall
- ONE & ONE-HALF BLOCK VERT.**
2.625" Wide x 5.53" Tall
- TWO BLOCK VERTICAL**
2.625" Wide x 7.4829" Tall
- TWO BLOCK HORIZONTAL**
5.428" Wide x 3.625" Tall
- STREET INDEX SCREENED LOGO**
Minimum 3.5" Wide x 2.25" Tall

AD SIZES

Concierge Map Side 1

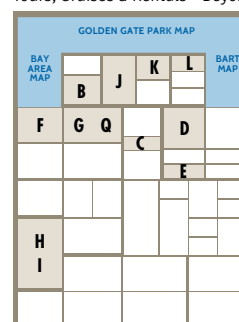
Dining & Dessert • Museums • Wine & Bars



- 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

Concierge Map Side 2

Traveler Services • Golden Gate Park
Entertainment • Attractions • Shopping
Tours, Cruises & Rentals • Beyond SF



- M** ONE BLOCK VERTICAL
1.95" Wide x 2.55" Tall
 - N** HALF BLOCK VERTICAL
1.95" Wide x 1.20" Tall
 - O** ONE & A-HALF BLOCK VERT.
1.95" Wide x 3.90" Tall
 - P** TWO BLOCK VERTICAL
1.95" Wide x 5.25" Tall
 - Q** TWO BLOCK HORIZONTAL
4.05" Wide x 2.40" Tall
- *Concierge map sizes are subject to change

Two Map Publications For One Price

MapSF is printed twice a year and distributed monthly with 33% more copies distributed during the Spring and Summer months.

900,000 maps printed in the Spring/Summer months and 700,000 maps printed in the Fall/Winter months.

MapSF Ad Sizes — Monthly Rates

Size (price per month)	March-Aug	Sept-Feb
Dining Block	\$315.00	\$260.00
½ Block	\$480.00	\$400.00
One Block	\$975.00	\$805.00
1½ Blocks	\$1460.00	\$1205.00
2 Blocks	\$1940.00	\$1605.00
3 Blocks (Full Panel)	\$2920.00	\$2410.00
Lg Entertainment Block	\$1320.00	\$1090.00
Sm Entertainment Block	\$440.00	\$365.00
Back Cover	\$3350.00	\$2765.00
Front Cover Sponsorship*	\$1100.00	\$915.00
Street Index Logo Screen*	\$550.00	\$455.00

Golden Gate Park Co-op

GG Park Lg Block	\$1805.00	\$1490.00
GG Park Med Block	\$1035.00	\$855.00
GG Park Sm Block	\$450.00	\$375.00

*Front Cover Sponsorship and Street Index Logo on Folded Map only.

Monthly rates include ad placement in BOTH the traditional Folded Map and the Concierge Desk Map. Minimum 6 month agreement.

Monthly Distribution

33% INCREASE in circulation during the six busiest spring/summer months to accommodate peak tourist demand.



● 900,000 maps printed Spring/Summer months
● 700,000 maps printed Fall/Winter months