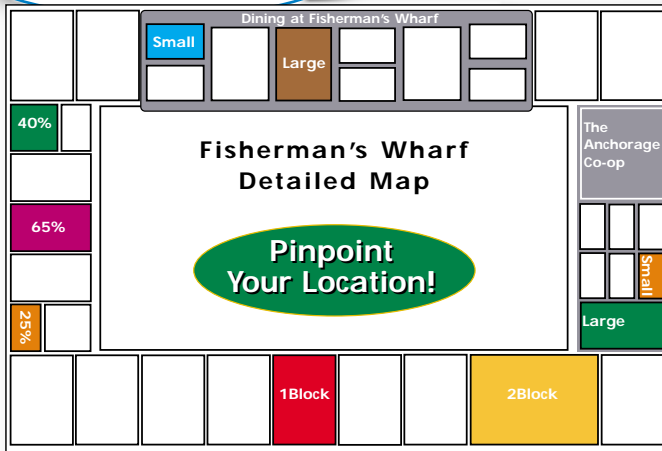


MAIN MAP SIDE



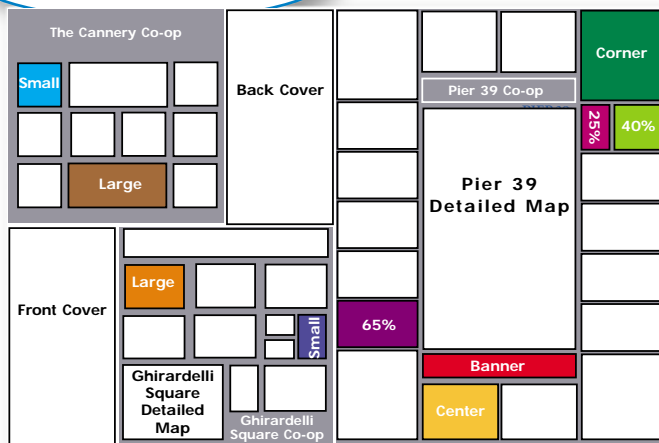
Main Map Ad Sizes

■ 25%	1.25" x 1.93"	■ 1 Block	2.54" x 3.63"
■ 40%	1.93" x 1.93"	■ 2 Block	5.15" x 3.63"
■ 65%	3.24" x 1.93"	■ Small Dining	2.35" x 1.47"
		■ Large Dining	2.25" x 96"

The Anchorage Co-op

■ Small	.95" x 1.42"	■ Large	3.06" x 1.42"
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COVER/PIER 39 SIDE



The Cannery Co-op Ad Sizes

■ Small	1.8" x 1.8"	■ Large	3.83" x 1.8"
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Ghirardelli Square Co-op Ad Sizes

■ Small	1.25" x 1.85"	■ Large	2.54" x 1.85"
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Pier 39 Co-op Ad Sizes

■ Center	3.08" x 2.49"	■ 25%	1.25" x 1.93"
■ Corner	3.24" x 3.59"	■ 40%	1.93" x 1.93"
■ Banner	6.13" x 1.00"	■ 65%	3.24" x 1.93"

MAPWHARF is divided into five major sections

a detailed Main Map of Fisherman's Wharf, special Co-ops for PIER 39, The Anchorage, Ghirardelli Square and The Cannery. In addition to your color ad, your business will be pinpointed on the Main Map directing visitors to your location. A variety of ad sizes and positions are available to fit any budget. The actual ad sizes for each section are pictured below.

What some of our customers say

- "Of all of our advertising, MAPWHARF is #1 in coupon redemption. The team at Map West have done an excellent job of marketing MAPWHARF and it is evident in the increase in business we have seen."
—Ian Iljas, Ripley's Believe It Or Not!
- "It is quite clear that our MAPWHARF ad is working quite well. We know that many of our new customers come to us via MAPWHARF. Such customers tend to be above-average spenders and take our card for future orders."
—Roland Turner, Beastro by the Bay at Ghirardelli Square
- "MAPWHARF is a proven performer in attracting visitors to Fisherman's Wharf. MAPWHARF delivers!"
—Holly Krassner, Director of Marketing, The Cannery
- "Super Sightseeing Tours has experienced incredible success with our advertising in MAPWHARF. So much so, we reduced advertising in other publications to focus our advertising dollars in a product that really works."
—Shirley Lee, Super Sightseeing Tours
- "The MAPWHARF placement produced ten responses to each response from the other publication in June through August."
—William H. Sorter, The Two Virgins at Ghirardelli Square
- "PIER 39 strongly recommends MAPWHARF to the shops, restaurants and attractions located on the PIER. The coupon redemptions that are collected at the PIER, thanks to MAPWHARF, are significant."
—Alicia Vargas Public Relations & Advertising Director, PIER 39

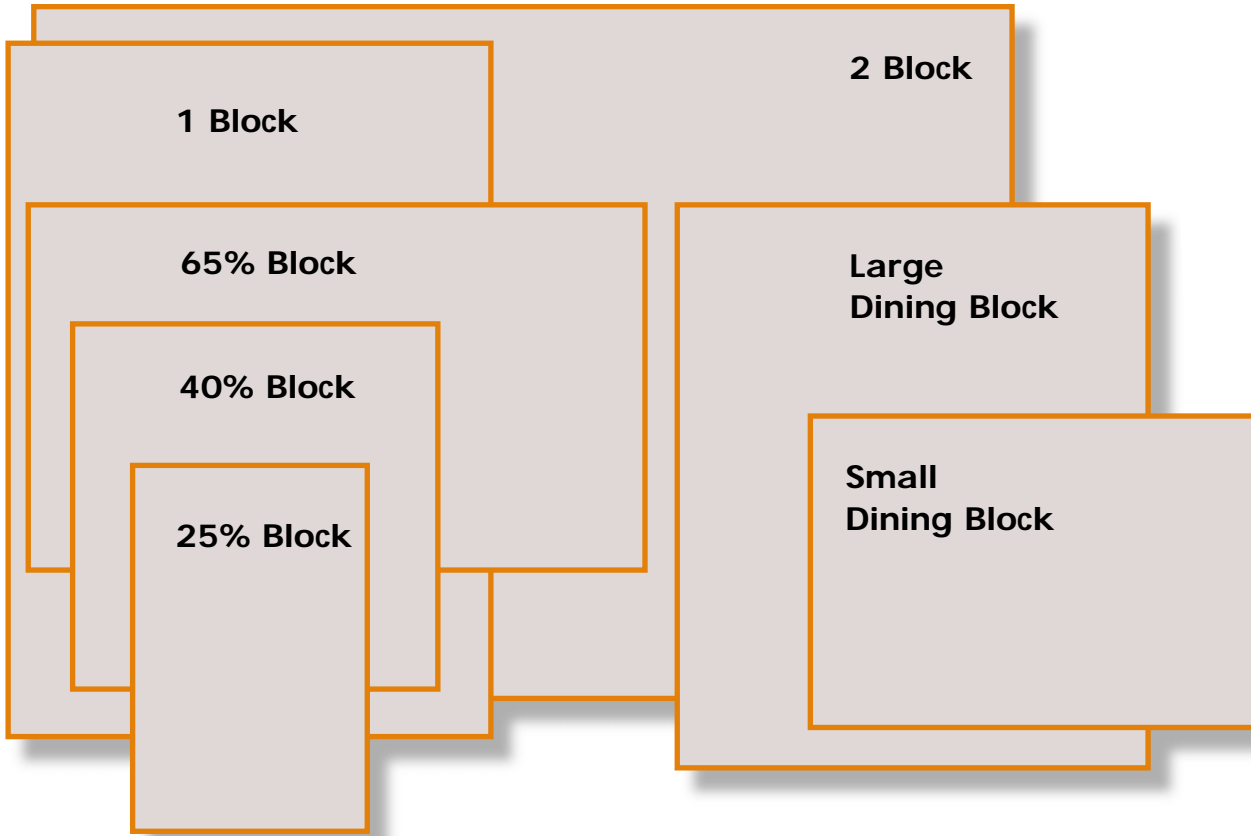
Monthly Distribution

Circulation is increased 33% during the five busiest summer months to accommodate peak tourist demand.

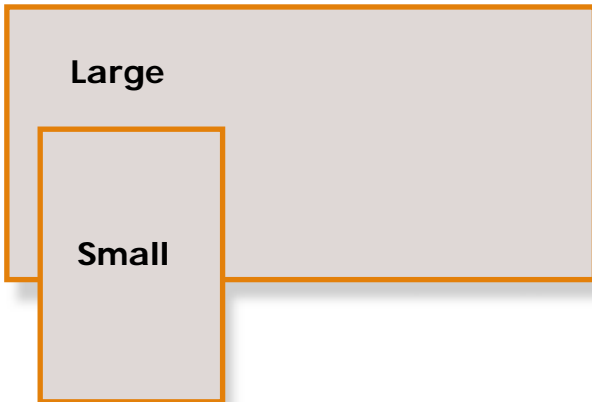
A	106,000 FREE Copies Per Month
A	140,000 FREE Copies Per Month



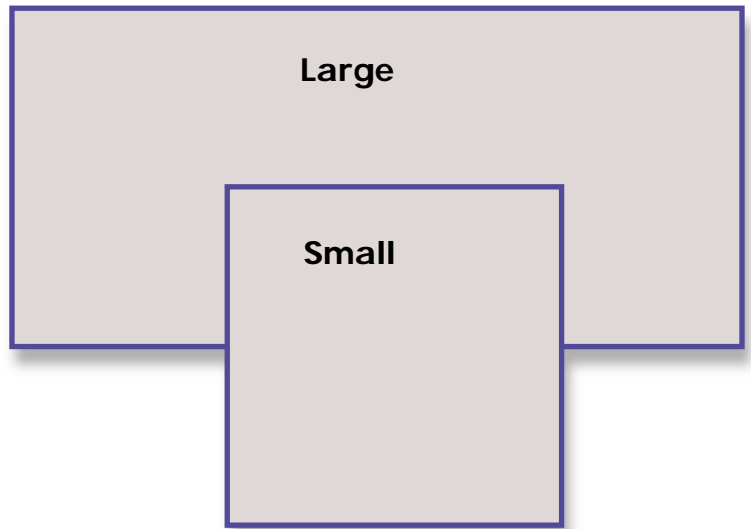
Main Map Side Ad Sizes



The Anchorage Co-op Ad Sizes



The Cannery Co-op Ad Sizes



5 *Looking forward to visiting San Francisco - and am so glad we found your web site and your wonderful offer of free maps - know it will make our visit so much easier, and much more enjoyable - thank you!*
—M. LePort Washington, GA

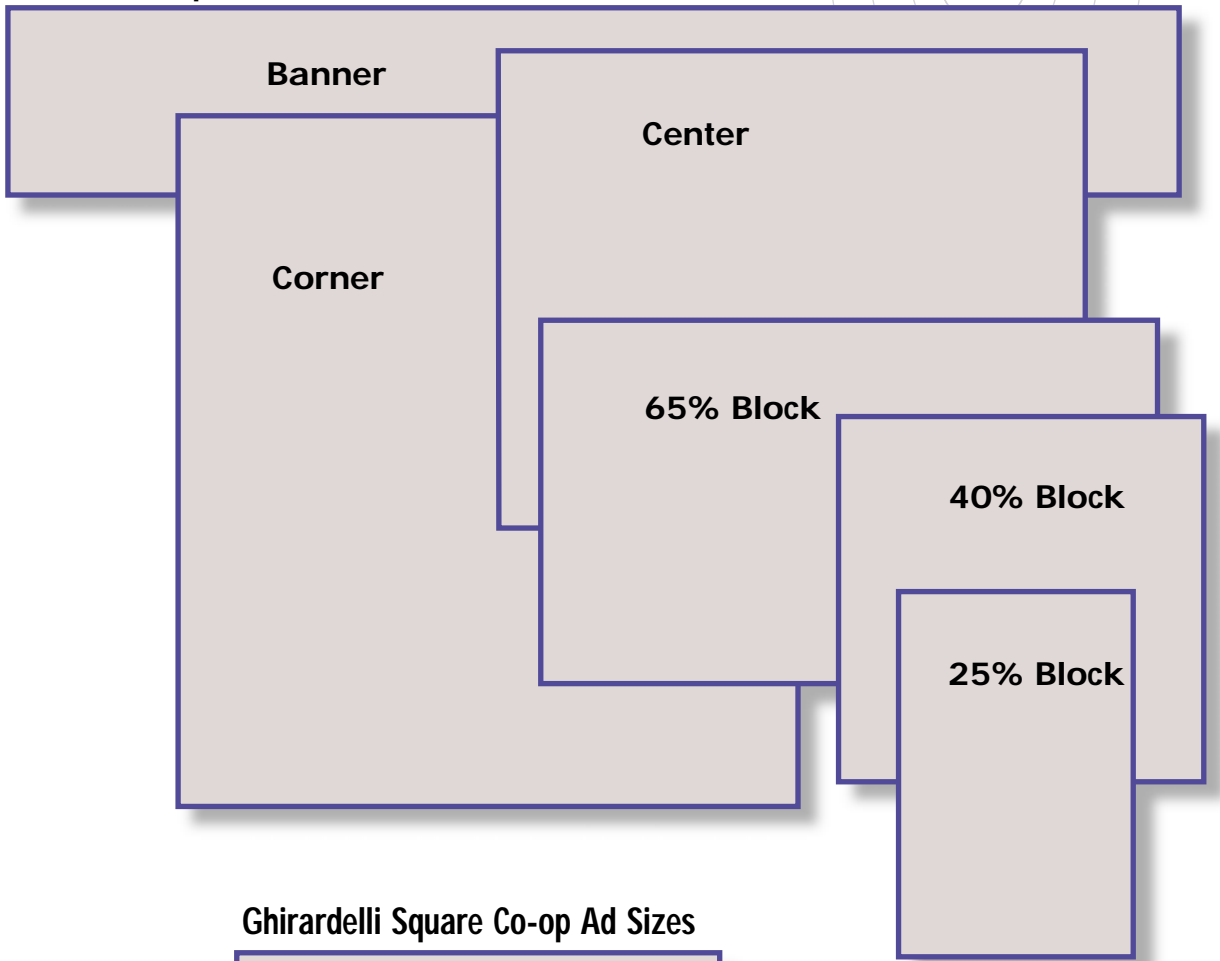


2161 Union Street, Suite 3
San Francisco, CA 94123-4003

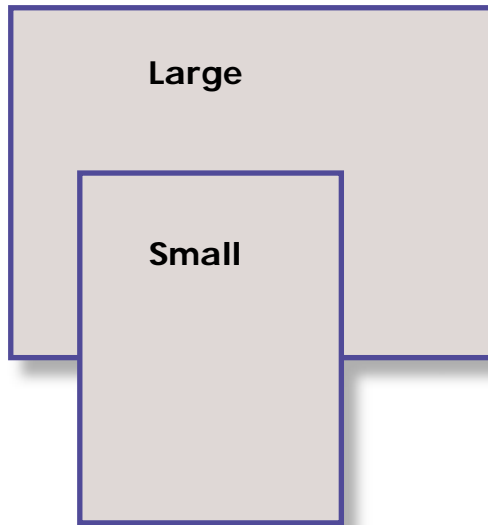
Phone: 415.474.3126
FAX: 415.885.6070
email: sales@mapwest.com
www.mapwest.com

Choose an ad size to fit your needs!

Pier 39 Co-op Ad Sizes



Ghirardelli Square Co-op Ad Sizes



Annual Publishing Date

1,450,000 Annual Copies Are Printed Each June.
Space Reservation Deadline: April 30
Artwork Deadline: May 10

6 Just ordered a map. Seems just what we need to tour San Francisco. Looking forward to visiting there. Hopefully we shan't get lost with a good map with us! —Bob Richards, UK



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San Francisco, CA 94123-4003

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