

# BANNER ADVERTISING

**6.4+ MILLION VISITS!**

As the call-to-action for San Francisco Travel’s multi-million advertising and PR efforts, sfttravel.com reached more than **6.4 million unique visitors**.

Banner ads allow you to target your message by site content or geography, and our impressions-over-time model along with our monthly reporting allow you to control your exposure and return.

## MARKETING OPPORTUNITIES

**SPONSORED FORMATTED ADS** Integrates into the site content and showcases your business with an eye-catching photo and body copy.

**DISPLAY BANNERS** These standard units allow you to showcase your business in a visually robust way.

- 300 X 250
- 300 X 100

**FREE ADVERTISING!**

## GOT PRINT? GET REWARDS.

Advertisers with an integrated presence in the *Visitors Planning Guide* and on sfttravel.com qualify for the Customer Rewards Program and receive an additional run-of-site web campaign from available inventory. Your free campaign will run until your end date and reach up to your paid amount of impressions.

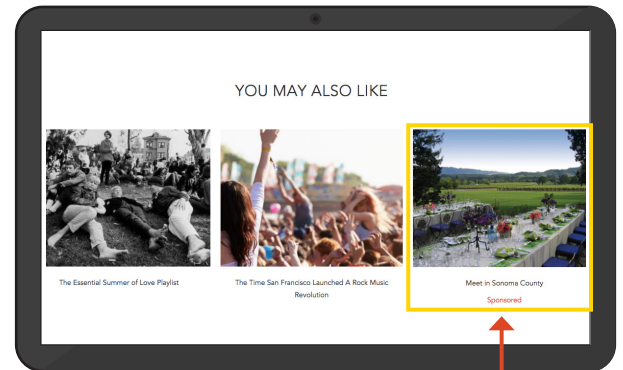
## RATES

Our three ad units are sold in a package and will deliver on your chosen ad channels according to availability. Our ad server automatically optimizes your campaign to weight impressions to the highest performing ad unit. **Buy More and Save!** Earn a \$2 CPM (cost-per-thousand) discount at the tiers below (impression amounts are available in between tiers).

IMPRESSION QUANTITY DISCOUNT TIERS

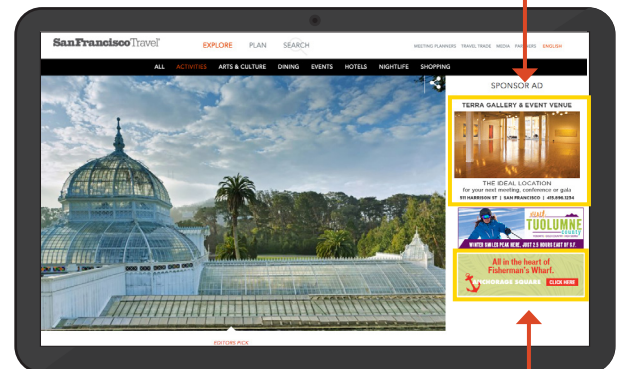
Impressions	CPM	Rate	Potential REWARDS Impressions*
25,000	\$25	\$625	25,000
75,000	\$23	\$1,725	75,000
150,000	\$21	\$3,150	150,000
300,000	\$19	\$5,700	300,000

\*Not guaranteed.



SPONSORED FORMATTED ADS

300 X 250 DISPLAY UNIT



300 X 100 DISPLAY UNIT