

# OFFICIAL VISITORS MAP

**450,000**  
COPIES

**9** LANGUAGES



**450,000 San Francisco Official Visitors Maps** are printed making the official map of the San Francisco Travel Association the premier way to reach visitors as they make crucial decisions on where to spend their travel dollars.

## DOMESTIC AND INTERNATIONAL REACH

**450,000 folded maps printed** in English and international languages are available at high-profile locations including:

- Visitor Information Center @ 900 Market St.
- Visitor Information Center @ Macy's
- Moscone Center Information Kiosks
- SFO International Airport
- 18 California Welcome Centers, including PIER 39 location
- Port of San Francisco Cruise Terminal
- Major car rental locations
- International tour operators
- More than 200 lodging locations
- 14 affiliated International offices

**Maps are printed and translated in international languages** to be used at key international trade shows and sales missions. Languages include:

- Chinese
- Korean
- Japanese
- Spanish
- French
- German
- Italian
- Portuguese

## 2018 AD RATES

ALL-INCLUSIVE	RATE
Full Panel	\$16,300
1/2 Panel	\$12,000
1/4 Page	\$6,000

*Translation package is available. Inquire for rate.*

## IMPORTANT DATES\*

**Ad Sales Close:** August 18, 2017

**Ad Artwork Due:** August 25, 2017

**Publication Date:** December 2017

*\*Program subject to change*