

# MEETING AND TRAVEL PLANNER'S GUIDE PACKAGE PRINT AND DIGITAL PROGRAM

**Reach Meeting/  
Convention Planners,  
Group Travel and  
Incentive Professionals  
WITH ONE  
PLACEMENT!**

Reach the industry professionals responsible for booking large groups, convention business and incentive travel in San Francisco with the San Francisco Meeting and Travel Planners guides — the official trade publications of the San Francisco Travel Association. Display advertisements are featured in both publications, for the single rate listed.

*\*Includes print and digital views*

**TOTAL  
REACH\*  
36,000**

**2 PUBLICATIONS.  
2 AUDIENCES.**  
Cross-Channel Distribution.



**11,500**  
COPIES CIRCULATED ANNUALLY  
**9,500** PRINTED  
**2,000** PRE-LOADED USB DRIVES

eGuide is also available at [sftravel.com](http://sftravel.com), where all advertisers' ads link directly to their websites.

**25,000+**  
PAGEVIEWS\*

*\*eGuide/online views*



**3:50** MINUTES SPENT ON AVERAGE

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## 2018 MEETING AND TRAVEL PLANNER'S GUIDE

Ride the momentum of San Francisco Travel's efforts to drive meetings and conventions to the city with the official Meeting and Travel Planner's publication and fulfillment piece.

### MEETING PLANNER'S GUIDE DISTRIBUTION

- Sent to San Francisco Travel's mailing list of meeting planners
- Used by San Francisco Travel's convention sales and services staff in one-on-one meetings
- SF Travel Email to Meeting Planner's

This annual publication offers professional meeting planners:

- A comprehensive Moscone Center overview
- Convention services listings directory
- In-depth hotel profiles
- Special event facilities descriptions

### TRAVEL PLANNER'S GUIDE DISTRIBUTION

- Travel professionals
- Retail travel agents
- Tour operators in U.S. and Canada
- 13 global, in-market representatives
- SF Travel Email to Travel Planner's

This is the only publication San Francisco Travel distributes to international and domestic travel professionals and offers travel agents booking group travel info on:

- Images and ideas for seeing the city
- Bay Area transportation
- Airport information and maps
- Points of interest
- Services listings directory



### 2018 CIRCULATION/ DISTRIBUTION

**9,500** printed  
**2,000** USBs  
**25k+** pageviews\*

\*eGuide views on [sftravel.com](http://sftravel.com)

### 2018 AD RATES

SIZE	RATE
Premium Positions	On Request
2 Page Advertorial / Spread	\$11,400
Full-Page	\$7,200
1/2 Page	\$4,300
1/4 Page	\$2,350

### IMPORTANT DATES\*\*

**Ad Sales Close:** September 29, 2017  
**Ad Artwork Due:** October 13, 2017  
**Publication Date:** November 2017

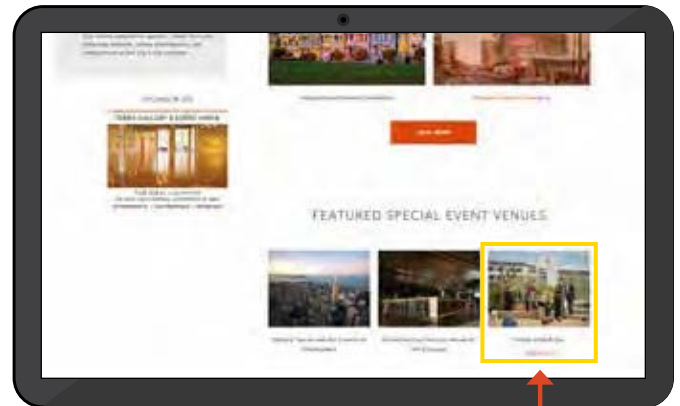
\*\*Program subject to change

# MEETING PLANNER'S GUIDE PACKAGE PRINT AND DIGITAL PROGRAM

## Digital Banner Integration and Package Pricing:

Planners on the meeting section of the website find inspiration and indispensable information with tools such as **Promote Your Meeting** and the **Planners Directory**. Ad campaigns are:

- 100% focused on reaching an audience who have come to the dedicated meetings section of sftravel.com
- Available to **all advertisers** in the 2018 Meeting Planner's Guide, who have the ability to purchase annual digital banner ad exposure for the shelf-life of the publication



SPONSORED FORMATTED ADS

**1 X RATE = \$1,200**

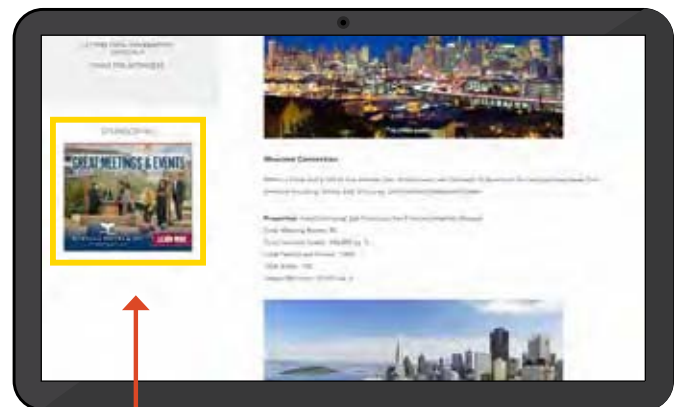
JANUARY - DECEMBER 2018

## MARKETING OPPORTUNITIES

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

**DISPLAY BANNERS** This standard unit allows you to showcase your business in a visually robust way.

- 300 X 250



300 X 250 DISPLAY UNIT

Monthly Reporting available upon request.