

SEASONAL DIGITAL GUIDE

**FALL/
WINTER**
DIGITAL GUIDE
Limited space; first come,
first served.

JOIN OUR NEW DIGITAL PROGRAM.

We introduced the seasonal digital guide in Spring 2017. This digital guide is strategically distributed through a mix of paid, owned and earned channels to higher-funnel, out-of-market visitors. This digital guide serves to **elevate the "best of" San Francisco experiences.**

SUMMER DIGITAL GUIDE SAW

177K+

ADVERTISER IMPRESSIONS SINCE LAUNCH
WITH AN AVERAGE
CLICK-THROUGH RATE OF .87%!



Showing cover
from Summer
Digital Guide.

MARKETING AND DISTRIBUTION:

SF TRAVEL MEDIA CAMPAIGN: The new Fall/Winter digital guide will be supported by San Francisco Travel media efforts and is targeted to reach an affluent, out-of-market, higher-funnel audience in San Francisco's top feeder markets around the country.

PROMOTED THROUGH ALL OF SF TRAVEL'S OFFICIAL CHANNELS INCLUDING:

- Visitors Planning Guide: **555k** Reach
- sfttravel.com: **6.4 Million** Reach
- Email: **127k** Monthly Subscribers

NEW FALL/WINTER SEASONAL DIGITAL GUIDE

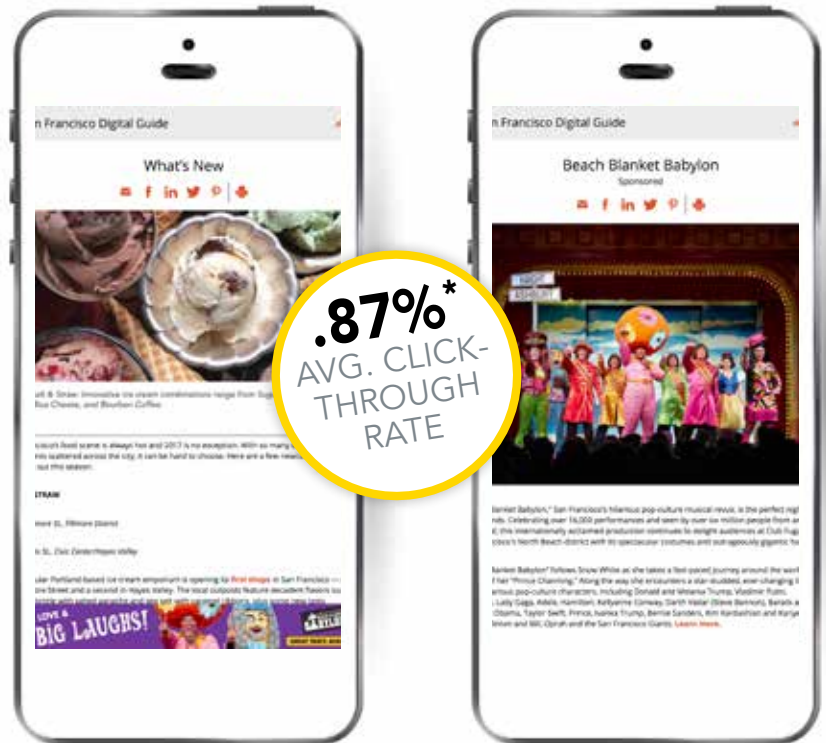
TARGETED DIGITAL DISTRIBUTION

RATES:

Rates are net. Include digital marketing extension on sftravel.com and reach travelers all throughout the travel planning process.

NET RATES PER ISSUE:

SIZE	RATE
Golden Gate Package, Web Inclusive <i>includes 6 creative assets in-guide plus advertising on sftravel.com</i>	\$5,450
Bay Bridge Package, Web Inclusive <i>includes 3 creative assets in-guide plus advertising on sftravel.com</i>	\$2,425
Golden Gate Package, No Web <i>includes 6 creative assets in-guide</i>	\$2,300
Bay Bridge Package, No Web <i>includes 3 creative assets in-guide</i>	\$700



.87%*
AVG. CLICK-THROUGH RATE

IMPORTANT DATES**

Ad Sales Close:
September 15, 2017

Publication Date:
October 2017

*Based on the summer guide
**Program subject to change