

# VISITOR INFORMATION CENTERS

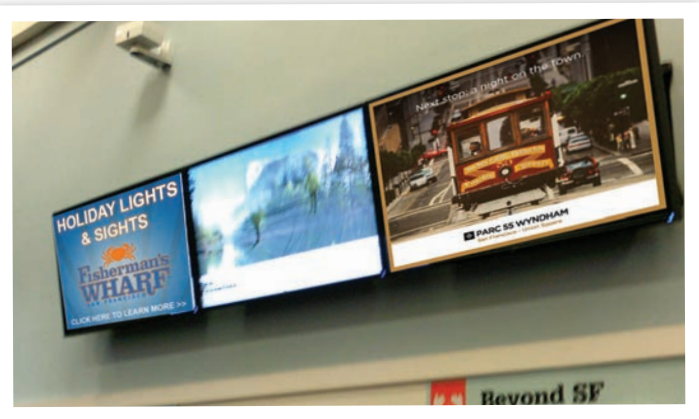
**400,000+**  
VISITORS TO THE  
VIC ANNUALLY

Get the attention of more than **400,000 in-market visitors** who are welcomed at the Visitor Information Centers (ViC) each year, actively looking for things to do during their trip.

**TWO LOCATIONS** The San Francisco Travel Association has two Official Visitor Information Centers:

900 Market St.  
(Cable Car Turnaround at  
Powell & Market)

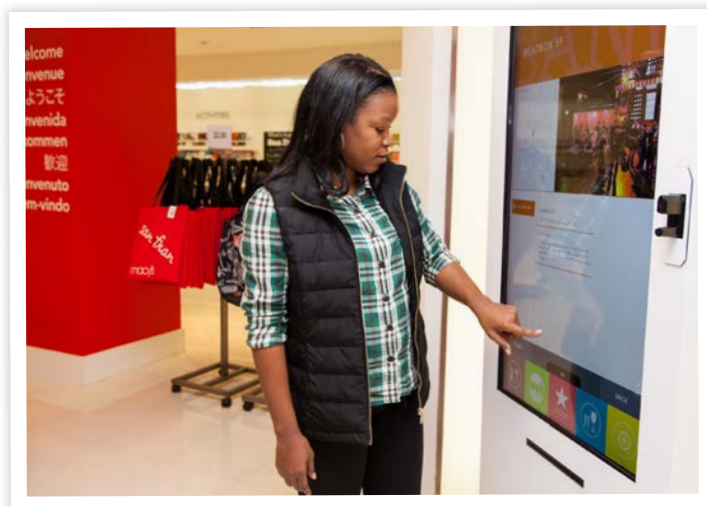
Macy's  
Union Square  
170 O'Farrell St.



**VIDEO SHOWCASE** Speak directly to visitors with a spot on one of the flat-screen TVs. Feature a 10-second still slide or a 15-second video and make contact with visitors and residents who visit the ViC.



**OUR PICK** Put your business in a prime spot at the official Visitor Information Centers. You'll benefit from one full month of great positioning for your brochure. Enjoy added visual appeal with an "Our Pick" tag, a bright orange banner and a personalized, hand-written recommendation from our editors. (Limit nine participants per month.)



**KIOSK BILLBOARD** The home screens of our kiosks feature rotating billboards.

## RATES

Product	Location	Rate per month
Our Pick	Both Locations	\$400
Video and Macy's Kiosk Billboard	Both Locations	\$750