

VISITORS PLANNING GUIDE

TOTAL REACH*
535,000

The official leisure visitor fulfillment piece is distributed to:

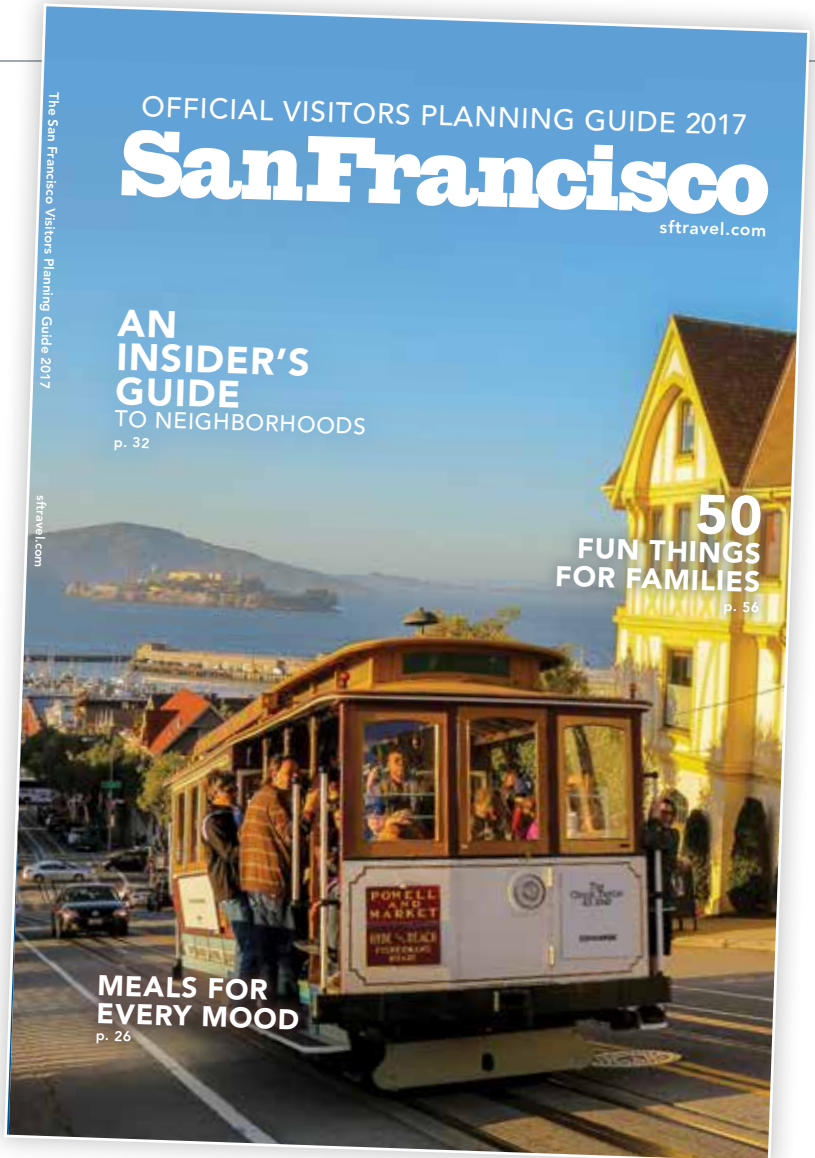
- San Francisco International Airport
- Moscone Convention Center
- SF Visitor Information Centers
- San Jose International Airport
- Oakland International Airport
- 200+ Hotel Locations and Premier Rental Car Locations
- Mailed to travelers in the Visitors Kit

225,000

COPIES CIRCULATED ANNUALLY

NEW Out-of-Market Distribution: polybag program sent to highly targeted audience in two key markets.

*Additional reach includes pass-along copies and digital views.



Design subject to change

52.6%
OF AMERICAN TRAVELERS USE PRINT

SAN FRANCISCO IS IN THE TOP 10 DOMESTIC HOTLIST

Source: Destination Analysts, Inc., State of the American Traveler, Winter 2017.

NATIVE ADVERTISING

Target a **specific audience** with native advertising opportunities.

Designed to blend in with the guide's editorial content, native placements give you an opportunity to reach highly engaged readers with information related to their interests. Native content will be created by an editorial team at Miles to ensure consistency of style and voice.

VISITORS PLANNING eGUIDE – INTEGRATED REACH:

Meet visitors where they are and inspire visitation and conversion with extended placement in the eGuide that is **available on sftravel.com**.



TOTAL VISITORS
28,700+

ALL ADVERTISERS RECEIVE A FREE LINK TO THEIR SITE



2018 NATIVE AD RATES

NATIVE AD	RATE
Dining Co-op	\$1,200
Shopping Co-op	\$1,200
Recommended Activity	\$1,200

2018 DISPLAY AD RATES

SIZE	RATE
2-Page Spread	\$10,000
Full page	\$5,500
1/2 page	\$3,500
1/4 page	\$1,850
Premium Positions	On Request

ASK
ABOUT THE
REWARDS
PROGRAM!

IMPORTANT DATES**
Ad Sales Close:
October 20, 2017
Ad Artwork Due:
October 27, 2017
Publication Date:
December 2017

*Data based on December 16, 2016 to June 17, 2017.

**Program subject to change