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San Francisco Travel touches visitors across multiple media channels. Whether digitally, in print, or via video, San Francisco Travel’s paid marketing efforts reach both domestic and international audiences.

Source: Destination Analysts (State of the American Traveler) 2018; Expedia (Path to Purchase) 2018

TRAVELER RESEARCH

Travel Planning Process

DREAM → PLAN → ZMOT → BOOK → SHARE → REPEAT

Zero Moment of Truth: When Consideration becomes Action

Media Usage

PRINT 49%
SOCIAL MEDIA 55%
DMO WEBSITE 33%
TABLET 36%
MOBILE 59%
REVIEWS AND UGC 58%

140+ visits to travel websites in the 45 days prior to booking

For more research and whitepapers, visit milespartnership.com/research.
REACH OVER 4.5M Qualified Leisure Visitors Across San Francisco’s Leisure Channels

DIGITAL GUIDE
pages 4

SEASONAL SPONSORSHIP
page 5

WEB: 3.7 M
page 6

EMAIL: 131K+
pages 7-9

SOCIAL MEDIA
1.2M+

Facebook: 702K+

Twitter: 196K+

Instagram: 300K+

YouTube: 2K+

TikTok: 4K+
<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>LEISURE DIGITAL GUIDE</th>
<th>THE TRAVELER DIGITAL SPONSORSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGAGEMENT</td>
<td>175K+ Reach</td>
<td>Seasonal Sponsorship</td>
</tr>
<tr>
<td></td>
<td>50K Sessions</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ALL DIGITAL GUIDE DISTRIBUTION</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>SFTRAVEL.COM</th>
<th>EMAIL</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGAGEMENT</td>
<td>3.7 M Sessions</td>
<td>Leisure Email</td>
</tr>
<tr>
<td></td>
<td>5.1 M Pageviews</td>
<td>131K+ Subscribers</td>
</tr>
<tr>
<td></td>
<td>Average Session Duration: 2:10 minutes</td>
<td>31.2% Open Rate</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2.0% CTR</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Custom Email Program with 100% SOV</td>
</tr>
</tbody>
</table>

| DEMOGRAPHICS | Gender 50.2% Female 46.1% Male | 15.1% Have Children | Age 17.1% Under 25 41.7% 25-45 30% 46-71 |

Tracy Robbison • 702-445-3777 • Tracy.Robbison@MilesPartnership.com
SAN FRANCISCO TRAVELER
A GUIDE FOR VISITORS

**PRICE**

<table>
<thead>
<tr>
<th>ITEM</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>PREMIUM*</td>
<td>On Request</td>
</tr>
<tr>
<td>2-Page Spread (A)</td>
<td>$10,600</td>
</tr>
<tr>
<td>Full Page (B)</td>
<td>$5,900</td>
</tr>
<tr>
<td>Half Page (C)</td>
<td>$3,800</td>
</tr>
<tr>
<td>1/4 Page (D)</td>
<td>$2,150</td>
</tr>
</tbody>
</table>

**ITEM IMPRESSIONS RATE**

<table>
<thead>
<tr>
<th>ITEM</th>
<th>IMPRESSIONS</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Spread</td>
<td>150,000</td>
<td>$1,500</td>
</tr>
<tr>
<td>Full Page (B)</td>
<td>100,000</td>
<td>$1,000</td>
</tr>
<tr>
<td>Half Page (C)</td>
<td>75,000</td>
<td>$750</td>
</tr>
<tr>
<td>1/4 Page (D)</td>
<td>50,000</td>
<td>$500</td>
</tr>
</tbody>
</table>

**WHY THE SHIFT TO DIGITAL?**

- Reach people where they are
- Reach people faster
- Refreshed content that reflects the city’s newest amenities
- Ability to update your messaging as we evolve
- Join when the time is right

**DIGITAL DISTRIBUTION**

**Website**
- ROS Display Banner Ads on SFTravel.com
- Interstitial on Article Pages

**Email**
- Promotion in monthly Leisure and quarterly Custom dedicated email

**Social**
- Committed amplification from SF Travel with dedicated guide posts on owned and paid social channels

Inquire about delayed participation
SPECIAL SEASONAL OPENING SECTION

PRODUCTS

<table>
<thead>
<tr>
<th>ITEM</th>
<th>RATE (Per Quarter)</th>
</tr>
</thead>
<tbody>
<tr>
<td>SEASONAL SAN FRANCISCO TRAVELER SPONSORSHIP</td>
<td>$12,000</td>
</tr>
</tbody>
</table>

Rates are net and include digital marketing extension on SFTravel.com which reaches travelers throughout the travel-planning process; from desktop to tablet to phone.

* Program subject to change

INCLUDED:

- One full-page ad at the front of the guide
- “Presented by (your company name here)” call-out on the 2023 cover
- ROS display banner ads on SFTravel.com promoting the 2023 VPG “Presented By (your logo)”

Exclusive! With just one sponsor per season, this sponsorship provides your company with 100% share of voice and placement at the very front of The San Francisco Traveler digital guide.

3 REASONS TO PARTNER

1. Reach an incredibly qualified audience.
2. Benefit from a tailored campaign strategy.
3. Increase ROI by combining placements in digital guide with web campaigns.
BANNER ADVERTISING

As the call-to-action for San Francisco Travel's multi-million-dollar advertising and PR efforts, SFTravel.com had more than 2.3 million sessions from January to December 2022. Banner ads allow you to target your message by site content or geography, and our impressions-over-time model along with our monthly reporting allow you to control your exposure and return.

<table>
<thead>
<tr>
<th>SFTRAVEL.COM</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.7M SESSIONS</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>IMPRESSIONS*</td>
</tr>
<tr>
<td>125,000 Impressions</td>
</tr>
<tr>
<td>250,000 Impressions</td>
</tr>
<tr>
<td>500,000 Impressions</td>
</tr>
<tr>
<td>1,000,000 Impressions</td>
</tr>
</tbody>
</table>

* Includes both Ad Units shown above
** Not guaranteed

ABOUT

- Target your message by site content, season or geography
- Control your exposure and return with monthly reporting and our impressions-over-time model
- **Formatted Ads**: Integrated into site content and drives a high click-through rate (CTR)
- **Display Ads**: Provide your own creative as a static JPG or animated GIF
LEISURE EMAIL

Not just casual lookers, these are highly motivated travelers who have specifically requested information about San Francisco and are ready to plan a trip. Advertisers can speak directly to these soon-to-be San Francisco visitors in a format that delivers great results.

131K SUBSCRIBERS

<table>
<thead>
<tr>
<th>31.2% OPEN RATE</th>
<th>2.0% CTR</th>
</tr>
</thead>
</table>

PRICE

<table>
<thead>
<tr>
<th>ITEM</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leisure Email</td>
<td>$750</td>
</tr>
</tbody>
</table>

INCLUDES

- **FORMATTED AD**
  - Headline, subhead and copy
  - 600 x 300-pixel image
  - URL link to your website

Frequency: Targeted deployment weekly unless reserved for Custom Email*

* Dates are Subject to Change
CUSTOM EMAIL - LEISURE AUDIENCE

Receive 100% share-of-voice with a dedicated email message to our organic email database of 131,000+ subscribers. We will work with you to customize a compelling message that will maximize your return and drive clicks to your website.

ITEM | RATE
--- | ---
Custom Leisure Email | $3,000

CUSTOM EMAIL

- Dedicated email about your business to our audience
- 100% share-of-voice
- Compelling customized message that will maximize your return
- Limited inventory

Frequency: Targeted deployment date of the 2nd and 4th week each month*

* Dates are Subject to Change
CUSTOM CO-OP EMAIL

Perfect for destinations, statewide interest, or event-driven offers, a Co-op Email allows you the opportunity to participate at a co-op rate and to align your message with key umbrella messaging around your city, region, interest, or events.

**PRICE**

<table>
<thead>
<tr>
<th>ITEM</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Custom Co-op Email</td>
<td>$700 per partner</td>
</tr>
</tbody>
</table>

**CUSTOM CO-OP EMAIL**

- Dedicated section about your business in themed Co-Op email
- Customizable messaging and/or imagery (dependent on placement)
- Direct communication with our audience alongside other businesses in your region
- Limited inventory

Frequency: Targeted deployment date of the 2nd and 4th week each month*

* Dates are Subject to Change
<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>MEETING PLANNER/ TRAVEL PLANNER GUIDE</th>
<th>TRAVEL PROFESSIONAL EMAILS</th>
<th>MEETING PROFESSIONAL EMAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>page 13</td>
<td>page 14</td>
<td>page 15</td>
</tr>
<tr>
<td>ENGAGEMENT</td>
<td>6K+ Reach</td>
<td>22.2% Open Rate</td>
<td>20.5% Open Rate</td>
</tr>
<tr>
<td></td>
<td>6K Sessions</td>
<td>5.3% CTR</td>
<td>5.8% CTR</td>
</tr>
<tr>
<td></td>
<td>ALL DIGITAL GUIDE DISTRIBUTION</td>
<td></td>
<td></td>
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</tbody>
</table>
MEETING PLANNER/ TRAVEL PLANNER GUIDE

<table>
<thead>
<tr>
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<th>PRICE</th>
<th>RATE</th>
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<tbody>
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<td></td>
</tr>
<tr>
<td>Guaranteed Page 1 (B)</td>
<td>$10,500</td>
<td></td>
</tr>
<tr>
<td>Full Page (B)</td>
<td>$8,750</td>
<td></td>
</tr>
<tr>
<td>Half Page (C)</td>
<td>$4,600</td>
<td></td>
</tr>
<tr>
<td>1/4 Page (D)</td>
<td>$2,575</td>
<td></td>
</tr>
</tbody>
</table>

1 Includes Meeting and Travel Planner’s Digital Program
2 Formatted Ads only available in the Meeting Planner Guide

WHY THE SHIFT TO DIGITAL?

- Reach people where they are
- Reach people faster
- Refreshed content that reflects the city’s newest amenities
- Ability to update your messaging as we evolve
- Join when the time is right

DIGITAL DISTRIBUTION

Website
- Interstitial on Meetings and Travel Trade landing pages
- ROS Display Banner Ads on SFTravel.com

Social
- Committed amplification from SF Travel with dedicated guide posts on owned and paid social channels

Email
- Promotion in monthly Meetings and quarterly Travel Trade emails

Inquire about Formatted Ads in the Meeting Planner Guide

Inquire about delayed participation
This newsletter is full of planning tips and information on San Francisco. It is sent directly to the inboxes of more than 1,200 professional travel planners — highly qualified decision-makers who have opted-in to receive this information.

**QUARTERLY TRAVEL PROFESSIONALS EMAIL**

<table>
<thead>
<tr>
<th>22.2% OPEN RATE</th>
<th>5.3% CTR</th>
</tr>
</thead>
</table>

**PRICE**

<table>
<thead>
<tr>
<th>ITEM</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel Professionals Email</td>
<td>$600</td>
</tr>
</tbody>
</table>

**PACKAGE INCLUDES**

**FORMATTED AD**
- Headline, subhead and copy
- 600 x 300-pixel image
- URL link to your website

**FOUR EMAILS PER YEAR**
- January
- April
- July
- October

* Dates are Subject to Change
MONTHLY CUSTOM EMAIL-TRAVEL TRADE

Receive 100% share-of-voice with a dedicated email message to our organic email database of subscribers. We will work with you to customize a compelling message that will maximize your return and drive clicks to your website.

<table>
<thead>
<tr>
<th>ITEM</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Custom Travel Trade Email</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

**Custom Email**

- Dedicated email about your business to our audience
- 100% share-of-voice
- Compelling customized message that will maximize your return
- Limited inventory

**12 Emails per Year**

- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

*Dates are Subject to Change*
MONTHLY MEETINGS EMAIL

This imagine-the-possibilities view of San Francisco meetings is sent directly to the inboxes of 3,000+ professional meeting planners — highly qualified decision-makers who have opted-in to receive information from San Francisco Travel.

20.5% OPEN RATE  
5.8% CTR

PRICE

<table>
<thead>
<tr>
<th>ITEM</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meetings Email</td>
<td>$600</td>
</tr>
</tbody>
</table>

PACKAGE INCLUDES

- FORMATTED AD
  - Headline, subhead and copy
  - 600 x 300-pixel image
  - URL link to your website

12 EMAILS PER YEAR *

- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

* Dates are Subject to Change

Ask about our Custom Meetings Email opportunity!
MONTHLY CUSTOM EMAIL-MEETING PROFESSIONALS

Receive 100% share-of-voice with a dedicated email message to our organic email database of subscribers. We will work with you to customize a compelling message that will maximize your return and drive clicks to your website.

**PRICE**

<table>
<thead>
<tr>
<th>ITEM</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Custom Meeting Professionals Email</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

**CUSTOM EMAIL**

- Dedicated email about your business to our audience
- 100% share-of-voice
- Compelling customized message that will maximize your return
- Limited inventory

**12 EMAILS PER YEAR**

- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

* Dates are Subject to Change
TO PARTICIPATE IN THE BRAND USA/MILES PARTNERSHIP PROGRAMS CONTACT:

DEMETRIA CLEMONS
Direct: 818-517-2595  
Email: Demetria.Clemons@MilesPartnership.com

TO PARTICIPATE IN THE ADVERTISING PROGRAMS CONTACT:

TRACY ROBBISON
Direct: 702-445-3777  
Email: Tracy.Robbison@MilesPartnership.com